



## Bring These VIP's Into Your Classroom

*An All-Star Lineup on DVD with BONUS CD*

Real learning seems to begin where the text leaves off. Most of our books are long on theory but miss the mark with what is happening in the "real world." It's time to bring this real world into our world!

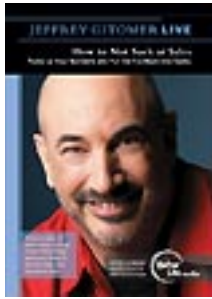
TheMarketingTeacher.com is pleased to introduce "Beyond The Books," a new division that seeks out relevant and affordable DVD's for business and marketing teachers. Finally, DVD's from the leading professional and personal success experts at a price that fits within a school budget!

Check out this list of experts in sales, management, motivation, and leadership. They are the cream of the crop—and now you can afford to bring them all to your classroom.

Beyond The Books is pleased to bring you these special programs —many of them live presentations. Each presentation includes a DVD video and FREE bonus CD of the sound track. And, get this—both for the unbelievable price of just **\$39** per title.

*For the absolute best deal, see "Wired To Win." This package offer brings your DVD's and companion CD's for less the \$20 a set! **(limited time price!)***

**Please feel free to forward this information to anyone who might be interested in these DVD's. Also . . . if your budget is a little tight, check with your library or media center—they may purchase the items for you!**



## Jeffrey Gitomer: How Not to Suck at Sales

*Today's rules of sales have nothing to do with selling and everything to do with how your customer buys.*

Tear up those business cards and trash those marketing brochures. The old ways of selling have changed for good. Jeffrey Gitomer is here to teach you the new ones as well as how to put the fun back into your sales career.

Take your sales to new levels when you learn:

The secret of selling—engagement—and the three best ways to do it

- Top 5 ways to prepare yourself to make a sales call
- 6.5 rules of sales destined to make you a master of your craft
- How to build your personal brand and position yourself as a market leader

**Our Price:** \$39



## Tom Peters: Re-imagine! Business Excellence in a Disruptive Age

*The world's most influential management guru offers passionate, new ideas on preparing for today's business challenges.*

Tom Peters, a self-described “professional loudmouth” who has been compared to Emerson, Whitman, Thoreau and H.L. Mencken, declares war on the worthless rules and absurd organizational barriers that stand in the way of creativity and success.

In a totally outrageous, in-your-face presentation, Tom reveals:

- A re-imagining of American business
- 2 big markets—underserved and worth trillions!
- The top qualities of leadership excellence
- Why passion, talent and action must rule business today

**Our Price:** \$39



## Harvey Mackay: Outsell, Outmanage, Outmotivate and Outnegotiate Your Competition

*Turn no into yes, knowledge into power, ideas into action and data into info the CIA would envy.*

Harvey Mackay is considered to be one of the top five speakers in the world today by Toastmasters International. His ability to teach profound business and life lessons in a compelling yet entertaining way has made him one of America's most popular speakers.

Watch and learn while he presents 12 practical ideas on how to:

- Arm yourself with prospect, client and competitor information the CIA would envy
- See people who don't want to see you then make them glad they did
- Think big, bold, creatively, and in quantum leaps
- Develop and maintain relationships in creative ways

**Our Price:** \$39



## Tom Hopkins: Mastering the Art of Selling

*Turn the art of selling into a simple science using the tried-and-true techniques of the nation's top sales champion.*

Whether you want to sell homes, cars, financial services or an idea to your family or friends, following these practical and useful tips developed by sales legend Tom Hopkins will help you "close" the sale easily and professionally.

Tom helps you master the art of selling by presenting:

- Effective question types that persuade people to buy
- Clients' 10 most common money-spending fears and how to relieve them
- Substitutes for 8 fear-producing words that make people feel uncomfortable
- 5 ways to make a great first impression
- Tips on the art of closing the sale

**Our Price:** \$39



## Nido Qubein: Proven Strategies for Success & Significance

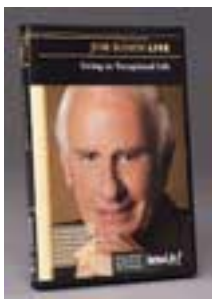
*Live life at a deeper, more purposeful level that yields greater satisfaction and success!*

Nido Qubein came to the United States as a teenager with no knowledge of English, no contacts and only \$50 in his pocket. Today he is a successful businessman and award-winning motivational speaker. How did he do it?

