

# THE CAREERS / JOBS STEPS-BY-STEPS!

1. What sort of a career would I like to pursue? Would I perhaps like to have my own business?
2. What are steps to follow in order to make sure I get the job I want?
3. Once I've got the job, what are the skills I need in order to do well at it and advance?

## GET HIRED AND GO: The Complete Guide to Getting a Job and Doing it Right

This series helps lay out a clear path to fulfilling employment, beginning with the self-assessment needed to begin the journey and culminating in the best ways to settle into a new, rewarding position - whether it's in an office or in the trades.

**BEFORE YOU APPLY: Job and Skills Evaluation**

**BEFORE YOU APPLY: Resumes, Portfolios, and Your Online Persona**

**GETTING THE JOB: Job Search and Networking**

**GETTING THE JOB: Cover Letters, Interviews, and Job Offers**

**DOING THE JOB: Starting Out and the Daily Grind**

**DOING THE JOB: Basic Job Skills**

#14315/0635 Six 26 to 30-minute programs 2011

\$99.95 each or Series \$549.95 \*ST



## CAREER ASSESSMENT: Finding a Career that Fits!

How do you determine what you want to be, the type of job or career you want? This on-target program is designed to help viewers assess their aptitudes and interests, work style, skills, talents, abilities, likes and dislikes to determine which career fields are best for them. \*Includes downloadable Guide.

#9519/1280 18 minutes 2004 Grades 8 to A \$108.95

## THE COMPLETE JOB SEARCH SYSTEM

This comprehensive and concise job search series is ideal for introducing job seekers to information and techniques that will be helpful in selecting a career and getting a job. Designed to be of use to a wide variety of viewers, these programs are entertaining yet loaded with solid content, informative interviews, helpful tips, and colourful graphics.

**THE RIGHT JOB FOR YOUR PERSONALITY - 11 minutes**

**CAREER EVALUATION - 10 minutes**

**FINDING A JOB - 13 minutes**

**INTERVIEWING FOR A JOB - 12 minutes**

**SUCCEEDING ON THE JOB - 10 minutes**

\*Recommended for high school. #7085/0405 Five programs 2007

\*Includes Guides \$89.95 each or Series \$449.75 \*ST

## GETTING THE JOB YOU REALLY WANT!

***\*SPECIAL OFFER! First customer to purchase this series gets a FREE copy of FIRST IMPRESSIONS: Etiquette and Work Habits for New Employees***

This comprehensive series takes you step-by-step through every phase of the job search, plus keeping the job! Teaches how to identify what you want in a job, find the job in less time, interview effectively, negotiate pay and benefits, keep that job, and move up too! Throughout informative interviews, experts reveal self-directed strategies for finding jobs, balancing work and life, tapping into little-known resources that can speed up your career transition, and more.

**INTRODUCTION: Getting the Life You Really**

**GETTING TO KNOW WHAT AN EMPLOYER WANTS**

**GETTING TO KNOW YOUR SKILLS**

**GETTING TO KNOW YOUR JOB OBJECTIVE**

**GETTING ORGANIZED TO FIND A JOB**

**GETTING A JOB WITH TRADITIONAL AND NONTRADITIONAL JOB SEARCH METHODS**

**GETTING AND USING YOUR RESUME, COVER LETTER, PORTFOLIO**

**GETTING A POSITIVE RESPONSE IN EACH OF THE SEVEN INTERVIEW PHASES**

**GETTING GOOD ANSWERS TO TOUGH INTERVIEW QUESTIONS**

**GETTING TO KEEP THE JOB YOU FIND**

#15610/1015 Ten 25-minute programs 2011 \$139.95 each or Series \$994.95



## **CAREER COMPASS: Successful Job Search**

Follow the adventure of getting a job - from assessing career interests and the job search, to writing a resume and acing the interview.

### **MAPPING A CAREER PATH: Your Aptitude, Interests, Values and Personality**

Learn about useful assessment techniques and learn the four domains of self-assessment.

### **YOUR JOB SEARCH: Navigating the Roads to Employment**

Discover where to look for a job and how to develop a successful job search plan.

### **ENGAGING RESUMES AND COVER LETTERS: How to Hook the Job You Want**

Understand how to edit a resume and craft a cover letter for a specific job.

### **SOLID INTERVIEW SKILLS: Your Journey to a Job Offer**

Gain insight and advice to guide you before, during and after the interview.

#13740/1120 Four 25-minute programs 2011 \$99.95 each or Series \$379.95

## **HOW I STARTED MY CAREER**

When Alex graduated from high school, he had two goals. He wanted to get a good paying job as quickly as possible so he could be on his own and he wanted to work in a green industry.

