

NAILD's Lending Library - Guide lines for use

- **Contact Linda Daniel (716) 875-3670 or fax (716) 875-0734 or e-mail imd@naild.org at NAILD Headquarters with your request.**
- Descriptions presented for many items.
- Books can be loaned out for five weeks.
- CDs or DVDs (tapes/videos) can be loaned out for three weeks.
- If additional time is needed, special arrangements can be made.
- The only cost to members is the return postage. If materials are either lost or damaged, the members must pay for the replacement value.

Video/DVD Courses

(alphabetical by author)(Synopsis)

- **It's Going To Be "That" Kind of Day - Ty Boyd**
Ty Boyd suggests that our approach to our job and our life can change a "bad" day to a "good" day. This can be accomplished by adoption of a very simple concept - "Do what you do a little better every day". If we combine our talents with proper motivation and relationships with others, the results should be increased production. What makes the big difference is having the winner's attitude. This program would be an excellent choice for an early morning meeting because Ty addresses and uses for his examples the kind of day we can make each day. This video will send us into the day with a positive frame of reference and prepared to commit ourselves to doing a little better for our selves and our customers.
- **Make Every Day A Good Day! - Ed Foreman**
In this classic presentation Ed tells the story of two persons - one who decided to have a "good day" and another one who decided to have a "bad day." Each one made their own choice. Likewise, we have the responsibility to make our own choice. We must make up our mind to select the "good day" and treat our lives as terrific. This is also a good video program to use in a group environment for an early morning meeting. It is also an excellent program to be used in a family setting.
- **Keeping Pace With Tomorrow - Ira Hayes**
During this program, Ira makes extensive use of visual aids to emphasize his excellent ideas for selling products. Success is simply a set of skills. Once these skills are understood and we commit ourselves to following them in a routine manner, success should follow. Specific suggestions, such as thank you notes, idea of the week book, using your picture, as well as several other tools are discussed.
- **Attitude Is Everything - Tom Hopkins**
- **PDR For Top Performance - Tom Hopkins**
- **Persuasive Communications - Don Hutson**
This program has two major points - communication skills and the interpretation of the customer's perception of value versus the price of the product we are selling. To enhance our communication skills we must understand the customer's viewpoint. We must also accept the fact that we will have bad call experiences and good call experiences. We must learn from these bad experiences and take advantage of the good situations. In our communication with prospects, we must learn to understand their wants and needs. We can then emphasize our products value so that cost is viewed

smaller than value. This video is excellent for group meetings to "brainstorm" a list of ways your company could realistically increase the perceived value of your goods or services and can also be effective for individual use.

- **Decision Making/Value of Books - Charles 'Tremendous' Jones**
In his own unique way 'Tremendous' Jones sets forth a very straightforward, practical decision making process. The elements are -- make a decision, make it your own and make it stick. The second half of this program addresses the value and use of books. This is an excellent tape to be used in a group meeting, particularly the first part.
- **Advanced Subliminal Selling Techniques - Dr. Kerry Johnson**
- **Q & A With Michael Marks: Redesigning and Compensating the Salesforce - J. Michael Marks**
- **Winning Sales Management - J. Michael Marks**
- **Facing The Forces Of Change 2000 - The New Realities In Wholesale Distribution - NAW**
- **Facing The Forces Of Change 2000 - Transforming Your Business With Best Practices - NAW**
- **Facing The Forces Of Change - Four Trends Reinforcing The Wholesale Distribution - NAW**
- **Facing The Forces Of Change - Future Scenarios for The Wholesale Distribution - NAW**
- **Packing Parachutes - Charlie Plumb**
Charlie Plumb was a prison of war for several years. Charlie suggests that while he was in a physical prison, there are many persons who have created their own prisons - prisons of the mind. We have the power to make the correct decisions but we must be sure that we are headed in the correct direction. We have the opportunity to make choices about our life no matter where we find ourselves. We should choose happiness, joy, fulfillment and other positive elements. We can make our life a prison if we choose or we can choose to avoid all prisons and simply press on. This is an excellent program for individuals, groups and for families.
- **Steps For Wealth & Happiness - Jim Rohn**
This program presents very straightforward steps for gaining wealth and happiness. The points are clearly defined and logically developed. Among the success factors considered are: (1) personal development, (2) search for knowledge, (3) goal setting, (4) activity plan, (5) associates, (6) plan for resources, and (7) life style. This video is excellent for group meetings, individuals as well for the family setting.
- **The Fred Factor - Mark Sanborn**
- **Sylvania Home Lighting - Osram Sylvania**
- **The Ya Gotta's For Success - Larry Winget**

Books

(alphabetical by author)

- **The Secret Of Success - R.C. Allen**
This is an inspirational book, which states that success is found in "seeking first the kingdom of God". It stresses man's relationship to God, God's will for man, knowing and living by God's truth. The author shares several "laws" of living that work always for man's good, if properly understood. Shows how true success is measured.