Learn from Nido how to achieve success and significance in business and life by:

- Creating meaningful change that moves you to a deeper, more satisfying level
- Distinguishing among tasks, goals and purpose
- Developing strategies for going beyond communicating, selling and training
- Discovering how the 21st century rewards extraordinary people

**Our Price:** \$39



## Jim Rohn: Living an Exceptional Life

*Live life at a deeper, more purposeful level that yields greater satisfaction and success!*

Hailed as one of the most influential thinkers of our time, Jim Rohn knows the secrets of success in business and life. He has been called a master motivator, national treasure and modern-day Will Rogers for his extensive knowledge of human behavior.

Awaken the unlimited power of achievement within you as you:

Explore Jim's unique view of the 21st century and opportunities within it

- Learn 3 ways to improve yourself and take advantage of those opportunities
- Discover how to attract success by becoming an "attractive" person
- Understand the 5 major pieces of the life puzzle
- Get Jim's short list for living a good life

**Our Price:** \$39



## Terri Sjodin: New Sales Speak-The 9 Biggest Sales Presentation Mistakes & How to Avoid Them

*Learn how to make your presentations more persuasive, more effective and...  
Ultimately sizzling!*

Banish stage fright, stop relying on visual aids and start persuading your audience—because you can deliver a great presentation. Top speaking pro Terri Sjodin will show you how with practical ideas and proven techniques.

Terri will help you:

- Make your presentations persuasive rather than simply informative
- Sell yourself through building and delivering a strong “case” for your message
- Create a unique and memorable presentation style
- Avoid the 9 most common presentation mistakes

**Our Price:** \$39



## Connie Podesta Live! - Life Would Be Easy If It Weren't for Other People

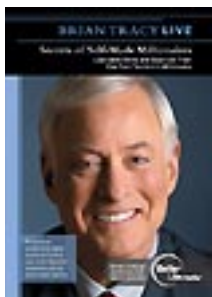
*When you get to work in the morning, is it where you want to be?*

And when you go home at night, is that where you feel good and safe? Being able to answer yes to both questions is the key to happiness, success and wealth, according to therapist and comedian Connie Podesta.

With a little humor and lots of insight, Connie offers ideas on how to:

- Know and understand yourself to improve relationships with significant others
- Raise children that are hardworking, respectful and compassionate people
- Make the right choices to have healthy relationships and healthy bodies
- Feel good about yourself in the presence of others from work to home

**Our Price:** \$39



## Brian Tracy Live - Secrets of Self-Made Millionaires

*Success isn't just money . . . but it can include money!*

Self-made millionaires have been studied extensively throughout the years. The good news is that success is not an accident. Success can be learned and it leaves tracks. The great news is that you can follow the tracks of successful people to arrive at your ultimate destination.

In this upbeat presentation, Brian shows you:

- Ways to get off Someday Isle and move your life in the right direction
- How to develop a sense of control and sense of coherence in life
- 16 qualities or learnable skills that will virtually guarantee your success
- The 20-idea “mindstorming” method to find your self-purpose

**Our Price:** \$39



## Les Brown: Step Into Your Greatness

***People don't fail because they aim too high and miss but because they aim too low and hit.***

High-octane speaker Les Brown advises to stop playing it safe and start creating what's truly possible in life by stretching yourself, taking risks and surrounding yourself with positive, nourishing people.

Discover the key to greatness through powerful and inspiring insights on how to:

- Raise the bar and commit to higher goals
- Recognize negative people and detoxify them from your life
- Challenge yourself and put your fear of failure to rest
- Stay hungry and make "no" your daily vitamin (motivation).

**Our Price:** \$39



## Dr. Lois Frankel Live - What Powerful Women Know

***It's no longer just a man's world***

The messages little girls get are to be sweet, quiet and good listeners. The messages little boys get are to be competitive and not cry. However, to get that corner office, women must get over the nice-girl syndrome and learn the rules of the workplace game.

Break through the barriers by learning:

- Why women behave as they do
- 101 of the biggest mistakes women make in the workplace
- Tips to help women break through the glass ceiling
- Ways women can widen their WALLETS and build their personal brand

**Our Price:** \$39



## Stephen Covey: The 8th Habit—From Effectiveness to Greatness

***Discover a new role for leaders today from the nation's top leadership authority.***

Stephen R. Covey defined the 7 habits of effective leaders more than a decade ago. Now, the 8th Habit is revealed! In this compelling presentation, Dr. Covey pushes leaders to be not only effective but truly great.

Learn from the most respected source on leadership how to:

- Find your voice and inspire others to find theirs
- Contribute and succeed in the Knowledge Economy
- Make leadership a choice versus a position
- Turn an organization's top goals into action

**Our Price:** \$39



## Tom Rath Live - How Full Is Your Bucket?

### *Beware of the "dipper"*

All of us have a metaphorical bucket representing how we feel from moment to moment. But how do we keep that bucket full and keep ourselves brimming with positive energy that not only improves our own lives but the lives of others around us?