This is the story of how Alex reached his goals. Part I focuses on Alex's job search and the start of his first full-time job at Zephyr Industries. 25 minutes. Part II of the program focuses on Alex's first six months on the job and the work-related problems he and his coworkers must resolve at Zephyr. 20 minutes. #14941/0483 Two programs 2010 \$99.95 each or Series \$169.95

## **REAL PEOPLE, COOL CAREERS**

Viewers are shown what it's like to have a career on Program One as a police officer, paramedic, massage therapist, radio announcer, pilot, minor league baseball umpire, and on Program Two as a registered nurse, graphic designer, fire fighter, editor, chef and an emergency medical technician.

#14939/0483 Two 30-minute programs 2011 Grades 7 to A \$99.95 each or Series \$169.95

## **CAREERS IN HOSPITALITY: Service and Adventure**

As you explore the many career options available in today's world, you may want to take a fresh look at an exciting choice. This program goes behind the scenes to show all the possibilities of a career in hospitality management.

#12884/1290 18 minutes 2009 Grades 9 to A \$79.95

## **CAREERS TO CONSIDER: The Hospitality Industry**

This program illustrates the exciting opportunities offered by the hospitality industry from waiters to airline pilots and shows how job-seekers with almost any skill set or educational background can find success in the field.

#11529/0635 23 minutes 2008 \$99.95

## **COACHING IN HOSPITALITY**

Why do so many hospitality managers consider coaching an irrelevant, time-consuming and costly exercise? Disposable workers perhaps? But really what's disposable is the badly managed enterprise itself! This program uses input from hospitality training experts and loads of real world footage and examples to shine a spotlight on coaching in a hospitality environment, and to explain key factors for effective coaching. #14662/0545 17 minutes 2011 \$139.95

## **NUTRITION CAREERS FOR THE 21<sup>ST</sup> CENTURY**

The food industry is so big and so varied and full of opportunity. Viewers get an introduction to the endless possibilities from a nutrition consultant, public relations specialist, registered dietitian, food scientist, food stylist, and other food-related professionals. \*Includes Teaching Materials. #8999/2190 22 minutes 2004 \$79.95



## **INTRODUCING HOSPITALITY**

Hotel, restaurant, tourism, travel jobs equal adventure, romance, excitement! This industry is huge, growing, and world-wide and includes such a variety of jobs; some perhaps not quite as glamorous as others. Viewers learn from insiders about opportunities and some of the qualities needed.

#13375/0545 24 minutes 2009 Grades 9 to A \$129.95

## **WORKING FRONT OF HOUSE**

What does it take to work in the hospitality industry dealing directly with the public as a receptionist, porter, duty manager, or restaurant/bar staff? In the past many of these jobs were considered to be the low end of the totem pole to be filled by low paid individuals with little or no skills. However these occupations are now being considered part of important 'professional' industries. Viewers learn what it takes. #13212/0545 22 minutes 2008 Grades 10 to A \$129.95

## **HUMAN SERVICES CAREERS**

Human services careers involve tending to other individuals, families and to human needs, whether it be early childhood, counseling and mental health, family and community services, personal care, or consumer services. Viewers learn what skills and personality traits are most conducive to succeeding. #14037/1290 20 minutes 2011 \$79.95

## INTRODUCTION TO COUNSELING: Voices from the Field

What is it like, what does it take to become a professional counselor, to provide help and advice to people in various problematic situations? This video explains what counseling entails and covers the history of counseling, theoretical orientations, applications, and professional issues. #14506/0430 20 minutes 2011 \$119.95

## HEALTH SCIENCE CAREERS

Do you consider yourself a team player? A career in health science may be just for you! Quality patient care relies on health care teams whose members communicate and collaborate well with others. In this video, explore a variety of health science career options, with varying levels of education required. #13543/1290 20 minutes 2010 \$79.95

## HOME HEALTH AIDE AND PERSONAL CARE ASSISTANT

The need for home care is growing opening up many opportunities. This program explores these challenging and deeply satisfying fields - revealing the skills and special personality traits these jobs require and the personal rewards that come from helping people "age in place" with a degree of independence. #14107/0635 22 minutes 2008 \$99.95

## CAREERS IN ART

This program introduces students to a variety of professionals who have chosen to work in the arts and related fields as their career. The program covers twelve careers that include Graphic Design, Industrial Design, Photography, Art Education, Interior Design, Fashion Design, Fine Arts and Crafts, and many more. Real world professionals tell about their careers, the education needed to enter and excel in their fields, and other advice and insights that will benefit students as they begin to think about their future careers. #13481/0470 29 minutes 2009 \$69.95

