

Online Training Partners, Inc. COURSE LISTING

Communication Skills..... 1
 Customer Service Skills 9
 General Business Skills 18
 Leadership Skills 26
 Management Skills 33
 Personal Development Skills 42
 Sales Skills 44
 Technology Skills..... 57

Title	Author	Description	Category	Topic	Primary Key words	Generic Competencies
Communication Skills						
10 Ways to Break It to Them Gently	Mowatt, Jeff	Giving bad news is never easy, and unfortunately that task goes with almost every job. This Article offers ten approaches for the potential bearers of bad news to help make the process less painful for everyone. These simple techniques, from giving the good news first to offering empathy, and speaking in a lower tone of voice, provide an	COMMUNICATION	Interaction Skills	Interpersonal Communication	Convey Information; Interact Consciously

		easy and diplomatic way to keep your customers.				
A Tongue Fu!® Clinic: Adjust Your Attitude for Success	Horn, Sam	Your peace of mind is your own affair, and once you know that, no tyrant or tough time can destroy your tranquility. In this Clinic, you'll learn how to handle life's injustices with grace instead of gripes.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Convey Information
A Tongue Fu!® Workshop: Defuse Any Verbal Conflict	Horn, Sam	Tongue Fu! is kung fu's verbal cousin. Use it, and you can disarm the disagreeable and control the cantankerous. In this Workshop, you'll learn the Tongue Fu! tactics to help you get along better with everyone, both on and off the job.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Convey Information
Becoming More Persuasive	Alessandra, Tony	This Article gives you insight into the art of persuasion. Most people have become more savvy and skeptical, and this means that only those who are the most persuasive will achieve the most in their interactions with others. This Article explores five ideas for making yourself more persuasive.	COMMUNICATION	Interaction Skills	Persuasion and Influence	Convey Information; Influence Others; Develop Self

Building Trust	Wells, Stuart	This Article focuses on the importance of trust, the confidence or faith people have in each other. It explains how important trust can be in a business environment. It goes on to show the four levels of trust and how to build your level of trust to bring up the level of trust in your colleagues.	COMMUNICATION	Interaction Skills	Feedback	Act with Integrity; Develop Self; Convey Information; Interact Consciously; Influence Others
Conflict Management	Cottringer, William	An organization that hopes to be productive and successful must be able to resolve conflicts effectively. This Article explains how to access the conflict, frame the most appropriate strategy, master a repertoire of techniques, and practice excellent communication. With these practices, you can become an expert at conflict resolution.	COMMUNICATION	Interaction Skills	Conflict Resolution	Resolve Conflict; Interact Consciously
Confrontation Is an Art	Briles, Judith	Most women learned as young girls to avoid conflict and confrontation. As a result, they often prefer to avoid confronting someone about inappropriate behavior and hope the offending behavior will stop. This Article teaches you how to confront negative workplace behavior. Dialogue helps you communicate clearly to achieve a positive, productive outcome.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Resolve Conflict; Interact Consciously; Develop Self

Coping with People Who Cover Up Chaos	Schechter, Harriet	One of the challenges to achieving order at the office is learning how to work with the bosses, employees, or coworkers who hide their chaos-causing tendencies. This Clinic offers case studies and strategies to help you bring out the best in others.	COMMUNICATION	Interaction Skills	Feedback	Interact Consciously; Resolve Conflict
Dealing with Phone-o-Phobes	Schechter, Harriet	Are you annoyed by people who don't return phone calls? You're not alone. Nowadays, when a call is returned promptly, we may be so shocked we forget why we left a message in the first place. But there are simple, effective ways to get your calls returned. This Article shares tips for reducing frustration while increasing communication with phone-o-phobes.	COMMUNICATION	Oral Communication	Telephone Skills	Convey Information; Interact Consciously
Delivering Bad News	DiResta, Diane	We all have to deliver bad news at some time. It's natural to want to avoid it, but people need to know if they are underperforming or if layoffs are pending. Whether you're the decision-maker or simply the messenger, you'll find these tips helpful when the axe is about to fall. The good news is you can deliver the message in a way that preserves self-esteem and long-term	COMMUNICATION	Interaction Skills	Feedback	Convey Information; Interact Consciously; Influence Others; Develop Self

		relationships.				
Delivering Difficult Messages	Perry, J. Mitchell	This course teaches how to deliver difficult messages and actually strengthen a relationship in the process. You'll learn to recognize and understand the circumstances of delivering bad news with a recipe of ideas, skills, and tools to use in these situations.	COMMUNICATION	Interaction Skills	Feedback	Convey Information; Interact Consciously; Influence Others; Develop Self
How to Actively Listen to Your Employees	Royse, Kristi	Letting employees talk is not the same as listening to them. You have to work at it, as with anything else at which you want to succeed. This Article provides five simple, practical rules that will help you become an effective active listener.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Influence Others; Interact Consciously
How to Communicate to the Top of Customers' Minds	Nierenberg, Andrea	Often lack of communication skills prevents us from standing out from the competition. This Article shares eight techniques to help build these skills.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Relate to Customers; Convey Information; Interact Consciously; Influence Others

How to Influence Human Behavior	Bachrach, Bill	This Article explores the best ways to be effective with others and how to get the outcomes you want. It emphasizes the importance of building trust and explains 12 principles that will help you build trust with anyone.	COMMUNICATION	Interaction Skills	Persuasion and Influence	Act with Integrity; Interact Consciously; Influence Others
How to Negotiate a Raise	Moskowitz, Robert	Instead of waiting to be offered a salary increase, take the initiative. Learn 12 strategic and tactical tips for assessing your situation and approaching your employer confidently, articulately, and appropriately.	COMMUNICATION	Interaction Skills	Negotiation	Develop Self; Convey Information; Influence Others; Interact Consciously
How to Praise People	Petrock, Frank	Praise works. This Article shows how it can work better. Timing and content are critical, knowing when to praise and what to say. You'll learn the formula for praise. You'll also see how to accept praise gracefully. Giving and receiving praise can make our work and our world better places.	COMMUNICATION	Interaction Skills	Feedback	Reward and Celebrate Achievement
Listening Attentively	Alessandra, Tony	This Article shows how learning to be an active listener, like learning to be an active jogger, takes effort. Practice the tips for active listening and you'll find it pays ever-increasing benefits.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Interact Consciously

Listening: A Basic Survival Skill	Blanchard, Ken	The word communication comes from the Latin root that means to have in common. When you listen, you need to look for common understanding. This Article explains the three hurdles you have to jump in order to be an effective listener.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Interact Consciously
Listening: The Silent Power of Speaking	DiResta, Diane	Effective speakers are good listeners. This Clinic explains how you can learn to listen, why it's the greatest gift you'll give an audience, and how it makes the difference between speakers who achieve their objectives and those who don't.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Interact Consciously
Phone Power: The Complaint Call	Walther, George	Depending on how you handle it, an emotional call can be a very negative or very positive experience. When handled smoothly, the complaint call can result in a stronger relationship with your customer. And, more important, you gain a sense of confidence, competence, and power. When you can handle the emotionally charged caller, you can handle anyone.	COMMUNICATION	Oral Communication	Telephone Skills	Relate to Customers; Interact Consciously