Learn from Tom how to:

- Prevent bucket dipping—get rid of negativity for a strong foundation
- Shine a light on what is right in life instead of what is wrong
- Develop best-friend caliber relationships at work
- Give unexpected gifts—including the gift of trust and responsibility

**Our Price:** \$39

## SPECIAL • Wired to Win Package • SPECIAL

This is the ultimate collection for entrepreneurs and sales professionals. The most powerful line up of success coaches every assembled will show you how to shorten your learning curve, make more money and have a happier and more productive career. To see these people "live" would cost thousands of dollars and hours of your time, but with this convenient DVD/CD program you can literally take these masters with you anywhere.

*What other opportunity will your students have to learn from these great professional and personal development masters? There are two versions of Wired to Win. The boxed set includes the titles listed below and a bonus DVD/CD from Nido Quebin and sells for \$249. (BLMWTWBX). Or, for \$199 you get the 10 titles listed below packaged in a circular "DVD Tin" as opposed to individually. (BLMWTW)*



- Stephen Covey (The 8th Habit)
- Brian Tracy (Secrets of Self-Made Millionaires)
- Jeffrey Gitomer (How to Not Suck at Sales)
- Dr. Lois Frankel (What Powerful Women Know)
- Terri Sjodin (New Sales Speak)
- Les Brown (Step into Your Greatness)
- Harvey Mackay (Outsell, Outmanage, Outmotivate & Outnegotiate Your Competition)
- Connie Podesta (Life Would Be Easy, If It Weren't for Other People)
- Jim Rohn (Living an Exceptional Life)
- Tom Hopkins (Mastering the Art of Selling)
- Nido Quebin LIVE (How to Get Anything You Want).

**ONLY \$199/\$249**

(Prices guaranteed through  
April 1, 2006)

**Less than \$20 per DVD/CD set!**

## Michael Wickett: Creating Customers For Life

*Innovative Ideas for Boosting Sales and Outsmarting the Competition*



Michael Wickett is one of the most dynamic speakers in North America. His explosive enthusiasm combined with powerful, practical ideas have gained him great appeal among professionals across America. In addition to his authoring several best-selling audio learning programs for Nightingale-Conant and others, Michael Wickett has created specific training programs for various industries and consistently gets rave reviews on his projects. With expertise in the areas of sales training, team building, and personal development, Michael is in high demand as a business trainer, seminar leader and personal coach.

This exciting and idea loaded seminar is Michael Wickett's best sales training program ever. He delivers practical and powerful strategies for connecting with customers at a deeper level through questions, listening, and communication excellence. He'll show you that the method and order in which you ask questions have a direct relation to how much the customer likes you. He'll also share creative and impactful ideas for winning a customer's trust and keeping them for life!

In this program you'll learn:

- HOW TO ASK THE MOST IMPORTANT QUESTIONS AT THE RIGHT TIME
- TURN YOUR CUSTOMERS INTO WALKING TESTIMONIALS
- RECEIVE HIGH QUALITY, HONEST ANSWERS TO YOUR QUESTIONS
- OUTSMART THE COMPETITION WITH CLEVER SALES IDEAS
- STRENGTHEN RELATIONSHIPS BY SUPPORTING PEOPLE'S ALIVENESS
- AND MUCH MORE...

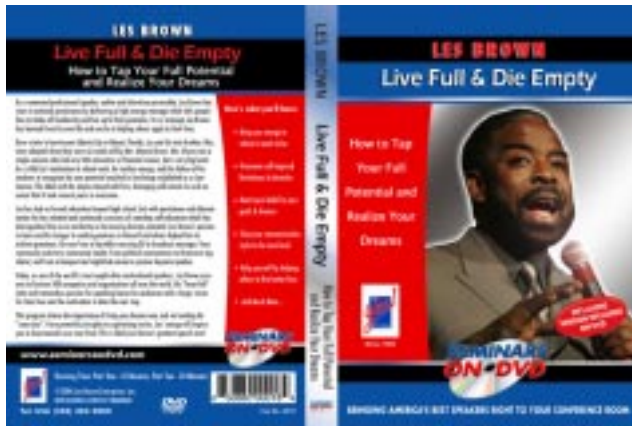
This DVD seminar is the perfect tool to take your client relationships to the next level. It can also be used quite effectively in group meetings to train and energize salespeople and other professionals.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price:** \$90

## Les Brown: Live Full & Die Empty

### *How to Tap Your Full Potential and Realize Your Dreams*



As a renowned professional speaker, author and television personality, Les Brown has risen to national prominence by delivering a high energy message which tells people how to shake off mediocrity and live up to their greatness. It is a message Les Brown has learned from his own life and one he is helping others apply to their lives.

