

# This months password ... *busting*

## June 2001

- How to get the best deal every time  
(*Book of the month*)
- Guerilla Marketing
- Letters that Sell
- How to be BIG on Customer Service
- 101 Ways to Promote Yourself
- The Circle of Innovation
- Complete Business Etiquette  
Handbook

## *Book of the Month*

### How to Get the Best Deal Every Time

by Wayne Berry

Aust: \$27.00

O/Sea: A\$24.55

#### Get the **BEST DEAL** Every Time in **Business and Everyday Negotiating Situations.**

Get the best price when you are **SELLING** in business, selling your car, your home, or anything!

Get the best price when you are **BUYING** in business, buying your next car, your next home, or anything!

Get what you want when you **NEGOTIATE** that raise, bank loan, or anything!

Author Wayne Berry shows you how easy it is to negotiate the **BEST DEAL** every time by understanding:

- The importance of rapport
- Sources of power
- The games people play
- Mistakes to avoid
- And much, much more.

## Guerrilla Marketing

by Jay Conrad Levinson

Aust: \$30.80

O/Sea: A\$28.00

This book is now considered the bible of marketing and entrepreneurial advice. Completely expanded and revised this edition identifies:

- The fastest growing markets for the 21<sup>st</sup> century
- Unique strategies for cooperative fusion marketing with other businesses
- The latest programs for freelance employees and telecommuters
- Management lessons for the 21<sup>st</sup> century entrepreneur

## Letters that Sell

by Edward W. Werz

Aust: \$27.50

O/seas: A\$25.00

**90 ready-to-use letters to help you sell your products, services and ideas.**

You need never agonize over sales-letter writing again. Arranged by category, these model letters cover every business situation from direct-sell to customer service and novelty letters, each accompanied by invaluable marginal notes that will enable you to tailor them to your specific goals.

## How to be BIG on Customer Service

by Winston Marsh & Doug Malouf

Aust: \$143.00

O/Sea: A\$130.00

Here's some of what you will learn:

- The 5 steps to great customer service
- How to get customer service absolutely organized
- How to create a quality customer care program.
- How to make customers say "WOW"
- The secret to getting customers to come back
- The incredible loyalty ladder
- How to use checklists and scripts for repeatable delivery ... and more

## 101 Ways To Promote Yourself

by Raleigh Pinsky

Aust: \$18.70

O/Sea: A\$17.00

You may have the most outstanding business, product, idea or talent in the world, but in order to be successful, you have to let the world know about it.

Raleigh Pinsky offers you a crash course on how to get the attention you need.

*101 Ways to Promote Yourself* reveals the insider secrets learned from years of experience and how these low-cost, high-powered techniques can carry you to the top of your market and beyond.

## The Circle of Innovation

by Tom Peters

Aust: \$33.00

O/Sea: A\$30.00

Tom Peters - brilliant, original and perhaps the most inspiring and listened-to business thinker of our time - has a lot on his mind these days. The world of business is in a permanent state of flux, he argues, a state of chaos in which constant innovation is the only survival strategy.

## Complete Business Etiquette Handbook

by B. Pachter, M. Brody & B. Anderson

(Hard Cover)

Aust: \$55.00

O/Sea: A\$50.00

In today's multicultural and global business environment, knowing a lot about your area of expertise isn't enough. The ability to get along with others, demonstrate good manners, and make others feel comfortable is becoming increasingly important to career success. Without these skills, you not only risk losing customers but the support of colleagues and associates.

From introductions and table manners to greeting the disabled and dressing for success, here's a step-by-step guide to avoiding social blunders and handling yourself properly in any business situation.

## ORDER FORM - June 2001

Title Please tick the box below

- How to get the best deal every time
- Guerrilla marketing
- Letters that sell
- How to be BIG on customer service
- 101 ways to promote yourself
- The circle of innovation
- Complete business etiquette handbook

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