Phone Power: Time Control	Walther, George	This course shows how to get the most from the least amount of time on the phone. You'll learn how to build a call-management system, how to prepare for callbacks, and how to utilize your time more efficiently. Finally, you'll learn how to organize your outbound calls. These skills will allow you to make the most out of every call.	COMMUNICATION	Oral Communicati on	Telephone Skills	Improve Systems and Processes; Manage Execution
Speak Without Fear	D'Arcy, Jan	Everyone experiences some form of stage fright, but leaders are expected to articulate ideas well, whenever they are asked, with or without preparation. This Clinic gives you the tricks and exercises the professionals use to overcome nerves and impress audiences.	COMMUNICATION	Oral Communicati on	Public Speaking	Convey Information; Influence Others; Interact Consciously
Who Me? Difficult? Yes! You!	Wiklund, Patricia	If you find some of your coworkers hard to work with, someone thinks you're a challenge, too. See if you can find yourself or your teammates in any of these behaviors.	COMMUNICATION	Interaction Skills	Interpersonal Communication	Build Teams and Partnerships

Customer Service Skills

<p>A Dozen Easy Ways to Lose Customers</p>	<p>Pollar, Odette</p>	<p>Common causes of customer dissatisfaction include unfriendly people in frontline positions, poor product quality, and a continuously busy phone line. This Article goes to a deeper level, giving you a dozen reasons customers will go to your competitor.</p>	<p>CUSTOMER SERVICE</p>	<p>Customer Relations Management</p>	<p>Customer Service Quality</p>	<p>Relate to Customers</p>
<p>A Model Customer Service Program</p>	<p>Johnson, Daniel</p>	<p>Good customer service provides maximum profits for the company. This Article provides excellent tips for providing clear benefits to customers that they can understand. It shows how to start with a commitment to the service program, how to implement it, and then how to continue to reinforce the changes.</p>	<p>CUSTOMER SERVICE</p>	<p>Customer Relations Management</p>	<p>Customer Service Quality</p>	<p>Relate to Customers</p>
<p>Are You Creating Difficult Customers?</p>	<p>Conroy, Kathleen</p>	<p>Some customers are difficult no matter what you do. Others perhaps are merely having a bad day or may have had bad service in the past. This Article shows how to avoid alienating those others so everyone ends up happier. Once you know how to set up good situations,</p>	<p>CUSTOMER SERVICE</p>	<p>Customer Relations Management</p>	<p>Customer Relations</p>	<p>Relate to Customers</p>

		conditions and profits will improve.				
Building Loyalty	Yager, Ed	This Article focuses on how to build service excellence. It shows how, ultimately, those who succeed and those who don't are determined by interpersonal processes. It presents a dozen Service Principles that can help you, step by step, build that service excellence that will lead to an improved environment and greater profits.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers; Improve Systems and Processes
Customer Service Companion	Charles, Leslie	Delivering excellent customer service is easy when you have the necessary tools. Service expert C. Leslie Charles shows how to handle even the toughest customers and service dilemmas with grace, kindness, and efficiency, staying relaxed while doing it.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers
Customer Service Getting Worse	Royse, Kristi	Today, customer service worsens as companies find it harder to find frontline employees prepared to put customers' needs first. Learn to improve customer service by giving workers the training, support, and environment they need to excel.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers

Customer Service Means Actions, Not Slogans	Fripp, Patricia	Your business is only as good as your worst employee. This Article asks you to examine how well your employees cultivate your customers and shows why everyone, from the CEO to the maintenance crew, either cultivates or corrodes your business relationships.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services	Relate to Customers; Build Teams and Partnerships
Customer Service Meets the Internet	Ringle, Bill	Customer service is about fulfilling your customers' stated desires. This Article gives you seven principles to delight your customers, gain repeat business, and reinforce your company's image through excellent Internet-based customer service.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services, Internet (10a)	Relate to Customers; Use Technology
Earn Your Customers' Loyalty: Here's How	Tucker, Robert B.	Studies show that boosting customer retention rate by a mere 2% has the same effect on profits as cutting costs by 10%. However, merely satisfying customers is not enough to win their loyalty. The six strategies outlined here, from researching and targeting the needs and concerns of customers to creating loyalty and guaranteed service programs, will help your firm gain the bottom-line benefits of increased long-term customer loyalty.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services	Relate to Customers

Exceptional Service	Lee, Brian	Profits are vital to a business, and as this Article explains, the best way to increase them is through exceptional service. Learn four ways to create excellent service, by empowering people, creating a vision, serving internal customers, and modeling. As you implement these techniques, you'll find your workplace and profits improving.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers; Commit to Quality
Five Steps for Handling Angry Customers on the Phone	Wiklund, Patricia	In customer service, the challenge is to diffuse the upset so you can solve the problem. Follow the five steps in this Article and you'll help even the most angry or upset customers get ready to resolve the incident that is causing them difficulty.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services,	Relate to Customers; Interact Consciously; Influence Others; Convey Information
How Customer Focused Are You?	Connellan, Thomas K.	Any trip to a Disney theme park brings an awareness of the careful planning that goes into delivering an outstanding experience to each customer. This Article examines the way customer service is handled at Disneyland so you can adapt these techniques to your business.	CUSTOMER SERVICE	Customer Relations Management	Customer Relations	Relate to Customers; Commit to Quality

How to Create Standards and Measure Performance	Losyk, Bob	Service standards, the service-related tasks your business performs, are the key to winning repeat customers. Learn how to assess your customers' needs, set crucial service standards, and gather customer feedback once these standards are in place.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Commit to Quality; Relate to Customers
How to Train an Outstanding Customer Service Team	Losyk, Bob	The quickest way to earn consistent and complete customer satisfaction is to adequately train employees for their jobs. A solid training program will greatly motivate your staff, which will delight your customers and ultimately boost your profits.	CUSTOMER SERVICE	Customer Relations Management	Managing Customer Service Teams	Build Teams and Partnerships
Irate Customers: An Opportunity for New Sales	Losyk, Bob	How we respond to and recover from irate customers determines if we ever hear from them again. This Article explores what you can do during those very stressful moments, and what needs to be done immediately after so you don't lose those customers.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services	Relate to Customers; Interact Consciously; Influence Others; Convey Information
Keep Your Customers Satisfied	Blackman, Jeff	This Clinic takes a look at customer service - what to do, what not to do, and why. It also looks at companies with good and terrible customer service. Learn from the mistakes and successes of others as you strive to keep your customers satisfied.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers

Leading the Customer Service Team with Heart	Jeffries, Elizabeth	A leader's objectives all lead to serving customers, who are the only reason a business is in operation. Learn how you can be an effective leader who coaches, teaches, and trains your customer-contact people.	CUSTOMER SERVICE	Customer Relations Management	Managing Customer Service Teams	Relate to Customers; Influence Others; Interact Consciously; Convey Information
Quality Communication	Booher, Dianna	This Article gives you nine solid, practical guidelines for effective domestic and international communication. Your customers will become aware of your message only if you communicate it clearly and accurately. These nine steps can help you achieve success.	CUSTOMER SERVICE	Customer Relations Management	Customer Relations	Value Diversity; Influence Others; Interact Consciously
Raise Your Firm's "Response-Ability"	Tucker, Robert B.	In the fast-paced business world of today, customers cannot afford to wait; they need your product or service right away. Therefore, the responsiveness of your company to customer needs has a bottom-line impact. This Article shares five important strategies for retaining customers and becoming an industry leader by improving the response-ability of your organization.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers
Recovering from the Inevitable "Oops!"	Emmerich, Roxanne	Recovery from a customer service mistake is critical for business success. This Article gives you nine keys to ensure you will make a successful recovery that keeps the	CUSTOMER SERVICE	Customer Satisfaction	Customer Services,	Relate to Customers

		customer loyal to you and your product or service.				
Serving Customers through Email 201	Ringle, Bill	Customers want to know you have learned their interests or needs. They want to be catered to. This Article will guide you in reaching and pleasing your customers by explaining the seven C's of customer service when using Internet email.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services, Email (10a)	Relate to Customers
Super Online Customer Service	Cates, Jeanette S.	If you're not offering online customer service, your competitors will! Wherever you are technologically, this Clinic will give you simple solutions your company can implement now.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services, Internet (10a)	Relate to Customers; Use Technology
Taking Customer Service to the Next Level	Emmerich, Roxanne	If your company doesn't have service systems and standards that are uniform and based on customers' expectations, chances are your customers are noticing things about your organization that aren't acceptable to them. This Article presents a simple five-step system for tuning up your customer service and making it consistent so your customers can always expect high-quality service.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers

Teamwork: The Power of Unity	Gibson, Shane	When geese fly in formation, they can travel farther and faster than any goose flying alone. They also share leadership duties, to keep the head of their formation fresh. In this Article, you'll learn how such unity and shared achievement provides a model for outstanding customer service and business success.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Build Teams and Partnerships; Relate to Customers
The Neon Signs of Customer Service	Stiel, Holly	The business of serving others is challenging, but with a spirit of goodwill, a healthy psychic salary, and attention to the attitudes and needs of your customer and yourself, you can make it fun and gratifying.	CUSTOMER SERVICE	Customer Satisfaction	Customer Services	Relate to Customers
The Service Edge	Peters, Tom	Rapid product development opens many opportunities, but without consistent, awesome service, it won't be enough. This Article shows how outstanding customer service will let you stay on top of the charts.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers
The Spirit of Elvis in Customer Service	Stiel, Holly	This Article puts customer service in a new light, placing it center stage with the King of Rock 'n' Roll. The author takes a lighthearted look at what Elvis's career can teach us about hospitality and customer service, from his famous tag line and logo to his consistency, rhythm, humor,	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers

		and sincerity.				
This Ain't Chicken Feed!	Blackman, Jeff	It takes months, even years, to find, sell, and serve a customer, but only seconds to lose one. Learn how one corporation has achieved phenomenal success with a customer-centered approach that you can translate to your own business.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers
You Snooze You Lose©: (Someone is listening to your customer. Why not you?)	Mahony, Ann	First, listen to your customers, and then coddle, appreciate, and love them. This Article uses an actual incident to illustrate Southwest Airlines' approach to superior customer service, and how you can adapt these policies to your own company.	CUSTOMER SERVICE	Customer Relations Management	Customer Service Quality	Relate to Customers

General Business Skills

<p>10 Keys to Unlock Your Success</p>	<p>Nierenberg, Andrea</p>	<p>Whether you want a promotion, new job, or small business loan, these 10 Keys to Success can help you set and achieve your professional and personal goals every time. Learn to integrate these 10 skills into your everyday life, so being your best becomes second nature.</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Analytical and Cognitive Skills</p>	<p>Success Strategies</p>	<p>Develop Self</p>
<p>10 Tips on Workplace Courtesy</p>	<p>Casperson, Dana May</p>	<p>This Article helps you bring courtesy into the workplace so work becomes enjoyable and things run more smoothly. The tips given enhance team members' ability to interact successfully, from speaking softly to recognizing where problems might occur. They'll not only help you at work but carry through to everyday living.</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Applied Business</p>	<p>Business Relationships</p>	<p>Build Teams and Partnerships</p>
<p>An Intentional Approach to Business Ethics</p>	<p>Colero, Larry</p>	<p>Often perceived as shortsighted, greedy, and uncaring, the business community needs to move toward a stance of honesty, respect for individual rights, and stewardship of nature, for its own good as well as the</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Applied Business</p>	<p>Business Ethics</p>	<p>Act with Integrity</p>

		good of others.				
Business Ethics	Haas, Robert D.	This is the puzzle we must solve: How do we help honorable people confront and address the ethical challenges they face? This Article gives three approaches that characterize how companies can help their people deal with ethics.	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity; Develop Self; Convey Information; Interact Consciously; Influence Others
Can I Stop My Coworker from Calling Me "Honey"?	Horn, Sam	When you face rude, annoying, or thoughtless behavior by others, it's not always necessary to respond. Learn seven criteria to help you choose your battles, deciding when to speak and when to hold your peace.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Interact Consciously; Convey Information; Develop Self
Conquer Chaos Like a Pro!	Schechter, Harriet	Chaos isn't just about what's going on in each of our lives. It's also about how other people impact our lives. This Clinic shows you how to make changes in yourself and those around you, all in the name of a more orderly existence.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Manage Execution; Develop Self

<p>Dealing with Difficult People</p>	<p>Cole, Linda Lee</p>	<p>We'd all prefer to deal with nice people, but we often encounter those who are difficult. This Article describes various learning styles, helps you see where you fit, and shows you how to adjust to the styles of others and build rapport and connections with them. The principles of sensitivity, flexibility, and adaptability outlined here will dramatically improve your relationships.</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Applied Business</p>	<p>Business Relationships</p>	<p>Demonstrate Flexibility, Relate to Customers; Interact Consciously</p>
<p>Dealing with the Creeps</p>	<p>Nierenberg, Andrea</p>	<p>When we're forced to work with difficult people, negotiation techniques can save the day. Achieve win-win solutions by learning five steps for using these techniques, tips to make them more effective, and three ways to monitor your own behavior.</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Applied Business</p>		<p>Resolve Conflict; Relate to Customers; Interact Consciously; Influence Others</p>
<p>Does Casual Dress Day Mean Casual Attitude?</p>	<p>Pollar, Odette</p>	<p>Many companies have named Friday a casual dress day. Some employees feel that a more relaxed atmosphere also means a more relaxed work ethic. This Article shows how to make certain that the team members remain productive no matter how they're dressed.</p>	<p>GENERAL BUSINESS SKILLS</p>	<p>Applied Business</p>	<p>Business Etiquette</p>	<p>Build Teams and Partnerships</p>

Dressing for Business Success	Casperson, Dana May	Your workplace attire influences how customers and coworkers perceive your ability to conduct business. This Clinic teaches you to dress for success on any business occasion, no matter how casual or formal.	GENERAL BUSINESS SKILLS	Applied Business	Business Etiquette	Interact Consciously; Influence Others; Know the Business, the Market and the Competition
Effective Conflict Management	DiCarlo, Diane M.	This Clinic shows you how to manage conflict effectively, resulting in a higher level of understanding and communication between individuals and groups, increased morale and cooperation, and personal development and growth.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Resolve Conflict
Electronic Etiquette	Nierenberg, Andrea	We communicate by impersonal telephones, fax machines, cellular phones, and email. This Article shows how, with electronic etiquette, we can personalize our digital communication, and gives the best strategies from those who've done it.	GENERAL BUSINESS SKILLS	Applied Business	Business Etiquette	Convey Information; Interact Consciously; Influence Others
Enduring a Bad Boss	Davidson, Jeff	Working in a disagreeable situation isn't fun, but it's better than being unemployed. Find out how to cope with a bad boss, and learn positive management skills you can use when you're in charge.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Resolve Conflict; Interact Consciously