Born a twin in low-income Liberty City in Miami, Florida, Les and his twin brother, Wes, were adopted when they were six weeks old by Mrs. Mamie Brown. Mrs. Brown was a single woman who had very little education or financial means, but a very big heart. As a child Les' inattention to school work, his restless energy, and the failure of his teachers to recognize his true potential resulted in him

being mislabeled as a slow learner. The label and the stigma stayed with him, damaging self-esteem to such an extent that it took several years to overcome.

Les has had no formal education beyond high school, but with persistence and determination he has initiated and continued a process of unending self-education which has distinguished him as an authority on harnessing human potential. Les Brown's passion to learn and his hunger to realize greatness in himself and others helped him to achieve greatness. He rose from a hip-talking morning DJ to broadcast manager; from community activist to community leader; from political commentator to three-term legislator; and from a banquet and nightclub emcee to premier keynote speaker.

Today, as one of the world's most sought-after motivational speakers, Les Brown presents to Fortune 500 companies and organizations all over the world. His "heart-felt" style and tremendous passion for speaking leaves his audiences with a larger vision for their lives and the motivation to take the next step.

This program shares the importance of living our dreams now, and not waiting for "some day". From powerful principles to captivating stories, Les' energy will inspire you to leap towards your next level. This is likely Les Brown's greatest speech ever!

In this program you'll learn:

- BRING YOU ENERGY TO WHERE IT NEEDS TO BE
- OVERCOME SELF-IMPOSED LIMITATIONS & OBSTACLES
- BOOST YOUR BELIEF IN YOUR GOALS & DREAMS
- TAKE YOUR COMMUNICATION STYLE TO THE NEXT LEVEL
- HELP YOURSELF BY HELPING OTHERS TO LIVE BETTER LIVES
- AND MUCH MORE ...

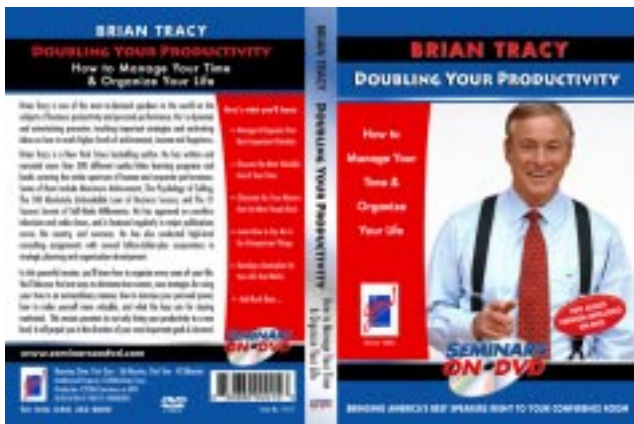
This DVD seminar is the perfect tool to super-charge your goals and dreams. It can also be used quite effectively in group meetings to train and energize your entire staff or group.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price: \$90**

## Brian Tracy: Doubling Your Productivity

### How to Manage Your Time & Organize Your Life



Brian Tracy is one of the most in-demand speakers in the world on the subjects of business productivity and personal performance. He's a dynamic and entertaining presenter, teaching important strategies and motivating ideas on how to reach higher levels of achievement, income and happiness.

Brian Tracy is a New York Times bestselling author. He has written and narrated more than 300 different audio/video learning programs and books covering the entire spectrum of human and corporate performance. Some of them include Maximum Achievement, The Psychology of Selling, The 100 Absolutely Unbreakable Laws of Business Success, and The 21 Success Secrets of Self-Made Millionaires. He has appeared on countless television and radio shows, and

is featured regularly in major publications across the country, and overseas. He has also conducted high-level consulting assignments with several billion-dollar-plus corporations in strategic planning and organization development.

In this powerful session, you'll learn how to organize every area of your life. You'll discover the best ways to eliminate time wasters, new strategies for using your time in an extraordinary manner, how to increase your personal power, how to make yourself more valuable, and what the keys are for staying motivated. This session promises to not only bring your productivity to a new level, it will propel you in the direction of your most important goals & dreams!

In this program you'll learn:

- MANAGE & ORGANIZE YOUR MOST IMPORTANT PRIORITIES
- DISCOVER THE MOST VALUABLE USE OF YOUR TIME
- ELIMINATE THE TIME WASTERS THAT SET MOST PEOPLE BACK
- LEARN HOW TO SAY NO TO THE UNIMPORTANT THINGS
- DEVELOP A GAMEPLAN FOR YOUR LIFE THAT WORKS
- AND MUCH MORE ...