- **Paul Harvey's The Rest Of The Story - Paul Aurandt**
 This book contains 82, true stories, all interesting and informative, many inspirational. They touch people from all walks of life - the world of politics, entertainment, sports, business, etc. They deal with the great and the small. In many of them we find examples of the qualities that bring success. They speak of bravery, courage, perseverance, loyalty, etc. It is enjoyable and worthwhile reading.
- **Making A Difference - Sheila Murray Bethel**
- **How I Raised Myself From Failure To Success In Selling - Frank Bettger**
 Written by one of the country's leading salesmen, this book shares Frank Bettger's personal experience and selling principles that raised him from failure in his field at age 29 to the top of his profession in the next few years. His story should help anyone achieve success, whatever his or her field or goals.
- **Magic Of Believing - Claude M. Bristol**
 This book deals with the basic principles of the power and use of the mind in achieving success in many areas of life. The author relates his own background of study and experience as well as countless examples of the use of these principles in the lives and work of other people. The book is intended to enlarge the reader's grasp of the potential for achievement through thought power, and its proper use.
- **13 Fatal Errors - Brown**
- **Love - Leo Buscaglia**
 Leo Buscaglia is an associate professor of education at the University of Southern California. He is keenly attuned to his students, others around him, and life in general. Because of his basic belief that love is learned and that everyone can learn to love, he developed a course on love. This book is an outgrowth of the interactions of those in that course. In it he shares thoughts and feelings on the many facets of love - what it is, what it is not, what enhances love, what hinders love, etc. Woven all through this book is his heartfelt belief that love is the greatest experience of life.
- **How To Develop Self Confidence - Dale Carnegie**
 Taken from one of Dale Carnegie's earliest books, the practical techniques and suggestions for overcoming fear and developing self-confidence will be invaluable to every person who wishes to become more effective in dealing with groups or individuals - utilizing the wisdom in this book will greatly benefit the speaker and the listener.
- **How To Win Friends & Influence People - Dale Carnegie**
 Written over 40 years ago, as a textbook for his own courses for professional men and women, this book has become a classic in its field. Dale Carnegie realized that a need existed for more training in the fine art of getting along with people. The years have not diminished that need. The timeless principles and time-tested advice in this book have enriched the lives and contributed to the success of thousands.
- **The Richest Man In Babylon - George Clason**
 National prosperity is dependent upon prosperity among the citizens of the nations. Individual prosperity depends largely upon knowing, understanding, and practicing basic rules for acquiring money, keeping money, and ensuring that the money kept works to make more money. This book gives time tested and proven basic rules for all the above, as well as sage advice in practical matters of dealing with human nature in the individual's pursuit of prosperity. The book is written in story form.

- **Secrets of Power Negotiating for Sales People - Richard Dawson**
- **Believe! - Richard Devos w/ Charlie Paul**
 Written by the dynamic co-founder of Amway, Believe! shares the abiding principles of character and life that have shaped not only this country and the free enterprise system, but the lives of countless successful men and women on every level. It rings with the virtues of God, country, decency, hard work, etc. It is a clear statement on the free enterprise system. Each chapter shares an important belief that has shaped Rich Devos's life, with a corresponding example from his personal or business relationship with Amway. It is an enjoyable, uplifting book, which should benefit every reader.
- **Distribution Management in the New Economy - Blueprint for Success - Gerhard Dreshsler**
- **The Sky's The Limit - Dr. Wayne Dyer**
 Dr. Wayne Dyer, popular author of your Erroneous Zones, has again written a book destined to change lives. As a skilled psychologist and therapist, he shows how everyone can realize their highest potential by reaching for the stars. Emotional and physical health, peace of mind, becoming all you want to be are all possible. Dr. Dyer shares valuable insight and principles to be used with success by all who realize that "The Sky's the Limit".
- **Try Giving Yourself Away - David Dunn**
 The author has invested a lifetime in "giving himself away" through attitudes and actions. His philosophy of life is that the world would be a much better place and people would be much happier if everyone would try following these examples. Everyone has something of himself to give - his time, a smile, a note of appreciation, a kind word, an idea to share without reward. The book's focus is on giving away the things we can give, rather than just material things. This book shares the joys of giving and its immeasurable rewards.
- **E-Commerce for Distribution Channels - Steve Epner & B. Merrifield**
- **Uncommon Sense - Tom Faranda**
- **Man's Search For Meaning - Victor E. Frankl**
 Dr. Frankl is a world leader in the field of psychiatry. He is the originator of the school of logotherapy, or existential analysis. His theories developed in part as a result of his experiences and survival of three years at Nazi prisons. Though he lost his entire family in the camps, except for his sister, he continued to find meaning in life, which made life worth preserving. He views the human condition wisely and compassionately, as he traces many problems of today to man's failure to find that meaning and a sense of responsibility in his existences (Part I & Part II)
- **How To Have Confidence & Power in Dealing with People - Les Giblin**
 Human relations make the difference in business life, home life, social life, etc. It is important to be successful in our dealing with others. This can be only accomplished by recognizing human nature as it is and how it responds. This book gives much helpful information and techniques that guarantee success (if practical) in dealing with others.
- **Talk To Yourself -Shad Helmstetter, PhD**
- **The Fine Art Of Doing Better - Hammond**
- **I'm OK You're OK - Dr. Thomas A. Harris**
 Dr. Thomas Harris, the foremost proponent of Transactional Analysis, shares insights to behavior at all stages of life and shows how an understanding of how and why people relate to one another as they do can help to effect the desired changes in attitude and actions that make persons feel that they