Ethical Considerations in Business	Bucaro, Frank C.	The issue of ethics boils down to asking yourself, What price am I willing to pay for this decision, and can I live with that price? In this Article, you'll see how this process can be helped by defining each letter of the word ETHICS.	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity
Ethics - Taking the High Road	Bucaro, Frank C.	In this Workshop, you'll learn the importance of ethics to long-term success, insights and techniques to keep ethics a priority, and the relationship between self-esteem and decision making. You'll come away with a clear ethical compass, along with insights and solid techniques to clarify your personal values and stick to real-life ethics in a rule-bending world.	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity; Make Decisions; Develop Self; Interact Consciously
Examine Your Workplace Ethics	Casperson, Dana May	Most businesspeople follow their company's code of ethics with customers and clients, but it's easy to forget that accountability, credibility, and truthfulness are just as important among coworkers. This Article discusses five common ethics challenges in the workplace and how to tackle them. You'll learn to resolve virtually any issue effortlessly and win the respect and admiration of your colleagues by employing your	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity; Interact Consciously; Resolve Conflict

		ethics tactfully and with grace.				
How Do You Spell Success? E-T-H-I-C-S	Bucaro, Frank C.	Every business admits that good ethics make for good business, and yet every business seems to have those who preach ethics while their behavior says something else. In this Clinic, you'll learn the three principles basic to the study of ethics and the six components of an ethical business life.	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity
How to Deflect a Rude Remark	Horn, Sam	What's the best way to respond to a coworker's rude, inappropriate, or harassing remark? Learn three simple, effective ways to keep your composure while under fire and to discourage further verbal attacks.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Resolve Conflict; Protect Employees; Interact Consciously
How to Get Promoted Faster	Rinke, Wolf J.	Tired of being stuck in the same old job? You don't have to be. This Article shows how you can be more productive now, which will lead you to that promotion you want. The six tips make clear what you can do to get on that fast track to a better position.	GENERAL BUSINESS SKILLS	Applied Business	Career Advancement	Develop Self; Manage Execution; Plan Strategically; Commit to Quality

How to Keep Your Management Job	Katzenbach, Jon	There is plenty of opportunity for middle managers, even in times of increased layoffs. This Article describes the new mind-set and new skills you'll need to adopt to go with the changes in the marketplace. You'll learn the elements that will differentiate you from most middle management casualties.	GENERAL BUSINESS SKILLS	Analytical and Cognitive Skills	Personal Productivity	Develop Self; Plan Strategically; Influence Others; Interact Consciously
How to Overcome Negativity in the Workplace	Reynolds, Carol	The difficult part of conflict resolution is to look inside and find the negative patterns we're bringing out of our inner beliefs and hurts. This Article explains why the conflict, anger, and negativity exists and gives you tools to deal with it.	GENERAL BUSINESS SKILLS	Applied Business	Business Relationships	Resolve Conflict
Office Equipment Etiquette: Remember Others	Brody, Marjorie	Office courtesy goes beyond knowing the ins and outs of professional wardrobe and meeting etiquette. Equipment etiquette is equally as important.	GENERAL BUSINESS SKILLS	Applied Business	Business Etiquette	Use Technology
Office Etiquette: What Your Mother Never Told You	Casperson, Dana May	Your mother taught you basic manners, but not how to greet a foreign client, make a disabled visitor comfortable, or handle an office romance. This Clinic does that and more. You will see how minding your business manners can make your business thrive.	GENERAL BUSINESS SKILLS	Applied Business	Business Etiquette	Value Diversity; Influence Others; Interact Consciously

Practical Ethics: Four Paths to Greater Virtue	Bucaro, Frank C.	This Article shows how a high standard of thought and behavior can be achieved even in today's competitive marketplace. It outlines four practical paths that can lead to greater virtue. When we're faced with an ethical and conflicting situation, these paths can lead us in the right direction and help us make the best possible decision.	GENERAL BUSINESS SKILLS	Applied Business	Business Ethics	Act with Integrity
The Myth of Time Management	Davidson, Jeff	This Article offers a new look at time management in a time when the pace of work is faster than ever and the flow of information is overwhelming. You'll learn new ways to handle six traditional time management concepts and gain perspective on the importance of making good choices.	GENERAL BUSINESS SKILLS	Analytical and Cognitive Skills	Time Management and Organization	Manage Execution
Use Your Time Effectively	Alessandra, Tony	This Article gives nine specific actions you can take to get greater control of your time. Some may seem obvious, but these are good reminders and items to check periodically. Others are quite subtle but can make a big difference in how much you get done.	GENERAL BUSINESS SKILLS	Analytical and Cognitive Skills	Time Management and Organization	Manage Execution

Leadership Skills						
10 Ways to Motivate	Nelson, Bob	Save money and produce more? It can be done. This Article shows simple ways to motivate employees. Spending a little time to acknowledge good work pays immense dividends. A personal thank-you, a one-on-one meeting, and a sense of being involved with the company can lead to better work and better profits.	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Build Teams and Partnerships; Influence Others
15 Characteristics of Guerrilla Managers	McCurry, William J.	This course details the 15 characteristics guerrilla managers maximize. It shows how to develop these 15 characteristics in your arsenal of effective business weapons and how you can actively integrate them during your interactions with your team.	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Build Teams and Partnerships

21 Days to Effective Leadership	Rohlander, David G.	Learn a simple new model to improve your effectiveness in five key management areas where traditional management thinking falls short. You'll follow a plan that enables you to achieve the most effective results, and you'll learn how to keep your momentum for lasting results.	LEADERSHIP	Leadership Skills	Building Leadership Skills	Manage Execution
Build Your All-Star Team	Lanier, Judy	Teamwork may be a cliché, but without it, the failure of an operation is virtually ensured. This Article shows you how to help team members build on their strengths, manage their differences, make decisions, and reach common goals.	LEADERSHIP	Corporate Leadership	Building Teams	Build Teams and Partnerships
Building Employee Commitment	Zoglio, Suzanne W.	This Article shows that whether you are the owner of a small business, the manager of a department, or the supervisor of a work group, you will enhance performance if you focus on the four strategies of inspiring, involving, empowering, and facilitating your team.	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Influence Others; Convey Information; Build Teams and Partnerships; Interact Consciously
Building the Skills of Leadership	Ponder, Randall D.	Leaders thrive in the global economy by mastering the basic core leadership skills, which result in dramatic and lasting increases in team performance, productivity, and profitability. This Workshop shows you those skills and how	LEADERSHIP	Leadership Skills	Building Leadership Skills	Build Teams and Partnerships; Influence Others

		best to utilize them.				
Developing a Self-Directed Work Team	Appelbaum, Alan L.	This Article explains how to take your team to the next level, transforming it into a self-directed team that requires far less time and effort from its leader. Learn the four up-front essentials and two key principles for your team's ongoing success.	LEADERSHIP	Corporate Leadership	Building Teams	Build Teams and Partnerships
Empowering Your Staff is an ART Worth Learning	Lanier, Judy	Introduce ART, Attitude, Rewards, Training, to your employees and they will take charge and make great things happen. Sales, revenues, customer satisfaction, profits are guaranteed!	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Build Teams and Partnerships; Influence Others; Interact Consciously
How to Become a More Authentic Leader	Shelton, Ken	In this course you will learn to recognize the counterfeit leader, and see if any of these attributes weaken your own leadership. It explains the Six Degrees of Counterfeit and the six steps that lead toward authenticity. It shows how to build empowerment, the foundation of authentic leadership.	LEADERSHIP	Leadership Skills	Building Leadership Skills	Develop Self; Act with Integrity

