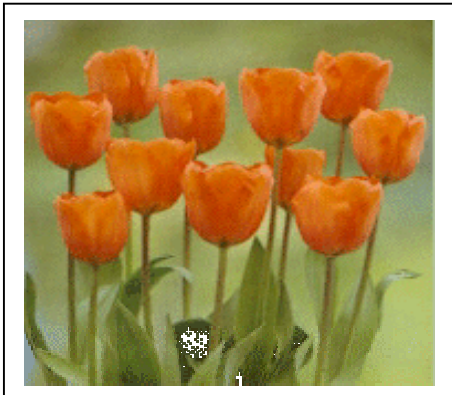


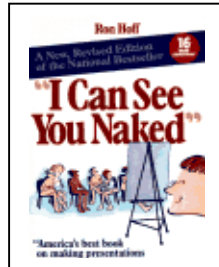
This months password  
... **spring**



## September 2000

- I can see you naked**  
(Book of the month)
- Powerful Presentation Skills
- Customers as Partners
- Make It Happen
- The Perfect Sales Piece
- Lynn Champion's Super Pack
- Your Complete Business Marketing Toolbox  
(Cassette or CD)

## Book of the Month



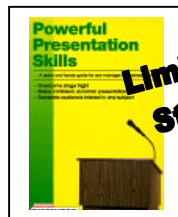
### I can See You Naked by Ron Hoff

**\$35.20** (Incl GST)  
**A\$32.00** (O/Seas)

Ron Hoff is one of America's leading speakers and presentation coaches. As an executive in the major leagues of marketing and advertising, he has made literally hundreds of multimillion dollar presentations. He is a frequent keynote speaker.

You will learn:

- Competitive presentations: Winning Ideas.
- One-on-one presentations: How to nail the sale.
- What TV has taught us, but most presenters ignore.
- Humor. Truth is in; jokes are out.
- How to make a speech in a strange hotel.



### Powerful Presentation Skills

By Career Press

**\$18.70** (Incl. GST)  
**A\$17.00** (O/Seas)

Does the mere thought of speaking before a group give you sweats, chills, shakes and heart-pounding terror? You're not alone? But as a business person, whether you're in management or you own your business, you know the ability to make confident, effective presentations is vital to your success. This handy desktop guide will serve as a crucial aid



### Customers as Partners

By Chip R. Bell

**\$44.00** (Incl. GST)  
**A\$40.00** (O/Seas)

When you engage a customer or client in an honest, trusting, generous relationship, that relationship will last. Customers as Partners goes beyond customer service, to explore the real personal relationships that sustain every successful enterprise. It examines the qualities that form the core of all lasting relationships and describes a way of business where personal interactions, not sales, take centre stage.



### Make It Happen

by Fiona Anson

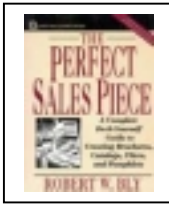
**\$38.50** (Incl. GST)  
**A\$35.00** (O/Seas)

This book is not just another "text". It's not another book just filled with ideas. Contained in it is everything you will need to grow an exceptional and profitable business.

It's full of ideas and strategies - but doesn't stop there. The book is an actual guide to the steps you will need to take to implement each strategy, the why and how, and what to expect as a result.

The ideas apply to retailers, wholesalers, manufacturers, service providers and tradesman alike. Although simple to implement, they will have a profound effect on your results.

*Go on - Make It Happen!*



### The Perfect Sales Piece

by Robert W. Bly

**\$33.00** (Incl. GST)


**A\$30.00** (O/Seas)

This book walks you through every phase, from deciding on the type of sales literature you need, to writing, designing, illustrating, and printing it. It delivers hundreds of helpful tips with first-rate examples - both works-in-progress and finished products. Whether you need a simple offset flyer or a full-colour, multipage corporate brochure, this is your one-stop source for the perfect sales piece.




### Lynn Champion's Specials

- \* The Colour of Sex
- \* One Minute Money Maker
- \* Champion Strategies

 **The Colour of Sex** - This book looks at the link between colour psychology, personal relationships and sensuality in your life.

**\$22.00** (Incl. GST)    **A\$20.00** (O/Seas)

 **One minute money makers** -A quick and easy to read book with simple strategies for your personal and business success.

**\$22.00** (Incl. GST)    **A\$20.00** (O/Seas)

 **Champion Strategies** - 3 Tape Pack.

1. Image strategies successful women use.
2. The top tips for men to manage and improve their image.
3. Developing excellent communication skills for all situations.

**\$77.00** (Incl. GST)    **A\$70.00** (O/Seas)

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**A\$99.00** (O/Seas)

#### 4 CD Set

**\$130.90** (Incl. GST)

**A\$119.00** (O/Seas)

### The Complete Business Marketing Toolbox by Winston Marsh & Joe Vitale

A street smart marketing education like you never had before. A crash course in cunning tactics and savvy strategies that will give your business an incredible shot in the arm... not for a day or two, but forever. In plain and simple language, downright dead easy concepts are explained and illustrated with practical examples that will have you just itching to get on and make them work for you.

You eavesdrop on a session with two marketing masterminds as they discuss little known, street smart, state of the art marketing ideas that can mean millions of dollars of extra revenue for any business. Blissfully disregarding the microphones that catch every word of every secret, they bounce ideas off each other that most people would kill to hear.

From profitable business cards and brilliant brochures through to compelling sales letters and eyeball sucking websites... it's all here for you.

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<input type="checkbox"/> Customers as Partners	\$ 44.00	\$ 40.00	\$
<input type="checkbox"/> Make It Happen	\$ 38.50	\$ 35.00	\$
<input type="checkbox"/> The Perfect Sales Piece	\$ 33.00	\$ 30.00	\$
<input type="checkbox"/> LYNN'S SPECIAL PRICE	\$ 99.00	\$ 90.00	\$
<input type="checkbox"/> The Colour of Sex	\$ 22.00	\$ 20.00	\$
<input type="checkbox"/> One Minute Money Makers	\$ 22.00	\$ 20.00	\$
<input type="checkbox"/> Champion Strategies	\$ 77.00	\$ 70.00	\$
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Postage FREE over \$200+ orders			

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