really are OK. The book gives valuable information to all those seeking a deeper understanding of human behavior.

- **Selling Is Simple - Herman**
- **Think & Grow Rich - Napoleon Hill**

Financial independence is but one theme of this book. The author also stresses personal achievement and spiritual riches. It is a book that not only tells us "what to do", it also tells us "how to do it". Based on the secret of success shared by Andrew Carnegie with hundreds of others who were ready for it and used it to become successful in their own lives. The author states that the clue to recognizing this secret is that "all achievements, all earned riches, have their beginning in an idea".
- **Success Through A Positive Mental Attitude - Napoleon Hill & W. Clement Stone**

"Success Through a Positive Mental Attitude" sets forth the unlimited, and for many the untapped, powers of the mind. It gives practical insight into using the mind to set and reach life's goals. It presents self-motivators, steps for dealing with guilt, ways to maintain a cheerful attitude and many other principles and examples of the benefits of creating and using a positive mental attitude.
- **How To Master The Art Of Selling - Tom Hopkins**

Tom Hopkins, recognized nationally as a sought after expert in the field of sales training, has written a book filled with practical information for success in all areas of life, not just as a professional salesperson. Establishing the premise that people must be successful at selling themselves, their ideas, their influence, etc., he gives practical advice in all areas. He shows how fear of failure hinders people in every area of life, and how it can be dealt with. Learning and utilizing the principles in this book will help reach the goal of successful living.
- **The Loyal Customer - S. Hyken**
- **Life Is Tremendous - Charles T. Jones**

This volume deals with learning to be a leader. It gives seven basic laws of leadership and discusses how these personal qualities can be developed. It also discusses three major decisions that shape our life. Has strong Christian emphasis.
- **Mastering The Game - Dr. Kerry Johnson**
- **Who Moved My Cheese - Spencer Johnson, MD**
- **NEW Item 10 Secrets of Time Management - Dave Kahle**

10 Secrets of Time Management is a definitive collection of ideas that can make any salesperson more productive. In this book, Dave Kahle offers several important concepts that can make you more effective and reduce stress. Work smarter, not harder, by organizing your daily sales regimen in a logical, productive manner.
- **Fiber Optics in Architectural Lighting (Methods, Design & Application) - G.N. Kay**
- **How To Get Control Of Your Time & Your Life - Alan Lakein**

Control of your time is the key to control of your life, so says the author, a well known time management consultant. Gives techniques for establishing life goals and doing the tasks necessary to achieve them. Separates these life goals into high to low priority categories. Shows how to use planning wisely and how to avoid and overcome the various causes of delay. It has many valuable down to earth suggestions for the better use of our time.
- **The Memory Book - Harry Lorayne**

Harry Lorayne is considered to have one of the most highly trained memories

in the world. He shares his successful memory training methods, the Lorayne Link-and-Peg Method of Memory, in this book. Amazing results can be obtained by those who desire to train themselves to have a super-power memory.

