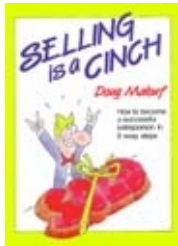


**When Your Customer Wins, You Can't Lose**  
By Jack Collis

\$19.80  
Overseas A\$18.00

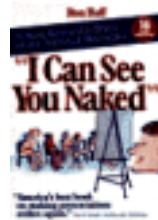
This is a book with a big message – your customer is your business. If you want to be more profitable and more successful than your competitors, you need to turn your business into a customer-driven organisation. Put simply, the difference between success and failure can be the quality of your relationship with your customers.



**Selling is a Cinch**  
By Doug Malouf

\$27.50  
Overseas A\$25.00

Doug Malouf, simplifies and demystifies many of the unnecessary fears that we as salespeople often place before ourselves. Selling is a Cinch shows you how to overcome your fears and the obstacles that prevent you from being a success. Everyone is involved in selling in one way or another. Whether you're a politician, a doctor, a salesperson or a manager or someone in between, Selling is a Cinch guides you through the eight unique, easy-to follow steps of the sales cycle and shows you the way to successful selling.



**I Can See You Naked**  
By Ron Hoff

\$35.20  
Overseas A\$32.00

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.



**Time Management For Busy People**  
By Roberta Roesch

\$33.00  
Overseas A\$30.00

Streamlined for busy people who don't have time to sit down and read a whole book, Time Management for Busy People lets you zero in on the information you need now. You'll learn mental tricks that can get you to work a few minutes early, discover how to use computers and technology to save time all day long; find out how working from home and other flex time options can make you more productive; master the secret of doing two things at once; and even finding private time for yourself. Plus you get dozens of quizzes, checklists and worksheets so you can keep track for the things you must do, the things you should do, and the things you want to do.

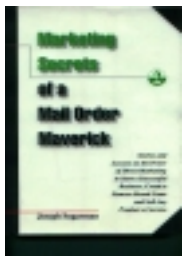
# September 2001

## This month's password ... Finals

*(Book of the month)*

- It's not what happens to you, It's what you do about it.
- I Can See You Naked
- When Your Customer Wins, You Can't Lose
- Smart Marketing
- Time Management For Busy People
- Marketing Secrets of a Mail Order Maverick
- Selling is a Cinch





### Marketing Secrets of a Mail Order Maverick

By Joseph Sugarman

\$68.20  
overseas A\$62.00

Learn now to break the rules of marketing and succeed beyond your wildest imagination with the strategies, tactics and techniques of Joseph Sugarman and his unconventional style of marketing.



### Smart Marketing

By Jeff & Marc Slutsky

\$30.80  
overseas A\$28.00

With Smart Marketing, you'll learn how to:

- Involve your employees in bringing you new business.
- Use humour to improve your productivity.
- Start a client newsletter and use it to build your business.
- And much much more.

### ORDER FORM

Please tick the box

- It's not what happens to you, It's what you do about it
- I Can See You Naked
- When Your Customer Wins, you can't lose
- Smart Marketing
- Time Management For Busy People
- Marketing Secrets of a Mail Order Maverick
- Selling is a Cinch

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