How to Create an Office Environment That Works	Rohlander, David G.	Most of us spend a major part of our waking hours at work. How do we make the best of it? This Article explains the qualities you can instill in your team to make your workplace a better and more enjoyable place.	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Build Teams and Partnerships; Reward and Celebrate Achievement
How to Lead a Motivating Workplace	Emmerich, Roxanne	This course shows how to motivate employees so they will look forward to coming to work. It explains how to remove the barriers that cause low morale and even lower productivity. You will learn what your employees must have to succeed and how to get it to them.	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Build Teams and Partnerships
Leader as Model and Mentor	Kaplan, Daniel	This Article details how to develop the skills of mentorship. It shows how fairness and consistency establish an environment of trust from which a mentoring relationship can be built. It concludes with five rules for mentoring, which create a solid foundation for successful mentoring.	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Build Teams and Partnerships; Influence Others; Interact Consciously
Leadership Is Your Business	Kouzes, James M.	Not responding to the call for leadership doesn't imply a lack of courage or competence. This Article looks at the insufficient and outdated understanding of today's workplace and how that	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Build Teams and Partnerships

		affects the leadership process. It presents seven new realities and debunks 10 myths, giving us a better understanding of leadership.				
Leading in Difficult Times	Lishansky, Steve	In the aftermath of the tragic events of September 11, we are searching for meaning and want to do something to make a meaningful difference. As a caring, committed leader, you must take the lead and help your people find their greatness in service of themselves, their families, their companies, their communities, their country, and the world. Here are five things you can do right now to help your people and your organization.	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Develop Self; Interact Consciously; Influence Others
Leading Learning Organizations	Senge, Peter	There are three types of leaders in learning organizations, local line leaders, executive leaders, and internal networkers. This Article shows the leadership challenges in building learning organizations. These challenges call for a unique mix of different people, in different positions, who lead in different ways. Changes will be required in our traditional leadership models.	LEADERSHIP	Leadership Skills	Leading and Developing Staff	Demonstrate Flexibility; Interact Consciously; Influence Others

Leading with Heart through a Climate of Change	Jeffries, Elizabeth	There's a great need for both good leaders and good followers. This Clinic shows you how to develop yourself as a person who can lead effectively in the face of ever-accelerating change, and take advantage of the resulting opportunities.	LEADERSHIP	Corporate Leadership	Change Management	Manage Change; Develop Self; Influence Others; Interact Consciously
Leapfrogging the Competition	Harari, Oren	Want to vault over the competition? This Article shows you how to develop the commitment and capacity to zoom ahead. It outlines the five big steps that will enable you and your company to become leaders in your field.	LEADERSHIP	Strategic Business Development	Planning and Developing Strategy	Drive for Results; Plan Strategically
Motivating People	Nelson, Bob	Managers want to motivate their employees. This Article shows how this can be done with no cost. It offers guidelines for recognizing people's efforts and important ways to make even the most boring job rewarding. An employee who is appreciated does the best work.	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Reward and Celebrate Achievement
Motivational Management	Scott, Cynthia D.	Empowered managers don't force people to accomplish a task. Instead, they motivate by getting the team members involved and committed to the tasks that need to be done. You'll be surprised to learn what really motivates the people you work with and what	LEADERSHIP	Leadership Skills	Motivating and Inspiring People	Build Teams and Partnerships; Interact Consciously; Influence Others

		you can do to boost self-esteem and productivity in any organization.				
Positive Expectations	Tracy, Brian	This Article outlines the behaviors of effective leaders. It explains the four key behaviors of transformational leaders and the difference between ordinary transactional leadership and transformational leadership, which causes groups to perform at their highest levels.	LEADERSHIP	Leadership Skills	Building Leadership Skills	Influence Others
Ready for the Responsibility of Leadership?	Jeffries, Elizabeth	Learning to lead is a layered, lifelong process. Leaders influence people, convince them to do what must be done, establish direction, and align people to work together. This Article demonstrates how positive leaders on all levels have a service orientation and asks eight thought-provoking questions that will help you become a better leader.	LEADERSHIP	Leadership Skills	Building Leadership Skills	Influence Others; Build Teams and Partnerships
The Leader Within You	Danzig, Robert J.	This course introduces some great leaders who personify the eight powers found in every leader. In this Clinic, you will begin to recognize these traits in yourself and learn how to develop and use them to become a complete, fully	LEADERSHIP	Leadership Skills	Building Leadership Skills	Develop Self

		accomplished, consummate leader.				
The Leader's Greatest Gift	Bell, Chip R.	This Article discusses an obvious truth, that people are inspired by passion more than by reason. When leaders help allow that passion to surface in their employees through honesty and invitation, magical things happen for everyone.	LEADERSHIP	Leadership Skills	Building Leadership Skills	Build Teams and Partnerships
Management Skills						
Beating the Bushes for Good People	McCurry, William J.	Approach recruiting by looking for unconventional methods to achieve the best results. This Clinic shows why you must become a recruiter to find the best people. There are at least 22 easily available methods you can use to find staff who	MANAGEMENT	Human Resources Issues	Interviewing and Hiring	Attract and Develop Talent

		will bring enthusiasm and high potential to your workplace.				
Become an Instant Trainer	Clarke-Epstein, Chris	Leading a training session can be intimidating, especially for first-time instructors. In this Workshop, two seasoned trainers teach you everything you need to know to successfully, and confidently, command a classroom.	MANAGEMENT	Employee Management	Training	Convey Information; Interact Consciously; Influence Others
Can You Say Appreciation?	Emmerich, Roxanne	We prefer to work in a positive environment but don't always know how to create one. This Article shows how criticism and innuendo lead to negativity and how sincere praise and appreciation can lead to a positive and efficient workplace. It outlines specific ways to express appreciation appropriately to lead to positive results for everyone.	MANAGEMENT	Employee Management	Performance Management	Influence Others; Interact Consciously; Convey Information; Build Teams and Partnerships; Attract and Develop Talent
Coaching Teams	Yager, Ed	One is not born a coach, but the skill can be learned. This Article reviews why teamwork has been viewed with suspicion, and why well-informed, well-lead, and well-coached teams are the keys to the future. It presents five points to help you succeed as a coach to build these effective	MANAGEMENT	Employee Management	Team Building, Teamwork (4a)	Build Teams and Partnerships; Influence Others; Interact Consciously

		teams.				
Effective Team Communication	McCurry, William J.	This Clinic shows how to establish clear communication within the team, as well as between the team and customers, suppliers, and other company personnel. It outlines the steps to produce a successful, self-directed team with strong interpersonal communication skills, and how to lead that team to success.	MANAGEMENT	Employee Management	Team Building	Build Teams and Partnerships; Interact Consciously; Influence Others; Drive for Results; Convey Information;
Establishing Performance Expectations	Perry, J. Mitchell	Properly established and confirmed expectations about a person's workplace roles fuel better performance, mitigate team frustration and discontent, and increase the manager's ability to get delegated work accomplished. With the tools and techniques in this Clinic, you'll be able to guide others toward positive, productive performance on the job.	MANAGEMENT	Employee Management	Performance Management	Attract and Develop Talent; Drive for Results

Generation X: How to Manage and Motivate the 17-29-Year-Old Workforce	Losyk, Bob	If you hire younger workers and can't manage them, your business will feel the effects. They are the next generation and they are here to stay. This Article gives you solid advice on successfully integrating Generation X workers into your team.	MANAGEMENT	Employee Management	Performance Management	Value Diversity; Influence Others; Interact Consciously
How to Coach Effectively	Rohlander, David G.	Besides being a role model, a good coach needs empathy, trustworthiness, respect for the uniqueness of others, and above all a desire to help and encourage. This Article outlines the essentials, and surprising rewards, of effective coaching.	MANAGEMENT	Employee Management	Coaching, Supervising (6a)	Manage Execution; Build and Develop Teams; Influence Others; Interact Consciously
How to Manage the Diversity of Workforce 2000	Pollar, Odette	The workplace continues to change and become more diverse. This Article looks at how managing and incorporating this diversity can be both a challenge and an opportunity, and outlines what you can do to achieve a smoothly functioning work environment.	MANAGEMENT	Employee Management	Diversity, Supervising (6a)	Value Diversity; Influence Others; Interact Consciously
Intelligent Hiring	Andersson, Donald F.	Every job vacancy gives your organization a chance for greater success, but only if you fill the position with the right person. In this Clinic, you'll learn the smart way to hire new executives and to provide the necessary support after	MANAGEMENT	Human Resources Issues	Interviewing and Hiring	Attract and Develop Talent

		they join the team.				
Managing Procrastinators	MacAdam, Millard N.	If you're frustrated by procrastinating team members, this Article will supply quick solutions so you can help them become diligent performers.	MANAGEMENT	Employee Management	Supervising, Performance Management (6a)	Build Teams and Partnerships; Drive for Results
Managing the MTV Generation	Pollar, Odette	Workers who grew up with less supervision than earlier generations can be more independent and creative and less trusting of rules and authority, posing challenges for managers. Learn five skills for successfully supervising members of the MTV generation.	MANAGEMENT	Employee Management	Supervising, Performance Management (6a)	Build Teams and Partnerships; Manage Execution
Motivating Generation X Employees	Ambler, Aldonna R.	Younger workers are often highly energetic and creative, computer literate, comfortable in a fast-paced environment, and effective at dealing with multiple tasks simultaneously. These traits make them valuable employees, but it's critical that they have work that keeps them interested and motivated. As this Article shows, finding the optimum blend of activities for	MANAGEMENT	Employee Management	Supervising, Performance Management (6a)	Influence Others; Manage Execution; Interact Consciously