- **Psycho-Cybernetics - Maxwell Maltz, MD FICS**
In writing as to his purpose in this book, the author, Dr. Maxwell Maltz, a plastic surgeon, states this is a book to be experienced, not just read. In the practice of his profession, he often observed that while plastic surgery corrected serious defects and physical problems, often there was no change in the person's self-image. He still reacted with the feelings of inadequacy and inferiority that had been present before the surgery. Altering the person's face did not always alter the personality. In searching for the key to changing the self-image, he drew on the field of Cybernetics, from the world of physics. It has to do with teleology, goal-striving, goal-oriented behavior of mechanical systems. He attempts to show how people can use this knowledge to achieve important goals in life. Basically, this book sees the development of an adequate, realistic self-image as imbuing the individual with new capabilities, new talents and literally turning failure into success.
- **Greatest Miracle In The World - Og Mandino**
Og Mandino writes a fascinating and inspiring story of receiving "The God Memorandum". It contains four basic laws for happiness and success - (1) Count your blessings, (2) Proclaim your rarity, (3) Go another mile, (4) Use wisely your power of choice. The thrust of the book is that life can be turned around, failure changed into success, etc. by understanding and using those laws and realizing the unlimited potential the creator has placed within man since "you are the greatest miracle in the world".
- **Greatest Salesman In The World - Og Mandino**
This book relates, in story form, timeless principles supposedly found on the set of ten ancient scrolls, that give the keys to success, not only in selling, but in all the endeavors of life.
- **A Treasury Of Success Unlimited - Og Mandino**
Success means many different things to different people. To some it means wealth, to some it means job security, and to others it is a happy home and family. Whatever it may mean personally, this book contains much wisdom and thought provoking material for successful living. It contains 53 of the most outstanding articles published in Success Unlimited magazine since 1954. The authors are men and women who have achieved and experienced success at many levels. They deal with several general themes such as faith, love, courage, opportunity, health, the mind, etc. This is inspirational and enjoyable reading.
- **University Of Success - Og Mandino**
A group of 50 separate articles each dealing with some aspect of success in life designed to fit together as a "course in success". All are authored by renowned people in their fields who have proven the wisdom shared. Articles deal with common goals and problems shared by all - how to conquer fear, how to stop procrastinating, how to increase your earning power, and many more.
- **E-Commerce for Distribution Channels - B. Merrifield & Steve Epner**
- **Dress For Success - John Molloy**
This book is written to help executives of today learn to dress as a tool to assist them up the ladder of success. It has evolved from years of research in the professional fields. It covers the "hows" of dressing - what we should wear - as well as the "whys" of dressing - the conditioned responses from

others to the way we are dressed. The author states that most American men dress for failure, then shows how his research in this area can reverse this.

- **Making A Difference - Sheila Murray-Bethel**
- **Megatrends - John Naisbitt**

Easily one of the most important books of the decade, Megatrends examines the restructuring of America, from an industrial base to an information-electronics economy, and in other significant areas. Each chapter deals with an important restructuring. As we see new patterns unfolding, the recognition of these trends will help us make important decisions in our business and personal life.
- **Release Your Brakes - James W. Newman**

How to achieve and function at maximum performance level in life lies in the principles shared in this book. As the originator of the PACE seminars, James Newman has influenced and helped thousands find the key to utilizing their innate ability to reach their potential in personal and business life.
- **This Is Earl Nightingale - Earl Nightingale**

This volume contains a compilation of some of the best scripts from Earl Nightingale's extremely successful radio program. Our Changing World. They cover a wide range of subjects dealing with both attitudes and actions that contribute to success in all areas of life. He advises, encourages, and motivates with humor, straightforwardness and confidence.
- **Peak Performance - Noe**
- **Positive Imaging - Norman Vincent Peale**

Positive Imaging builds on the principle that "whatever your mind can conceive and believe, you can achieve". Dr. Peale shares how this mental activity has the power to change lives, to solve problems, to bring better health of body and relationships. This power is available to all. For everyone who desires improvement in one or many areas of life.
- **Power Of Positive Thinking - Norman Vincent Peale**

Dr. Peale has written one of the classic inspirational books of all time. He relates example after example of people who have found and used the technique of thinking positively, and whose lives have been dramatically and effectively changed. Based on faith in the power of God, they have seen success rise from failure, victory from defeat, and health from illness of body, mind and spirit.
- **In Search Of Excellence - Tom Peters**
- **Getting The Best From Yourself - Nido Qubein**
- **Professional Selling Techniques - Nido Qubein**

Nido Qubein, one of America's master salesmen, has written an interesting and valuable book for anyone desiring to begin a career or grow professionally as sales person. He has covered every aspect of personal attitude and professional knowledge. It is filled with valuable, down to earth, "how-to" suggestions. At the end of every chapter he includes self-testing exercises for measuring progress in that particular area.
- **The Magic Of Getting What You Want - Dr. David J. Schwartz**

Personal fulfillment in life can be realized by anyone willing to use the guidelines for thought and action set forth by the author. This book concentrates on the rewards of putting the right things into our mind, how to look at ourselves, having the right attitudes toward others, and developing profitable friendships. It gives valuable help for personal and public life.
- **Tough Times Never Last, But Tough People Do - Robert H. Schuller**

Pastor Schuller draws from his own and others experiences in life to show that going through hard times is not a unique experience, but a common one.

