LIST OF TRAINING VIDEOS

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Sales

Demanding Customers (25min.)
Difficult customers are something to fear but also a source of strength if we know how to approach them. The film indicates a number of simple steps that can reduce aggressiveness and improve the quality of service to customers.

How to Loose Customers Without Really Trying (23 min.)
It is easy to loose customers. Either by aggressive behavior or by a defensive one. At the same time not all customers are pleasant or happy people, but we will see in this film that the key element in making a satisfied customer is the person who deals with them and their behavior.

The Unorganized Salesperson I+II (27+24 min.)
How to become a more professional partner instead of being a simple sales representative? These two videos are based on two important ideas about how a good salesperson should behave: „Appreciate your clients!" and „Appreciate yourself!" These attitudes will also change the customers' view towards the person they do business with.

Negotiating Profitable Sales I+II (21+22 min.)
Meant to help people who are directly involved in the sales and negotiating activities, these two films are presenting mainly discussion techniques and suggest solutions for closing up a profitable business. The aim of negotiating profitable sales is to reach a mutually beneficial arrangement.

How Not to Exhibit Yourself (29 min.)
The film provides critical help for those who need to represent their company at a trade fair. It helps with tips to the manager in charge of the booth who can lead his team to make a good show and increase the visibility of the company at the fair.

That's Show Business (24 min.)

It is a film that helps understand what the critical factors are for a succesful corporate display at a trade fair. It shows common traps and tips how to avoid them.

So You Want to be a Success at Selling? Part I-IV (26+25+25+29 min.)

You can be a beginner in sales or an experienced salesperson who is willing to refresh knowledge, and still enjoy the minutes spent with John Cleese as a salesman who does not understand why, after so many years in his profession, he still has to listen to a training tape. After he manages, with the help of the tape, to avoid a few unpleasant situations, he will accept the help in order to succeed in the hard work of a sales agent.

* **Part 1**: The Preparation. Get to know the clients, the products and the relationship between the two companies, establish objectives and the art of questioning.

* **Part 2**: The Presentation. How to present the product, how to explain its benefits and how to spot the buying signals. Sales staff learn how to stay cool and dispassionate even when a customer criticises them or their products.

* **Part 3**: Difficult Customers. Sometimes the problem is the type of client we have to face. It is therefore critical to be prepared with all sales techniques in order to close the deal. How to use people's anxieties, laziness or vanity are some of the techniques suggested to help get things moving.

* **Part 4**: Closing the Deal. This is an area where even skilled salespeople fear rejection and delay closing. They will find out how to conclude a deal efficiently, how not to accept a „no" before understanding it and how to behave in a self-confident and creative way.

Communication

If Looks Could Kill (30 min.)

The ways people behave when dealing with customers or colleagues determine the success or failure of each interaction. Careless and irresponsible behaviour can aggravate, hurt or even kill somebody. In this film Inspector Nugget investigates how unprofessional behaviour has created a victim. This light-hearted video raises some key issues about negative behaviour and ways to change it in a professional and down-to-earth manner.

Telephone Behavior (29 min.)

The telephone is an extremely efficient instrument but it can also become a source of huge problems if we don't know how to use it. This program deals with the dynamics of a telephone conversation and teaches us how to use the telephone to our own advantage: how to hold initiative and guide the conversation towards a beneficial end for both parties.

Making Your Case (25 min.)

The film shows Alice in Wonderland facing the challenge to make a presentation in front of the Queen and King of Hearts. Fortunately it is only a dream, in which Alice learns all those technics that can transform a terrible failure into a successful presentation. The programme is full of advice about how to prepare, plan and deliver a successful speech or presentation.

Body Language at Work I-IV (21+15+15+15 min.)

In this film Desmond Morris helps us to understand body-language and how how it impacts the communication between people. The program is made of four parts and covers the main aspects we have to be aware of (body position, eye contact, body comfort, space etc.).

* Part 1. Core Programme
* Part 2. For the Front Line
* Part 3. For Sales people
* Part 4. For Managers

Straight Talking – The Art of Assertive Communication (27 min.)

Assertive comunication is critical in any kind of interaction we have. The film looks at comon misconceptions about assertive communication and dispells them, leaving people with a clear understanding of what they need to do.

Management and Leadership

The Unorganized Manager I+II (24 + 26 min.)

The main character of the film is an unorganised manager. He unwittingly makes the life of his family and colleagues miserable. His disorganisation leads to an early heart attack and a confrontation with Saint Peter. He will find out what he did wrong and what the others think about him. Saint Peter offers Richard a second chance on Earth, making him learn the principles of time management in a way that viewers, many of whom will be unaware of their own faults, can easily relate to. Main themes of the film are: how to schedule time based on importance and emergency, how to delegate responsibility, how to coach employees.

The Helping Hand (37 min.)