		Generation X employees usually pays off in profitable growth for the company.				
New Hires: Help Them Succeed	Wiklund, Patricia	Your entry strategy sets the tone for success, for your company and for your new employee. An effective strategy must go beyond a warm welcome, handshake, and quick tour of the facility. This Article shows how to fine-tune your entry strategy, beginning with the interview and first day and continuing with a follow-up to ensure that the process has been successful for all involved.	MANAGEMENT	Human Resources Issues	Interviewing and Hiring	Attract and Develop Talent
Pre-Manage Your Crisis	Pollar, Odette	This Article shows that the key to surviving and thriving in business is to balance being responsive with being proactive. With proper planning, you can avoid many crisis situations. When a crisis occurs, use these tips to manage it successfully.	MANAGEMENT	Employee Management	Crisis Management	Demonstrate Flexibility; Interact Consciously; Influence Others
Project Management Made Easy	Davidson, Jeff	Whether you're in charge of the company picnic or a mission to Mars, the key to success is project management. This Workshop gives you the skills, the confidence, and the tools to	MANAGEMENT	Operations Management	Project Management	Manage Execution

		manage any project well.				
Project Management: Keep Your Eye on the Budget	Davidson, Jeff	Your job as a project manager includes keeping a tight rein on the money. In this Clinic, you'll learn how to set a realistic project budget, how to sidestep shortfalls, and even what to do when no amount of juggling will make the numbers work.	MANAGEMENT	Operations Management	Project Management	Understand Finances; Plan Strategically; Manage Execution
Project Management: What Do You Need to Accomplish?	Davidson, Jeff	Far too many project managers leap into a project, take off running, and end up wide of their goals. In this Clinic, you'll learn how just a little extra thought at the start can help you steer your project to success.	MANAGEMENT	Operations Management	Project Management	Manage Execution
Smart Leadership: Be an Effective Coach-Manager	Rando, Caterina	In today's business world, effective communication is essential for success. And nowhere is this truer than in the relationship between a manager and his or her staff. Being an effective coach is a highly important part of successfully managing your staff. This Clinic offers a variety of ideas, tools, and strategies to help you increase your coaching skills and	MANAGEMENT	Employee Management	Coaching, Supervising (6a)	Build Teams and Partnerships; Interact Consciously; Influence Others

		become a masterful coach-manager in all situations.				
The Magic of Teamwork	Perry, J. Mitchell	This Clinic focuses on how teamwork can combine individual styles and strengths to achieve any goal or objective. It shows how to build the necessary team mentality and how to handle specific skills, behaviors, and interventions.	MANAGEMENT	Employee Management	Team Building, Teamwork (4a)	Build Teams and Partnerships
The New Interview Process	Scheele, Adele	Interviewing isn't what it used to be. Organizational interviewers now must find the right workers and at the same time protect the company from lawsuits resulting from untrained, unproductive employees. This Article gives you the new behavioral approach used by today's human resource professionals.	MANAGEMENT	Human Resources Issues	Interviewing and Hiring	Attract and Develop Talent
Tolerance	Alessandra, Tony	We all grow up with stereotypes of people who are different from us, so it's essential that we cultivate tolerance, an openness to opinions and practices different from our own. This Article presents an effective program for developing tolerance, flexibility, and	MANAGEMENT	Employee Management	Diversity	Value Diversity; Influence Others; Interact Consciously; Demonstrate Flexibility

		richer, more creative relationships.				
Watch the "I" When You Hire	Mahony, Ann	Major corporations frequently use handwriting analysis as part of the interviewing process. This Clinic illustrates how to use the information revealed in a person's handwriting to make optimum hiring decisions.	MANAGEMENT	Human Resources Issues	Interviewing and Hiring	Attract and Develop Talent
What Is Diversity?	Pollar, Odette	Diversity refers to the ways people differ from each other, differences that shape us as individuals. This Clinic gives you clearly defined steps to begin raising diversity awareness and diversifying your team or organization.	MANAGEMENT	Employee Management	Diversity	Value Diversity
"60-Second" Marketing Ideas to Keep Customers Loyal	Bermont, Debbie	Whether you're a business owner or a sales professional, your most important hat is that of a marketer. Everything you do, directly or indirectly, affects the relationships you have with your customers. This Clinic offers several easy and quick ideas you can use to communicate with your customers. Since each takes only a minute to implement, if you just spend five minutes a day using these simple	MARKETING	Marketing Strategy	Channel Management	Relate to Customers

		techniques, you'll be able to reach five customers a day.				
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Personal Development Skills

Avoiding Job Burnout	Davidson, Jeff	Learn the components of job burnout and the fail-safe antidotes that will keep your boss from turning you into a workaholic. With the simple tips in this Article, you'll look at your work with a fresh enthusiasm.	PERSONAL EFFECTIVENESS	Personal Development	Stress Management	Create Balance; Develop Self
Enthusiasm Is A Powerful Attitude	Harrell, Keith	Enthusiasm is to a positive attitude what breath is to life. This Article shows how to expand your enthusiasm. It explains how to achieve the commitment, action, and spirit needed to achieve success. You'll learn the power of positive greetings that can lead you and those around you to that more positive frame of mind to view life for what it is, a beautiful gift.	PERSONAL EFFECTIVENESS	Personal Development	Attitude	Interact Consciously; Influence Others; Develop Self; Convey Information

e-Prosper and Live Longer! Steps to Life Balance in the 21st Century	Murphy, Terri	Technology alone cannot simplify our lives or help us focus on essentials. Each of us must create the life we want to live. This Article will help you rethink priorities, design a more balanced and fulfilling life, and stay on track to achieve your goals.	PERSONAL EFFECTIVENESS	Personal Development	Goal Setting and Attainment	Create Balance; Manage Execution; Plan Strategically
Is Your Work a Job or a Calling?	Jeffries, Elizabeth	Are you hungry for a job that brings meaning to your life? This Article will help you discover your own personal calling, and turn it into your paid work.	PERSONAL EFFECTIVENESS	Personal Development	Goal Setting and Attainment (8a)	Create Balance; Plan Strategically; Manage Execution
Politeness - From Youth's Monthly Magazine (1850)	Adams, John G.	This Ancient Wisdom Article has gotten better with age. Written 150 years ago, its ideas are absolutely valid today. In simple terms, it outlines the attributes that help you get along well in the world and, as a byproduct, make the world a better place for all.	PERSONAL EFFECTIVENESS	Personal Development	Thought Provokers	Develop Self
Turn Negatives into Positives	DeCunha, Helen	Turning negatives into positives is an ongoing process, requiring constant awareness and continual practice. Once you've controlled your negativity and set your feet on the positive road, you hold the key to a lifetime of achievement and success.	PERSONAL EFFECTIVENESS	Personal Development	Attitude	Develop Self