He shares the attitudes and attributes that enable people to come through those tough times as winners. Filled with practical advice on how to handle tough times.

- **Winning Strategies In Selling - Jack Kinder Jr., Garry D. Kinder & Roger Staubach**
This is a practical and very helpful book on the strategy of selling. While it deals with the "how to" of day-to-day selling technique, more importantly it also deals with the "how to" of right thinking. The authors stress that success in any endeavor is based on learning to think right about yourself, others, your job, your future, etc. They also share how the same characteristics that made Roger Staubach a success on the football field made him a success in the business world. This book is considered by Earl Nightingale to be the best book of its kind.
- **The Success System That Never Fails - W. Clement Stone**
The search for success has been prominent in the thoughts of countless millions from all walks of life. They yearn for fulfillment and desire to experience life's true riches. This goal is within each person's grasp as they discover those rules, principles, formulas, etc. which if followed properly, will lead to the goal. During man's search, he acquires knowledge, gains experience and becomes inspired - all steps to learning the secrets of success. In this book the author shares from his own successful life the knowledge and experience, which led to his discovery of "the Success System That Never Fails".
- **Insights Into Excellence - Various Authors**
- **Selling Power - Walters**
- **Seeds Of Greatness - Dennis Waitley**
The ten best-kept secrets of total success are shared by one of America's foremost motivational speakers and writers. Dr. Waitley shares ways of relating to others as well as ways of looking at ourselves. His insights are helpful and needed in today's life.
- **The Psychology Of Winning - Dennis Waitley**
This book provides an in-depth study of and formula for developing ten essential qualities of a winner. It deals with winning in terms of personal fulfillment in life. In the arena of life three groups of people are identified - spectators, losers, and winners.
- **How To Sell Yourself - Wheeler**
- **The Ya Gotta's For Success - Larry Winget**
- **UNGAWA - Larry Winget**
- **Just Do This Stuff - Larry Winget**
- **Is Your Net Working - B. Youngs**
- **Closing The Sale - Zig Ziglar**

Audiotape Courses (Also in CD format)

(alphabetical by author)

- **Searching For Success - Sheila Murray Bethel**
Sheila Murray Bethel has successfully put together an excellent program which addresses three major areas: (1) role of self-image and techniques to enhance self-image, (2) goals and goal setting, and (3) time management. These areas are all interrelated. Your business and personal life will be improved through the application of the specific areas presented. Tapes 1-4 and tapes 9-12 are most useful for individuals, while tapes 5-8 could be used

profitably by individuals and by groups. Most of the tapes are studio recorded, however there are some live portions.

- **Cold Call Selling - Lee Boyan**
This program will enhance our abilities to set up more selling appointments. It is particularly good because this program not only explains the techniques, it also demonstrates the techniques through simulated calls. The tape on paraphrasing is one of the best in the program. When properly used this approach should make a significant impact on your sales. This program is studio recorded and would be most valuable when used by an individual.
- **Financial Savvy - Judith Briles**
This is an excellent studio recorded program covering various areas of financial information. This program emphasizes the importance of financial planning as such planning relates to the financial phases of your life. Various investment approaches and techniques are presented. The tape assumes the listener has little financial background.
- **We Have Identified The Enemy - W. Steven Brown**
This program was recorded live and in an interesting fashion. Steve Brown explains how in many cases our problems are caused by us and one else. Building on the concept, Mr. Brown presents techniques to help us overcome our problems and find greater success. This program is most useful to individuals but could be successfully used for a group training session.
- **Remembering Names & Faces - Billy Burden**
This program shares Billy Burden's Memory Master Method of Remembering Names and Faces. The program is designed primarily for the individual listener, and requires the use of an accompanying workbook to master the techniques of face/name association. We learn the seven vital rules of remembering, and about the subconscious link and lock-in techniques. Most of the tapes in this six-tape collection are hands-on application of the techniques Burden teaches us. This program is of special benefit to those in business, especially sales work, but can add greatly to any person. Parts of this program are live, but most of it is studio recorded.
- **Love - Leo Buscaglia**
This is a must for listening and for growing. Leo shares his unique insights on learning to have more love for yourself as well as for others. He addresses how you can profit from your unlimited potential. This is done through a greater understanding of life, which both gives and receives joy. These tapes are a combination of studio, dialogues, and live recordings. This program is excellent for individuals or for groups. This is a perfect tape program for couples to study together. Listen and love.
- **Success With The Family - Jim Cathcart & Tony Alessandra**
This program is designed to help us understand ways to balance our work life with our home life. Our responsibilities to our families should be assigned the proper priority. The purpose of this program is to show numerous examples of how busy people can get maximum benefits from family life and how to increase the enjoyable times with your family. The ideas discussed during this program should spark even more ideas from which you will be able to enhance your family life. This is an excellent tape to be used in the family setting particularly for the husband and wife. This program has an accompanying workbook, which expands the usefulness of the tapes. The tapes are recorded in a dialogue format.
- **Leadership - Danny Cox**
Danny Cox presents an excellent program building upon his growth as a leader. This program is given in lively fashion, yet the material is very serious