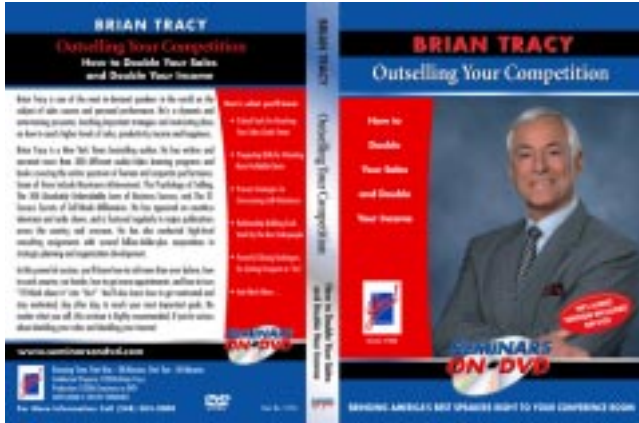
This DVD seminar is the perfect tool to take your time management skills to the next level. It can also be used quite effectively in group meetings to train and energize professionals.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price: \$90**

## Brian Tracy: Outselling Your Competition

### How to Double Your Sales & Double Your Income



Brian Tracy is one of the most in-demand speakers in the world on the subject of success. He's a dynamic and entertaining presenter, teaching critical laws and important ideas on how to reach higher levels of achievement, and avoid the most common reasons many people fail.

He is the author/narrator of more than 300 different audio/video learning programs and books covering the entire spectrum of human and corporate performance. Some of them include Maximum Achievement, The Psychology of Selling, The 100 Absolutely Unbreakable Laws of Business Success, and The 21 Success Secrets of Self-Made Millionaires. He has appeared on countless television and radio shows, and is featured regularly in major publications across the country, and overseas. He

has also conducted high-level consulting assignments with several billion-dollar-plus corporations in strategic planning and organization development.

In this powerful session, you'll learn how to sell more, faster and easier than ever before. He'll give you a series of practical, proven techniques you can use immediately to get more appointments and make more sales. You'll also learn how to get motivated and stay motivated day after day. This seminar is a "must view" program for all sales-people!

In this program you'll learn:

- REACH YOUR GOALS FASTER THAN EVER BEFORE
- UNCOVER THE BIGGEST OBSTACLE TO SUCCESS
- CREATE AN EVEN MORE COMPELLING FUTURE
- INCREASE YOUR INCOME IN RECORD TIME
- CREATE POSITIVE NEW HABITS & BREAK THE NEGATIVE ONES
- AND MORE ...

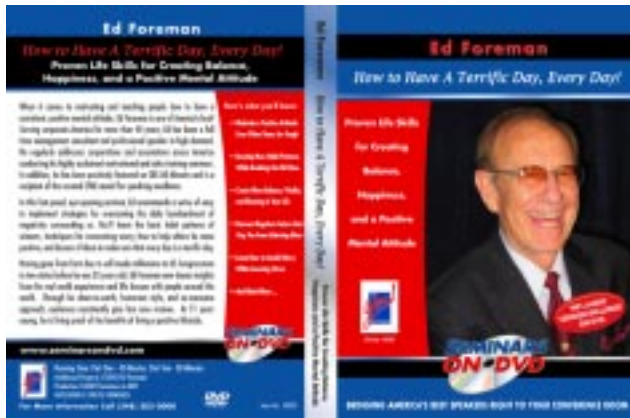
This DVD seminar is the perfect tool to take your sales skills to the next level. It can also be used quite effectively in group meetings to train and energize your entire sales force.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price:** \$90

## Ed Foreman: How To Make Every Day A Terrific Day

*Proven Life Skills for Creating Balance, Happiness, and a Positive Mental Attitude*



When it comes to motivating and teaching people how to have a consistent, positive mental attitude, Ed Foreman is one of America's best! Serving corporate America for more than 40 years, Ed has been a full time management consultant and professional speaker in high demand. He regularly addresses corporations and associations across America conducting his highly acclaimed motivational and sales training seminars. In addition, he has been positively featured on CBS 60 Minutes and is a recipient of the coveted CPAE award for speaking excellence.

In this fast paced, eye-opening seminar, Ed recommends a series of easy to implement strategies for overcoming the daily bombardment of negativity surrounding us. You'll learn the basic habit patterns of winners, techniques for

overcoming worry, how to help others be more positive, and dozens of ideas to make sure that every day is a terrific day.

Having gone from farm boy to self-made millionaire to US Congressman in two states before he was 35 years old, Ed Foreman now shares insights from his real world experiences and life lessons with people around the world. Through his down-to-earth, humorous style, and no-nonsense approach, audiences consistently give him rave reviews. At 71 years young, he is living proof of the benefits of living a positive lifestyle.