Zest in Your Work	Grove, Andrew S.	Spice up your life. In this Article, the cofounder and chairman of Intel gives some pointers on how to make your work a joy and still do your job well. When you bring zest into your work life, your commitment and performance will soar.	PERSONAL EFFECTIVENESS	Personal Development	Attitude	Develop Self
Sales Skills						
"In Selling, Ask Before You Speak"	Donovan, Jim	It has been said that we have two ears but only one mouth for a reason. This Article demonstrates how the successful salesperson uses the power of directed questions and careful listening to show a genuine interest in customers and their business.	SALES	Sales Techniques	Selling Techniques	Drive for Results; Convey Information
15 Tips to Increase Your Telephone Results	Weylman, C. Richard	The telephone is a misunderstood, maligned, and misused marketing and sales tool. This Article explains how concentrating on your prospects or clients while using the 15 surefire communication tips will increase your positive results.	SALES	Sales Techniques	Telemarketing	Convey Information; Relate to Customers

21st Century Selling	Thomas, Peter	This course introduces you to the tools successful salespeople use, tools you can apply to generate better results. It illustrates how the word sales is simply another term for human interaction and shows you how to get the most from your interactions with others. You'll learn how to create value in your product and in yourself.	SALES	Sales Techniques	Selling Techniques	Relate to Customers
A Cookbook for Selling Success	Nierenberg, Andrea	Have you ever had a meal with a client that turned out to be a disaster? While you cannot control everything that might happen, this Article shows how you can have beneficial meals with customers if you take the time to plan and do some research.	SALES	Sales Techniques	Selling Techniques	Influence Others
Acquiring Positive Word of Mouth	Weylman, C. Richard	Without a doubt, word of mouth is your most effective sales tool. This Article outlines seven tactics that have proven over and over again to generate positive referrals and explains how to use each tactic most effectively.	SALES	Sales Management	Customer Relationships	Relate to Customer; Influence Others
Becoming Your Customer's Business Ally Using the Titan Principle™	Karr, Ronald E.	This Article introduces the Titan alternative to help you earn your customers' time, interest, and attention. When you learn how to ask questions that are issue-based, illustrative, for clarification,	SALES	Sales Techniques	Selling Techniques	Convey Information; Influence Others; Relate to Customers

		and focused on consequences, customer relations and sales will improve and you will find that your customer sees you as an ally.				
Close to the Customer: How Close Is Too Close?	Wilson, Orvel Ray	The more information you have about your clients and customers, the better you serve their needs, and the more likely you are to make a sale. This Article warns that you may alienate prospects if you don't use the information with compassion and tact.	SALES	Sales Techniques	Closing	Relate to Customers; Interact Consciously; Influence Others; Convey Information
Closing – There's No Sale Without One	Hopkins, Tom	Closing is the logical last step in a sale, but top sales professionals begin closing from the start of a presentation. Cultivate the seven qualities of a champion closer and learn key skills for bringing every sale to a graceful and successful close.	SALES	Sales Techniques	Closing	Relate to Customers; Interact Consciously; Influence Others; Convey Information
Creating Champion Salespeople	Nierenberg, Andrea	Sales managers can receive greater satisfaction when they take the time to help their sales team reach their highest potential. This Article gives seven tips to help you create a win-win-win situation for the customer, you, and your sales team.	SALES	Sales Management	Managing Sales Teams	Build Teams and Partnerships; Influence Others; Manage Execution

<p>Creating Customers for Life</p>	<p>Weylman, C. Richard</p>	<p>In today's busy world, you must inform and inspire your customers to keep your name in front of them. Learn three reasons for cultivating prospects and clients and several key strategies for developing enduring, rewarding relationships with them.</p>	<p>SALES</p>	<p>Sales Management</p>	<p>Customer Relationships</p>	<p>Relate to Customers</p>
<p>Ethics Equates to Business Success</p>	<p>Blackman, Jeff</p>	<p>As a sales professional, ethical considerations play a major role in your performance, productivity, and profitability. Follow the five-step strategy in this Article for ethical decision-making, and learn how to conduct your business with the highest professional standards. Clarify your responsibilities, eliminate misunderstandings, and keep your reputation in tact while your business grows with success.</p>	<p>SALES</p>	<p>Sales Management</p>	<p>Customer Relationships</p>	<p>Act with Integrity; Make Decisions; Develop Self; Interact Consciously; Relate to Customers</p>
<p>Fear of Buying - Why Clients Are Afraid and What You Can Do About It</p>	<p>Hopkins, Tom</p>	<p>Buying and selling are emotional activities, and one of the strongest emotions is fear. This Clinic teaches you how to break through the emotions, help your clients overcome their fear of buying, and launch yourself fearlessly on the road to closing success.</p>	<p>SALES</p>	<p>Sales Techniques</p>	<p>Closing</p>	<p>Relate to Customers; Interact Consciously; Influence Others; Convey Information</p>

First Impression	Hopkins, Tom	You are judged within seconds when you first meet someone, but there are key ways to make that crucial first impression a good one. Learn techniques for establishing trust and rapport, putting people at ease, and making them want to be with you.	SALES	Sales Management	Customer Relationships	Develop Self; Interact Consciously; Influence Others
Focus on Relationships	Brooks, Bill	Successful selling requires establishing a good relationship with your prospective customer and creating a win-win situation. This calls for empathy, an intuitive sense of what the customer needs and wants. Learn five powerful tips for increasing your customer impact by putting yourself in the customers' shoes and anticipating their interests, needs, and desires.	SALES	Sales Management	Customer Relationships	Relate to Customers
High-Energy Selling	Parinello, Anthony	You're selling every day, in all kinds of situations. This course helps you systematize your selling success so it can be repeated again and again, increase your confidence in any sales situation, and discover, and then throw out, the things you may be saying or doing that obstruct sales.	SALES	Sales Techniques	Selling Techniques	Relate to Customers

How Do Your Customers Make Decisions?	Karr, Ronald E.	To know how prospects or customers want you to deliver what they need, you have to learn how they prioritize important decisions. This Article shows you how to determine their mind-set and alter your presentation accordingly to win the sale.	SALES	Sales Techniques	Selling Techniques	Relate to Customers
How Sharp Is Your Sales Structure?	Kahle, Dave	Sharpening the structure of your sales organization is guaranteed to improve your sales productivity. In this Article, learn how to identify and clarify your current sales structure, how to analyze it, set priorities for revisions, and make those changes when necessary. Use these tips, and you'll see an increase in sales!	SALES	Sales Management	Sales Strategy	Manage Change; Build Teams and Partnerships
Improve Your In-House Telesales Department	Belanger, Peter	Most companies fall short of their telesales revenue potential because their staff isn't up to par. Implementing these 10 advanced management methods can dramatically increase productivity and sales.	SALES	Sales Techniques	Telemarketing	Relate to Customers; Influence Others; Interact Consciously; Convey Information
Procrastinating Clients: What to Do to Make the Sale	Hopkins, Tom	This Clinic offers detailed suggestions about how to persuade procrastinating clients. Understanding and mastering these simple techniques will help you get procrastinators off the buying fence, and make you a more	SALES	Sales Techniques	Closing	Relate to Customers; Influence Others; Interact Consciously; Convey Information

		confident sales professional.				
Read Your Customers Like a Book for Sales Success	Wiklund, Patricia	With a little practice you can read people, which is a powerful tool for increasing your selling success. This Article shows you how to recognize your customer's unique personality and use the knowledge to achieve phenomenal sales.	SALES	Sales Management	Customer Relationships	Relate to Customers; Interact Consciously
Sell the Benefits	Marks, Ron	Virtually every salesperson has been told to sell the benefits rather than the features. This Article explains the key to selling benefits rather than features. While this principle is simple, the results can be very powerful.	SALES	Sales Techniques	Selling Techniques	Convey Information; Influence Others
Selling in Difficult Times	Stephens, Nancy J.	In the wake of our national tragedy of September 11, 2001, comes the lingering question of how to get back to the business of selling. Clearly, it is not business as usual, for you or for your clients. Here are five ideas to help you wade through the confusion and unknown territory and ease back into the business of selling with grace and comfort.	SALES	Sales Techniques	Selling Techniques	Manage Change