and valuable. This program gives the experienced manager, the new manager, and the would-be manager a format for their advancement through improved leadership techniques and styles. This is most useful for an individual but could productively be used in a group meeting. The tapes are varied in format for some are live and some are studio recorded.

- **How To Be A No Limit Person - Dr. Wayne Dyer**
This program draws on Dr. Dyer's successful book *The Sky's the Limit* to develop practical, how-to-actions for us to achieve our highest possibilities for life. Our life does not have to have limits-we can and should be No-Limit persons. These tapes were produced at a live presentation and the audience involvement enhances the impact of this program. The workbook, which is part of this program, is most helpful and encourages thinking by the listener. This program is useful to both individuals and groups. This set of tapes provides an insightful, simple-to-follow, and effective game plan for the No-Limit person.
- **Laughing, Loving & Living - Ed Foreman**
In this eight-tape live program, Foreman shares with us the secrets for enjoying life and living life to its fullest. We learn how to develop habits, which lead to success and how we can avoid stress and worry. We learn about goal setting and positive mental attitudes, and the techniques of decision-making. We discover health tips and exercising techniques, which will help us, improve our overall well-being. We learn about self-image and the twelve basic habit patterns of a winner. We learn of persuasion and positive language, and how to shape our environment through our thinking process. We also are given a step-by-step technique for relaxation and mind control. This tape is effective for both individual and group listening, although most of the accompanying exercises are geared for the individual application. A helpful summation of the program is included in the accompanying workbook.
- **Creative Thinking For Better Business - Patricia Fripp**
This is a dynamic program recorded live and full of life with good examples. Patricia is from England and her presentation is a delight. This program emphasizes the absolute need to be ready to change and encourages the team spirit, creative thinking and time management among many other important elements. This program is excellent to use with groups or to be used by individuals.
- **Live on Management - Dick Gardner**
This program is made up of four topics on four tapes: recruiting, motivation, business should be fun, and mind attitudes in the work place. Various management tools and approaches are developed in this program. Not only are they useful for general management consideration, they are also very useful for sales managers. The ideas expressed in these tapes are practical. These tapes would be effective with groups of various sizes. They can also be successfully used by individuals. The program was recorded live.
- **Speak Easy To One Or One Thousand - Christopher Hegarty**
Public speaking is a skill required by all. If we are speaking to one, a few, or many, it is important that appropriate techniques to enhance communication be employed. This program suggests many practical tools to help us become better communicators. This program is recorded live with some portions recorded in studio. This group of tapes is most useful when used by an individual rather than in a group of listeners.
- Low Profile Selling - T. Hopkins
- **Motivational Classics - Charles "T" Jones**
"Tremendous" Jones tells that we are today what we will be five years from

now except for two things: the people we meet and the books we read. Within this framework, this program introduces us to three classic motivational speeches/books: Russell Conwell's, *Acres of Diamonds*; William Jordon's, *The Kingship of Self-Control*; and James Allen's, *As a Man Thinketh*. These three classics have had significant impact on thousands of people. These tapes draw from Christian values and help explain the foundations of motivation. While these tapes are excellent for individuals, their value would be enhanced by group discussions to relate the tape's points to everyday business activities.

