

[Paradigm Shift: New Approaches To Employee Communications for Changing Times](#)

In this webinar, author, consultant and Master Communicator **Ron Shewchuk**, ABC, leads a lively discussion of why companies that put the policies and tools in place that allow employees to use their powerful new communication skills at work will ride this wave to a more productive workplace — and a **more profitable business model built on collaboration and community**.

[The balancing act: Finding the right mix of traditional and social media](#)

Facebook ... Twitter ... YouTube ... television ... newspapers ... **Determining the ideal media mix for your campaign is a real challenge.**

In this webinar from **International Association of Business Communicators**, you will learn:

- ways to **save time** by reaching out across media platforms
- how to determine **which media types are best** for particular campaigns
- current trends in social media ... and how to apply them
- tips for creating compelling **multimedia and shareable content**

[Guerilla Research](#)

You need to track analytics of your various communication tools, but you can't afford to hire a consultant and you don't have the time, tools or talent to do it internally — so you don't do it at all. Now there is an alternative: do some "Guerilla Research" on your own. This research won't give you the 95-page report a consultant would be able to provide, but it will give you tons of information and **easy-to-understand data** that will help you improve your communication efforts.

[The Female Vision: Women's Real Power at Work](#)

Sally Helgesen, the author of the landmark work *The Female Advantage*, and **Julie Johnson**, a thought leader in the field of executive coaching, offer a fresh and even startling perspective on the true value that women bring to work. The current reality of a team-based, service-oriented and interconnected global business environment requires precisely the long-overlooked skills that the female vision brings to the table. The payoff to smart organizations — in terms of **creativity, strategic insight and the ability to engage and inspire diverse talents** — is game-changing.

[The Why of Work: How Great Leaders Create Abundant Organizations to Deliver Value](#)

A clear sense of meaning contributes to your bottom line (more than you think)

When your employees operate with a value proposition based on meaning as well as money, you create a culture of greater employee competence and commitment, stronger customer and investor confidence and deeper social responsibility in the broader community.

You will learn ...the why — what motivates, inspires, and defines us —

and the how — *the tools and principles leaders use* — of infusing employees and organizations with meaning

[Creating a Culture of Greatness](#)

Does your organization invest the necessary time and energy to create a culture of greatness?

- 4 Steps to building a winning team
- How you can create a culture that drives positive behavior, habits, and results
- The 2 enemies of great leadership
- The #1 factor that sabotages morale and performance
- The 3 things a leader must do every day
- 2 words that have the power to transform your team and culture
- And much more

[Driving Customer Loyalty to Boost Your Bottom Line](#)

Improve your bottom line as the economy recovers

Discover proven and effective customer service techniques, strategies and tactics that will translate into lower customer turnover and higher revenue for your business.

You'll discover:

- How customer loyalty translates into dollars and cents
- Simple everyday behaviors that can make your customers loyal for life
- How you can tap into client emotions
- How to inspire adoring customers to become fans and give you the best kind of advertising there is — word-of-mouth
- And much more

[Hire Smart: How to Find Good People in a Bad Economy](#)

In the current economy, filling a job opening should be a breeze, right?

It's true there's an abundance of job seekers on the market. But chances are the most talented and highly qualified people are not among them — because it's always the less-than-stellar performers who are first to get let go.

The good news: you can avoid costly mistakes and **transform your hiring practice into a precise decision-making process**. In this timely audio conference from Kiplinger Washington Editors, Dr. Lee Innocenti reveals reliable strategies including:

- How to determine which skills, knowledge and experience are truly critical to the job
- The quickest way to get the information you need out of an applicant
- How you can ensure a job candidate is answering your questions honestly
- The most common hiring mistakes — and how you can avoid them

- How you can be confident the applicant you select will be successful 95% of the time
- How to determine whether the applicant's qualifications have been exaggerated
- The best way to decide between two seemingly qualified candidates — and be confident you made the best choice
- And much more

[Things You Should Never Say to a Customer](#)

You have a top-notch customer service staff — helpful, friendly and polite — and that's all you need to keep your customers happy, right? Wrong! In this audioconference from Kiplinger Washington Editors, service expert Morey Stettner reveals how you may be **unknowingly sabotaging your best efforts** to provide exceptional customer service — and what you can do to prevent misunderstandings in the future. You'll discover:

- The commonly used customer service technique that actually irritates customers more often than it helps them
- A simple approach that encourages customers to focus on a positive outcome rather than belabor their complaint
- How to spot openings in the conversation that help you better understand what a customer really wants
- Strategies to quickly gain credibility and sidestep potential confrontation
- Why tactful honesty helps set reasonable expectations and is more effective than dishing out a scripted apology or telling your customers what you think they want to hear
- And much more

[Kiplinger's Customer Service Training Kit](#)

Now you can train your entire staff to be **customer service heroes** with this collection of 3 of Kiplinger's bestselling 90-minute audio conferences on one CD:

Things You Should Never Say to a Customer

Discover some common phrases you should *never* say, plus a collection of tactics to help you avoid confrontation. You'll learn:

- A common customer service technique that irritates customers more than it helps
- How to quickly gain credibility and avoid misunderstanding
- Seemingly harmless but counterproductive statements you should never make
- Why direct but courteous honesty is better than a carefully scripted reply
- And much more

Motivate Employees to Deliver the Ultimate Customer Service Experience

These proven-effective strategies will help you make excellent customer service the top priority for every member of your staff, including how to:

- Identify and hire people who already have the right mindset
- Effectively motivate employees of different age groups

- Go beyond a checklist of policies and procedures to develop a dynamic customer loyalty program
- And much more

How to Keep Clients Coming Back with Great Customer Service

Here are practical customer retention techniques to help you cement your relationships with clients and reduce turnover. You'll discover:

- The first thing you should do when a customer calls you by phone
- What you *must* do in every interaction with an irate customer
- Simple questions to ask that quickly reveal how to solve a customer's problem
- Five common customer service behaviors to eliminate entirely
- And much more.

At just \$397, you get an entire library of top-notch customer service training sessions for your staff to review at their convenience, at a cost that is far less than sending a single employee to an expensive training seminar.

Kit includes 3 90-minute audio conferences plus the accompanying PowerPoint presentation for each program, all on one CD!

*CD-ROM disc for PC only. Not compatible with Mac or audio CD equipment.