Coaching subordinates is not a skill all managers posess and this is the reason why many of them avoid using it. But Coaching is an efficient method to transfer knowledge to your subordinates. On short term this could look like a „waste of time" for the manager, but on long term, trained people improve performance and motivation, their trust in themselves grows and they become more capable to contribute to intelligent solutions of their department's problems. The programme shows that we may already know and practice Coaching without knowing it, and all is needed is a bit of structure for the Coaching process to start and be a success.

Where There is a Will (29 min.)

The film focusses on leadership and motivation and tries to answer a frequent question: is leadership skill innate or educated? The hero of the film is a very efficient manager who thinks he can organise his people without the necessary knowledge about how to lead people. His computer illuminates him by explaining the three critical aspects of motivating a team: Give them confidence in the value of their job, in their value as individuals and in their value as part of the team.

Manufacturing Excellence (60 min.)

To give a helping hand to the people working in production should be a priority for top management and human resources managers. This film addresses a wide range of problems, and provides detailed and step-by-step solutions to deal with them. The film introduces the most recent methods to increase production efficiency, such as:

* "Just-In-Time" (JIT)
* "Total-Quality-Control" (TQM)
* Machinery display plan to create a more fluent production process
* Professional Training and Employee Involvement

Meetings and Interviews

From No to Yes (27 min.)
Getting everybody's attention in a meeting is often just a matter of being prepared to listen to the others. The film presents The Art ofPersuasion, an art that must be mastered by each person involved in holding a meeting, where the road to agreement could be strewn with acrimony or conflicts. The film demonstrates that agreement can only be reached through active listening, inviting other ideas and building on them.

Meetings, Bloody Meetings (30 min.)
Meetings can be an instrument for solving problems and exchanging information – but they can also be boring and frustrating. This best selling film defines the five skills that transform a gathering into a professionally run business meeting: preparing each meeting, informing the others what is it about, planning the agenda, controlling the discussion and recording the decisions.

The Dreaded Appraisal (29 min.)
The goal of an appraisal interview is to analyse the past, consolidate the present and plan the future. The interview is, as you can imagine, a source of stress, both for the employee and for the supervisor. But if it is done properly it can have a very beneficial effect both on the participants and on the organization they belong to. The film shows what will happen if the discussion is not done properly, and also ways to prepare it in a way that it will be a success.

I'd Like a Word with You (28 min.)
In other words: discipline interview, talking about performance that needs improvement. The film starts by showing the wrong way to conduct a discipline interview, and later demonstrates, how the right attitude and approach of a manager during such an interview can keep people motivated and focused on reaching the agreed goals.

Teams and Motivation

FISH – Motivation and Enthusiasm at Work (25 min.)

This film is one of the bestselling titles in motivational films. It shows that even monotonous or boring activities can be changed by the attitudes of the people executing them. It shows the team at the Pike Fish Market in Seattle at work and it is a joy to watch them.

Building the Perfect Team (29 min.)

The film is based on Dr. Belbin's team role theory and explains how to identify nine key team roles for a balanced team. The video illustrates various team roles with their specific personality profile and offers practical advice for managers who have to work with teams. It illustrates skills for team building, meetings and project management.

Agreeing to Agree (27 min.)

This is a film about ways to achieve agreement with other people by seeking the area of common interest where both sides get as much as possible but they also build rapport and respect.

The Power of Vision (30 min.)

This is one of the best motivational films around. It shows why vision is important to people and how a company can grow faster by selecting the right vision and communicate it both internally and externally.

Project Mananagement

The Project (34min.)

This video illustrates project management skills as applied to a gangster group in a humourous way that is part of all Video Arts films.

Project Management (25 min.)

This video is about basic skills for project managers. Like many other training films it shows with humor the pitfalls one can fall into if things are done the wrong way and then illustrates ways to avoid them by doing things right.

Human Resources

It's Your Choice (30 min.)
Recruitment and selection of personnel represent a rather delicate issue for any company. This film uses the „wrong way" – „right way" approach in treating the most important aspects of such a process: studying the CV, conducting the interview. Making the right selection choice means knowing the budget was spent well and a valuable asset has been aquired.

Managing Problem Employees (I-VI, 96 min.)
This comprehensive six-part set of videos introduces typical problem people and how managers and team leaders should deal with them to improve their performance. Some are silent, some reluctant, some moaning or wimpy, afraid to take any decision without asking the boss first. All these types of people waste time and resources. The aim of the film is to illustrate to managers how they can change a problem person into positive performer.

More than a Gut Feeling (21 min.)
Created to help the selection process of candidates, this video is focussing on the „behavioural interview". Without eliminating the „gut feeling" of the interviewer, this program analyses the candidate's performance during his former jobs by means of objective questions, based on the assumption that "his previous behavior is the key to estimating his future performance". The film also shows us the importance of conducting a thorough review of job requirements and drawing up a list of interview questions in order to get behavioural examples in the interview, and then rating the interviewee's skills against job specification.