- How To Read Your Client's Mind - Dr. K. Johnson
- Peak Performance Selling - Dr. K. Johnson
- Psychology Of Achievement - Dr. K. Johnson
- The Science Of Self Discipline - Dr. K. Johnson
- Solving The People Puzzle - Dr. K. Johnson
- Subliminal Selling Skills - Dr. K. Johnson
- Stress Survival - Dr. K. Johnson
- Tele-Sales - Dr. K. Johnson
- How to Create a Win-Win Sales Compensation Plan - D. Kahle
- How to Find, Interview, Select & Hire a Good Person - - D. Kahle
- **Supernatural Selling - Danielle Kennedy**
Danielle Kennedy shares with us some techniques and attitudes that successful salespersons should develop. We see how we can be our own worst enemy through our negative attitudes and poor work habits. We discover the importance of keeping a proper perspective on the future through goal setting. Such goal setting must have an interlocking of the past with the present when we plan for the future. We learn how to close naturally and comfortably, and how to develop scripts and dialogues through practice. We also learn the importance of maintaining a balanced lifestyle, which includes our family as well as our work. This program is a live, eight tape set which can be effective in both group and individual listening.
- **Getting Your Act Together - George Morrissey and Karen Wilson**
This program is devoted to helping you take charge of your life and to grow closer to reaching your full potential. The objectives of this program are to: (a) describe principles of goal setting and understand how to apply them to your own life, (b) have you develop one or more goal statements and start work on them immediately, (c) identify those factors you need to address to reach your goals, (d) have fun while you are learning. This program is most valuable when used by the individual. The tapes are interesting to use because so much of the material takes a discussion format. The workbook provided is excellent, particularly the various worksheets.
- **High Performance Behavior - James W. Newman**
In this six tape live program we discover human behavior and its structure, and how we can channel the different aspects of human behavior into a position achieving environment. We learn about the whole-person system and how to release the potential built into each one of us. We discuss self-esteem as the basis for improving ourselves, individuals close to us, and groups to which we belong. We discover the law of consequences, and learn more about responsibility and personal accountability. We learn how goals and goal-direction play an important role in our lives, and how important imagination is in goal achievement. Finally, we learn more about values and awareness, and the role of communication and our reality structure. This tape program is good listening material for both groups and individuals, and is particularly of

benefit to those seeking to gain a better understanding of human behavior as it related to management of sales activities.

- **Great Ideas - Earl Nightingale**

This studio recorded program addresses very basic but very important "Great Ideas" for becoming a master of human relations. These twelve sessions offer many techniques for successful interpersonal communications. We must be able to communicate well for effective persuasion to take place. This program, while designed for individuals, could be used in group settings. This program has an excellent progress guide/workbook, which is very helpful.

- **How To Be A Great Communicator - N. Qubein**

- **Success With People - Cavett Robert**

An excellent program, which presents techniques and thinking processes to increase your possibility of success. This program addresses success in your dealings with others and also emphasizes your success with yourself. This program has both live and studio recordings. The tapes are excellent for a group, particularly the first tape in the series. This program is full of good down-to-earth knowledge and the material presented can easily be translated into applications on the job.

- **Success, The Seven Strategies for Wealth and Happiness - E. James Rohn**

The program presents in a very "down-to-earth" style several strategies that can lead to a greater level of wealth and happiness. This program is designed to help you expand your life in personal, as well as professional areas. Various suggestions are presented that are practical and which with determination can be accomplished by all of us.

- **Possibility Thinking - Dr. Robert H. Schuller**

Dr. Schuller, in this twelve-tape studio recorded program, teaches us the techniques of possibility thinking and how to apply them to every aspect of our life. We learn about possibility thinking through our attitude, imagination, opportunities, problems, goals, leadership, self-esteem, faith, energy, time, determination, and management. The program is particularly effective for business and professional people but also has great potential for all listeners. It may be effective both in group and personal listening sessions, and the accompanying workbook both clarifies and synthesizes the message of the program. Possibility thinkers expect to win, and Dr. Schuller shows us how to become winners through becoming possibility thinkers

- **The Secrets Of Power Negotiating - Dr. Robert H. Schuller**

- **ASK - Don Thoren**

This is an excellent program designed for the more experienced salesperson. The program is studio recorded with two short portions recorded at a sales training seminar. The emphasis is on understanding the needs of the customers from the customer's eyes. We must sell benefits that solve customer's problems.

- **Creative Thinking -Mike Vance**

Through this twelve-tape studio recorded program, Mike Vance teaches us about creativity. We learn how creativity fits into our overall life cycle, and how to avoid attitudes that block creativity. We are taught how to develop and cultivate creative thinking in order to improve our personal and business lives. We explore values and their importance in creativity, management, and leadership. We see that management must take a more holistic approach in the future, and how creativity is a key to developing success and innovation. This program is best suited for those in a business environment who wish to instill more creativity in their organization. It is most useful when used in

conjunction with the accompanying workbook, and would be most likely used in a group setting so that discussion may follow each session.