In this program you'll learn:

- MAINTAIN A POSITIVE ATTITUDE EVEN WHEN TIMES ARE TOUGH
- DEVELOP NEW HABIT PATTERNS WHILE BREAKING THE OLD ONES
- CREATE MORE BALANCE, VITALITY, AND MEANING IN YOUR LIFE
- REMOVE NEGATIVE FACTORS THAT STOP YOU FROM ACHIEVING MORE
- LEARN HOW TO AVOID WORRY WHILE LOWERING STRESS
- AND MUCH MORE ...

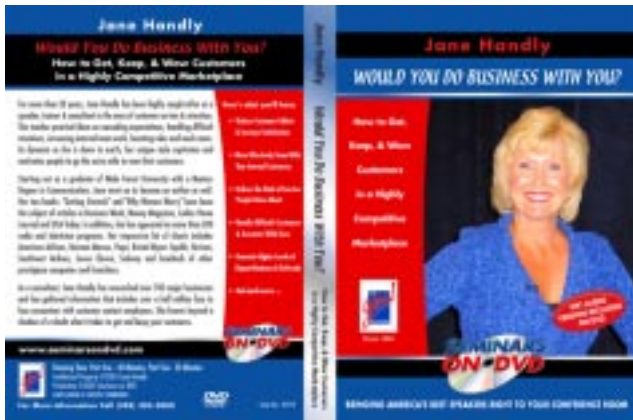
This DVD seminar is the perfect tool for turning around a negative attitude and learning important skills for staying positive. It can also be used quite effectively in group meetings to train and energize professionals.

Full length mp3 audio version, plus Daily Menu, included on DVD.

**Our Price:** \$90

## Jane Handly: Would You Do Business With You?

### How to Get, Keep, & Wow Customers in a Competitive Market



For more than 20 years, Jane Handly has been highly sought-after as a speaker, trainer & consultant in the area of customer service & retention. She teaches practical ideas on exceeding expectations, handling difficult situations, increasing internal team work, boosting sales and much more. As dynamic as she is down to earth, her unique style captivates and motivates people to go the extra mile to wow their customers.

Starting out as a graduate of Wake Forest University with a Masters Degree in Communication, Jane went on to become an author as well. Her two books: "Getting Unstuck" and "Why Women Worry" have been the subject of articles in Business Week, Money Magazine, Ladies Home Journal and USA Today. In addition, she has ap-

peared on more than 200 radio and television programs. Her impressive list of clients includes American Airlines, Neiman Marcus, Pepsi, Bristol Myers Squibb, Verizon, Southwest Airlines, Seven Eleven, Subway and hundreds of other prestigious companies and franchises.

As a consultant, Jane Handly has researched over 700 major businesses and has gathered information that includes over a half million face to face encounters with customer contact employees. She knows beyond a shadow of a doubt what it takes to get and keep your customers.

In this program you'll learn:

- REDUCE CUSTOMER FALLOUT & INCREASE SATISFACTION
- MORE EFFECTIVELY TEAM WITH YOUR INTERNAL CUSTOMERS
- DELIVER THE KIND OF SERVICE PEOPLE RAVE ABOUT
- HANDLE DIFFICULT CUSTOMERS & ACCOUNTS WITH EASE
- GENERATE HIGHER LEVELS OF REPEAT BUSINESS & REFERRALS
- AND MUCH MORE ...

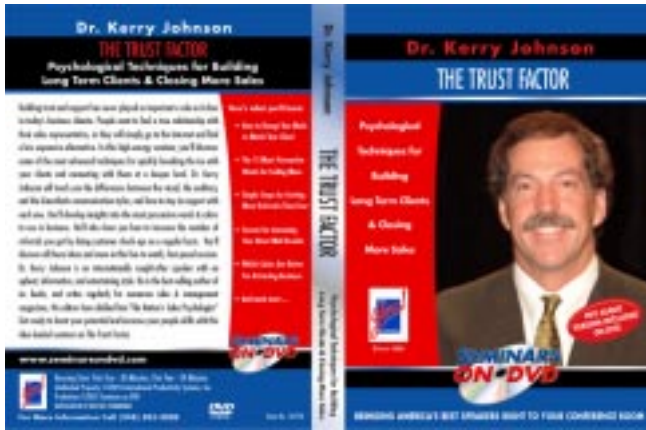
This DVD seminar is the perfect tool to take your service skills to the next level. It can also be used quite effectively in group meetings to train and energize customer service representatives, retail salespeople and other professionals.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price: \$90**

## Kerry Johnson, PhD: The Trust Factor

### *Psychological Techniques for Building Long Term Clients & Closing More Sales*



Dr Kerry Johnson delivers a high energy, entertaining program on building trust and rapport, faster than ever! Incorporating some neurolinguistic programming (NLP) techniques with a number of other interesting strategies for connecting more effectively with others, this program will definitely keep your attention.