Selling Services	Daley, Kevin	This Article gives you insight into the mind of a buyer. It introduces a sales process that quickly enables you to earn the confidence of a potential buyer. This process is vital in selling any intangible, such as a service, but it is also effective in any sales situation.	SALES	Sales Techniques	Selling Techniques	Relate to Customers; Influence Others; Interact Consciously; Convey Information
Selling: The Secret Is Values	Kennedy, Danielle	If you think success in sales means being someone you're not, you're in for a pleasant surprise. In this Clinic, you'll learn why you can and should forget all the marketing myths and sales stereotypes, and stick to the fundamentals, quality, integrity, and consideration. Putting service before the sale and replacing hype with honesty will make your business thrive.	SALES	Sales Techniques	Selling Techniques	Relate to Customers; Commit to Quality
Seven Figure Selling	Kennedy, Danielle	In this course, you'll learn the best insider's secrets for honing your selling intuition, negotiating like a pro, and moving into the realm of selling like a Seven Figure Superstar. You'll learn several effective methods of prospecting. You'll be able to approach your prospects with confidence, enthusiasm, and the knowledge that you can provide real benefits to them with this one sale.	SALES	Sales Techniques	Selling Techniques	Relate to Customers; Influence Others; Interact Consciously; Convey Information

Smart Questions for Salespeople	Leeds, Dorothy	In this introduction to the five-part Smart Questions System, you'll learn to ask questions of yourself before you ask them of others, the best ways to present your questions, and how to evaluate the answers you get.	SALES	Sales Techniques	Negotiating	Develop Self; Interact Consciously; Influence Others
Telephone Versus Face-to-Face Selling	Brooks, Bill	Sales professionals must know the critical differences between selling face to face and selling over the phone. Whether you're calling to gain an appointment or make the sale, telephone sales calls require not only one-on-one technique but also skills in large-group presentation and small-group discussion. This Article gives tips on reading your customer over the phone, establishing the appropriate tone, and making use of the eight practices of successful teleselling.	SALES	Sales Techniques	Telemarketing	Relate to Customers; Influence Others; Interact Consciously
The 10 Commandments of Telemarketing	Belanger, Peter	Customers are your livelihood. This Clinic gives you the 10 commandments that will make certain your current customers are happy, and that you're doing everything you can to find new ones.	SALES	Sales Techniques	Telemarketing	Relate to Customers

The Master Keys of Selling: Asking and Listening	Brooks, Bill	The master keys to selling are asking and listening, two words many salespeople misunderstand. This Article reexamines those words and shows how you can increase sales by focusing on the best interest of your customers.	SALES	Sales Management	Customer Relationships	Relate to Customers; Influence Others; Interact Consciously
The Power of Pre-Call Planning	Brooks, Bill	Pre-Call Planning, the most critical component for sales success, pays off for you as a sales professional. Learn how to be more confident in your sales presentation, appear more knowledgeable, and develop an effective game plan.	SALES	Sales Techniques	Prospecting	Manage Execution
The Sales Power of the First Impression	Brooks, Bill	First impressions are lasting impressions, and people pay attention to people they perceive as having something important to say to them. This is often communicated positively or negatively in the first 30 seconds of a sale. Here are eight tips you can use to establish positive, fruitful relationships with your prospects from the very start.	SALES	Sales Techniques	Selling Techniques	Interact Consciously; Influence Others
The Ultimate Sales Improvement Skill	Kahle, David	As complexity grows in markets, products, and customer needs at an ever-increasing rate, salespeople must be able to continually learn and adapt. This Article shows how to master self-	SALES	Sales Management	Sales Strategy	Manage Change; Develop Self

		directed learning, the process of absorbing new information created by our changing world, reviewing your tactics in light of it, and changing your behavior accordingly in positive ways.				
The Value-Added Sales Call	Kahle, Dave	Have your customers become hard to reach, rushed, and preoccupied? It used to be enough if your product or service brought added value for the money, but the rules are changing. In today's rushed, information-rich world, time is more precious. Not only your product or service but also the time you spend with the customer must be of value. This Article offers four proven practices that will help you adjust to this new paradigm. When you know how to add value to your sales calls, your customers will look forward to your visits.	SALES	Sales Management	Sales Strategy	Relate to Customers
Thinking About Sales: Selling Commodities	Kahle, Dave	Rapid technological development and a competitive global economy mean that no product keeps a competitive edge for long. As a result, customers are more inclined to view products and services as commodities, with no real difference among providers. This Article gives	SALES	Sales Management	Sales Strategy	Relate to Customers

		four steps you can take to differentiate your offering from those of your competitors. Follow these steps and you'll have far fewer customers treating you like a commodity.				
To Ask or Not to Ask	Karr, Ronald E.	Titan salespeople have the ability to ask the right questions. This Article shows how you can use effective and essential questions to build deep partnerships with prospects and customers and step up to your next level of career success.	SALES	Sales Techniques	Selling Techiques	Relate to Customers; Interact Consciously; Influence Others
Top 10 Tips for Terminating Telephone Terror	Weiss, Wendy	Cold calling can strike terror into the heart of even the most successful sales professional or entrepreneur. This Article shows you creative ways to overcome the fear of cold calling, turn terror into triumph, and have fun doing it.	SALES	Sales Techniques	Telemarketing	Influence Others; Interact Consciously
Understanding Buying Is Where Selling Should Start	Davis, Kevin	With the sophisticated buyers of today, a salesperson must get into the customer's head and apply a focused selling strategy. Learn the eight steps of the buying process and the corresponding roles to take to encourage customers to make the purchase.	SALES	Sales Management	Customer Relationships	Relate to Customers

Warming Up Cold Calls	Donovan, Jim	Although even seasoned telemarketers can find them intimidating, cold calling and prospecting are the foundation of any business. This Article gives you seven strategies that can help make your prospecting and cold calling successful.	SALES	Sales Techniques	Telemarketing	Influence Others; Interact Consciously; Convey Information
What Do Your Customers Think About You? Ask Them!	Karr, Ronald E.	You may think you know what your customers think of you, but how do you really? Surveying your customers can provide you with wonderfully useful insights. This Article shows how to get a gold mine of information by asking your customers.	SALES	Sales Management	Customer Relationships	Relate to Customers
What Is the Difference Between What Customers Need and What They Really Want?	Brooks, Bill	People will eagerly buy what they need from the salesperson who understands what they really want. This Article shows you how to be the kind of salesperson customers return to again and again!	SALES	Sales Techniques	Selling Techniques	Relate to Customers; Interact Consciously; Influence Others

Technology Skills

E-Mail Etiquette	Sabath, Ann Marie	Do you use email as effectively as possible? Probably not. This Article can help you master this resource. It gives four basic rules that will enable you to get your messages out and understood, and appropriate action taken. As you use email more efficiently, you and your correspondents will see savings in time and money.	TECHNOLOGY	Information Technology	Email	Convey Information; Use Technology
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