- **Masters of Motivation - Various Speakers**
This six-tape program is full of variety and excitement. The program extends from the light presentation of Dr. Charles Jarvis to J. Douglas Edward's more serious presentation on selling techniques. All of these tapes have ease of listening and are interesting. A common theme in these tapes is that we should use experiences of other people to help us grow stronger. A major emphasis of this program is the role of happiness in our successful personal and business life. These tapes could be used in groups as well as by individuals. The presenters are: Norman Vincent Peale, Charles "Tremendous" Jones, Art Linkletter, J. Douglas Edwards, Allen Cimberg, & Dr. Charles Jarvis.
- **Personal Success- Excellence & Personal Power-Series vol. 1 - Various Speakers**
This personal success series features speakers (Jim Rohn, Fred Pryor, Larry Wilson, Charlie Plumb, Dr. John Lee & Don Thoren) in the areas of excellence and personal power. Although the speakers have various backgrounds and approaches, there is a common thread in this program. We can accomplish what we set our minds to. Personal power is gained through beliefs, values, attitudes, goal setting, and management of our resources. These tapes were all recorded live and are most appropriate for individual use.
- **Personal Success - Achievement Through Motivation - Series vol. 2 - Various Speakers**
In this six tape live program, we hear from outstanding speakers (Ty Boyd, Zig Ziglar, Art Holst, Heartsill Wilson, Marilyn Van Derbur, & Bill Gove) ranging from a NFL referee to a former Miss America. We learn what it means to be a high achiever, and how the process of goal setting helps us to reach our top level of performance in life. We discover the secrets of excellence and how to apply them to our lives. We learn about motivation and the different types of motivating factors. We learn about leadership and the importance of risk-taking. This tape series has positive benefits to both group and individual listeners.
- **Personal Success - Successful Creative Selling - Series vol. 3 - Various Speakers**
This program includes six different points of view but they all have a common frame of reference - if you better understand yourself and your prospects, you will prosper at a higher level of success. This knowledge, however, must be accompanied by an inner drive with determination. This should be reinforced with a high self-image. These tapes are most useful when used by individuals. The speakers are: Ed Foreman, Mort Utley, Nido Quebein, Hank Trisler, Don Hutson & Phil Steffen.
- **Personal Success - Great Classics in Selling -Series vol. 4 - Various Speakers**
This six tape live program discusses sales and its importance in the American way of life. We come to appreciate the profession of selling and the techniques, which we must perfect before becoming a "Master Salesperson". We must be able to relate outside experiences to our sales work. We come to understand the various types of salespersons and the role their personality plays in their success. We learn about the factors that result in championship selling. This program is excellent for group listening and discussions, and will also prove helpful to the individual listener. The speakers are Arthur H. "Red" Motley, Fred Herman, Dr. Kenneth McFarland, Ira Hayes, Charlie Cullen, and Dr. Herb True.

- **Denis Waitley "Live" - Denis Waitley**
In this twelve tape program, motivational speaker Denis Waitley shows us the qualities and characteristics of a winner. This is an insightful presentation of the psychology of winning. We explore the relationship of a positive attitude to the success we experience in life. Through this program, Waitley encourages us, enlightens us, and enthuses us to become the winners that we all have the ability to be. This tape program was recorded live and is excellent for individuals, groups and families. It provides a strong pick-me-up motivational effect.
- Telemarketrends - Walther
- **Build A Better You - Joel Weldon**
This is an excellent program to help us better understand the elements of success. We are convinced that we have primary responsibilities for our own improvement and we can make it happen for us because of our attitudes. Attitudes alone are not enough. They must be coupled with goal identification, commitment, and follow through. This program is studio recorded and could be used for individual training as well as group discussion.
- **The Best Seller - Ron Willingham**
This is an excellent program, studio recorded, and most appropriate when used by an individual. Using the memory retention word, AID, INC, Mr. Willingham presents his psychology of selling system. AID, INC stands for Approach, Interview, Demonstrate, Validate, Negotiate, and Close. The format is excellent - first the selling function is clearly defined and then the listener is told how to properly apply this knowledge to each of four styles of buyers. This program is one, which should be listened to several times for the most value.
- The Ya Gotta's For Success - L. Winget
- **Millionaire Mentality - Dexter Yager**
This program is made up of three tapes studio recorded by Ty Boyd. Dexter Yager, along with script support from Doug Wead, developed this excellent program designed to assist you in the attainment of financial success. The tapes are very useful to individuals but could be even more valuable when listened to and discussed with your spouse.

Children's Books

- The Super Science Book of Light
- Light - Science Activities