Building trust and rapport has never played as important a role as it does in today's business climate. People want to feel a true relationship with their sales representative, or they will simply go to the Internet and find a less expensive alternative. In this high-energy seminar, you'll discover some of the most advanced techniques for quickly breaking the ice with your clients and connecting with them at a deeper level. Dr. Kerry Johnson will teach

you the differences between the visual, the auditory, and the kinesthetic communication styles, and how to stay in rapport with each one. You'll develop insights into the most persuasive words & colors to use in business. He'll also show you how to increase the number of referrals you get by doing customer check-ups on a regular basis. You'll discover all these ideas and more in this fun-to-watch, fast-paced session.

Dr. Kerry Johnson is an internationally sought-after speaker with an upbeat, informative, and entertaining style. He is the best-selling author of six books, and writes regularly for numerous sales & management magazines. His editors have dubbed him "The Nation's Sales Psychologist." Get ready to boost your potential and increase your people skills with this idea-loaded seminar on The Trust Factor.

In this program you'll learn:

- HOW TO CHANGE YOUR MODE TO MATCH YOUR CLIENT
- THE 12 MOST PERSUASIVE WORDS FOR SELLING MORE
- SIMPLE STEPS FOR GETTING MORE REFERRALS THAN EVER
- SECRETS FOR INCREASING YOUR DIRECT MAIL RESULTS
- WHICH COLORS ARE BETTER FOR ATTRACTIVE BUSINESS
- AND MUCH MORE ...

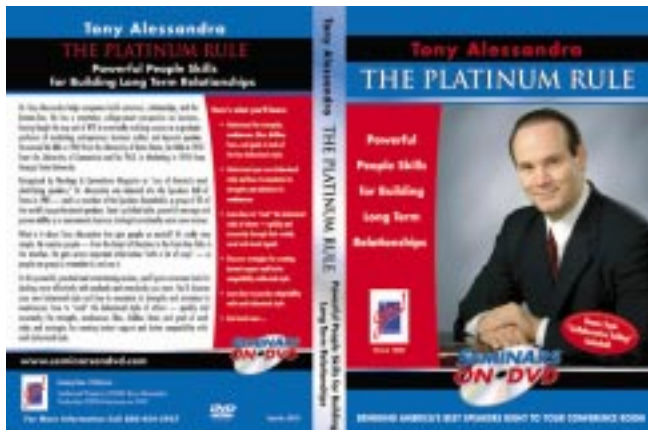
This DVD seminar is the perfect tool to take your trust building skills to the next level. It can also be used quite effectively in group meetings to train and energize salespeople and other professionals.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price:** \$90

## Tony Alessandra: The Platinum Rule

### Powerful People Skills for Building Long Term Relationships



Dr. Tony Alessandra helps companies build customers, relationships, and the bottom-line. He is a widely published author, with fourteen books translated into seventeen foreign languages, including Charisma (Warner Books), The Platinum Rule (Warner Books), Collaborative Selling (John Wiley & Sons), and Communicating at Work (Fireside/Simon & Schuster).

He is featured in over 50 audio/video learning programs and films, including Relationship Strategies (American Media), The Dynamics of Effective Listening (Nightingale-Conant), and Non-Manipulative Selling (Walt Disney). Recognized by Meetings & Conventions Magazine as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985.

Tony's polished style, powerful message and proven ability as a consummate business strategist consistently earn him rave reviews.

In this program you'll learn:

- LEARN TO CREATE RAPPORT FASTER THAN EVER BEFORE
- HOW TO READ THE VARIOUS STYLES QUICKLY & ACCURATELY
- MAXIMIZE YOUR OWN STRENGTHS AND WEAKNESSES
- HOW TO PICK UP ON VERBAL, VOCAL, & VISUAL SIGNALS
- PROTECT YOUR FUTURE BY CREATING STRONG RELATIONSHIPS

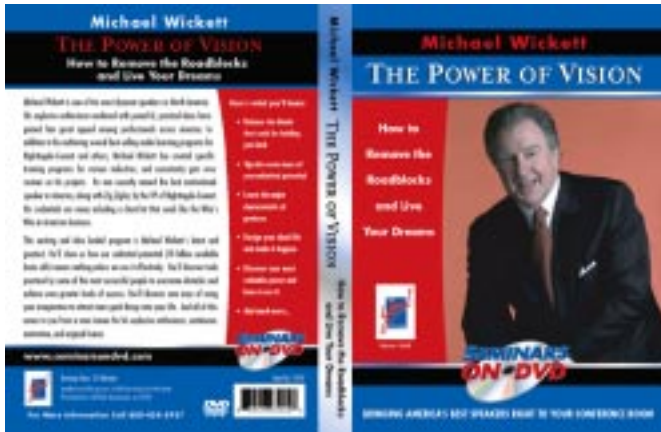
In this powerful, practical and entertaining session, you'll learn dozens of ideas for dealing more effectively with anybody and everybody you meet. You'll discover the best ways of building rapport, how to break the ice with strangers, how to quickly and accurately size people up, how to adapt your style to make the other person feel more comfortable, and a whole lot more. Once you understand and master The Platinum Rule, you'll be better equipped to build and maintain stronger relationships than ever before.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price:** \$90

## Michael Wickett: The Power of Vision

### *How to Remove the Roadblocks and Conquer Your Dreams*



Here we bring you Michael Wickett, one of our most frequently requested speakers ever. He was recently named the best motivational speaker in America, along with Zig Ziglar, by the VP of Nightingale-Conant.

His credentials are many including a client list that reads like the Who's Who in American business. This exciting and idea loaded program is Michael Wickett's latest and greatest.

In this program you'll learn:

- RELEASE THE BLOCKS THAT COULD BE HOLDING YOU BACK
- TAP INTO EVEN MORE OF YOUR UNLIMITED POTENTIAL
- LEARN THE MAJOR CHARACTERISTIC OF GENIUSES
- DESIGN YOUR IDEAL LIFE AND MAKE IT HAPPEN
- DISCOVER YOUR MOST VALUABLE POWER AND HOW TO USE IT

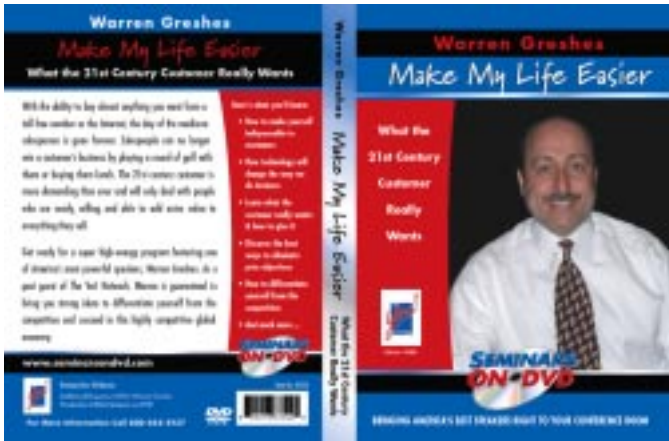
He'll show us how our unlimited potential (18 billion available brain cells) means nothing unless we use it effectively. You'll discover tools practiced by some of the most successful people to overcome obstacles and achieve even greater levels of success. And all of this comes to you from a man known for his explosive enthusiasm, continuous motivation, and original humor.

Full length mp3 audio version, plus noteguide, included on DVD.

**Our Price:** \$90

## Warren Greshes: Make My Life Easier

### What the 21st Century Customer Really Wants



After beginning his career as a National Sales Manager in the highly competitive Garment District of Manhattan, Warren Greshes then joined a New York City consulting firm. It was there that he tripled sales in just two years. Warren has served on the Board of Directors of the National Speakers Association, and in 1998 was awarded their highest designation, the CPAE Speaker Hall of Fame. He is president of North Carolina-based "Speaking of Success" and has produced several audio and video learning programs on sales, motivation, and customer service. So sit back and enjoy the philosophies and teachings of Warren Greshes, as he shares his views on what the 21st century customer really wants.

In this program you'll learn:

- HOW TO MAKE YOURSELF INDISPENSABLE TO CUSTOMERS
- HOW TECHNOLOGY WILL CHANGE THE WAY WE DO BUSINESS
- LEARN WHAT THE CUSTOMER REALLY WANTS & HOW TO GIVE IT
- DISCOVER THE BEST WAYS TO ELIMINATE PRICE OBJECTIONS
- HOW TO DIFFERENTIATE YOURSELF FROM THE COMPETITION
- AND MORE ...

With the ability to buy almost anything you want or need from an 800 number or the internet, the day of the mediocre salesperson is dead. The 21st century customer is more demanding than ever and will only deal with people who are ready, willing, and able to add extra value to everything they sell.

Get ready for a dynamic program featuring award winning speaker, Warren Greshes. He delivers over 70 talks a year to corporations and associations throughout the world, and his energetic, no-holds-barred delivery keeps his audiences engaged and entertained. Provocative, witty, and outrageous, Warren is a favorite for keynote speeches and seminars alike.

Full length mp3 audio version, plus noteguide, included on DVD.

Our Price: \$90

# Beyond The Books Order Form



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<input type="checkbox"/> BTBWTW	Wired To Win .....	\$199.00
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