## New! CAREERS IN THEATRE

This comprehensive program will help your students explore the many career opportunities in theatre:

- \*Performers, actors, director, casting director, stage manager, choreographer, dance captain, stage manager, vocal coach, etc.
- \*Technical: designers, production manager, TD, carpenters, audio, scenic artists, props carpenters and artisans, electricians, drapers, stitchers, trimmers, crafts, board programmers, and running crews.
- \*Theatre Administration: producer, artistic director, managers, development & company, front-of-house, marketing.
- \*Theatre Education

Also, interviews with working professionals show what a typical day at work is like for the different jobs, what are the most satisfying and challenging aspects of their profession, what kind of training their areas require, and which jobs demand irregular hours and travel. Finally, this program includes a suggested 6 to 10 day course itinerary with your students.

#15575/0917 Includes 2 DVD discs and Support Materials on CD-ROM 2013 \$249.95



## New! CAREERS WITHOUT COLLEGE

This program is an inside look at today's top jobs that don't require a college degree. Career fields discussed are in fast-growing industries like computers, medicine, trades, and the law. You will hear individuals discuss their jobs, skills, and training in featured careers that include Web Developer, Pharmacy Technician, Plumber, and Court Reporter. Suggests other careers too. #15779/1280 24 minutes 2014 \$109.95

## IS COLLEGE FOR ME? Looking Toward the Future

Helping middle school age students to start putting some thought into their educational future plans is the goal of this program. Not everyone needs a university degree but almost all of them are going to require some form of post secondary education or training. Shows the wide range of paths available to them and explains the requirements needed to take them.

#12853/0235 16 minutes 2009 \$99.95

## TOP CAREERS IN TWO YEARS

**\*SPECIAL OFFER! First customer to purchase this series gets 40% discount!**

This comprehensive series offers viewers information on many different career choices and what it takes to get into them and to succeed in them. \*Includes viewable/downloadable Guides \*Detailed descriptions of each of the 11 programs are available:

**COMMUNICATIONS AND THE ARTS**

**BUSINESS, FINANCE, AND GOVERNMENT**

**ADMINISTRATION**

**CONSTRUCTION AND TRADES**

**RETAIL, MARKETING, AND SALES**

**HEALTHCARE, MEDICINE, AND SCIENCE**

#12480/0405 Eleven 17 to 23-minute programs 2009 Grades 7 to A \$99.95 each or Series \$899.95

**HOSPITALITY, HUMAN SERVICES, AND TOURISM**

**COMPUTERS AND INFORMATION TECHNOLOGY**

**EDUCATION AND SOCIAL SERVICES**

**PUBLIC SAFETY, LAW, AND SECURITY**

**FOOD, AGRICULTURE, AND NATURAL RESOURCES**

**MANUFACTURING AND TRANSPORTATION**

## GREEN CAREERS SERIES

**\*\*\*SPECIAL OFFER! First customer to purchase this series gets a 40% discount!!!**

This series introduces today's students to a wide range of job opportunities in the fast-growing sector of "green careers" and provides information on the educational requirements for entering various fields. Young people are encouraged to take advantage of internships and part-time jobs to get hands-on experience while pursuing their studies.

**BUILDING GREEN: Building Trades, 20 minutes**

**CLEAN ENERGY: Biofuels, 21 minutes**

**CLEAN ENERGY: Geothermal Power, 22 minutes**

**CLEAN ENERGY: Solar Power, 20 minutes**

**CLEAN ENERGY: Wind Power, 23 minutes**

**ENVIRONMENTAL JUSTICE, 21 minutes**

(Includes PDF Guides for each program)

#13715/1733 Twelve programs 2009 Grades 8 to A \$89.95 each or Series \$899.95

**GREEN DESIGN, 21 minutes**

**\*Remi Winner! RECYCLING, 22 minutes**

**RESTORING THE LAND, 22 minutes**

**SUSTAINABLE AGRICULTURE 21 minutes**

**TRANSPORTATION 21 minutes**

**\*Remi Winner! WATER MANAGEMENT 21 minutes**

## GREEN CAREERS SERIES

**\*\*\* SPECIAL OFFER! First customer to purchase this series gets a 25% discount!!!**

Many young people today are, at least nominally, showing concern for the environment we live in. Even if it is only for their own self-interest, taking those concerns into account when considering career plans makes perfect sense. This series focuses on the many career paths that involve environmental protection and recovery:

**THE BUSINESS OF GREEN**

**REDUCING WATER POLLUTION**

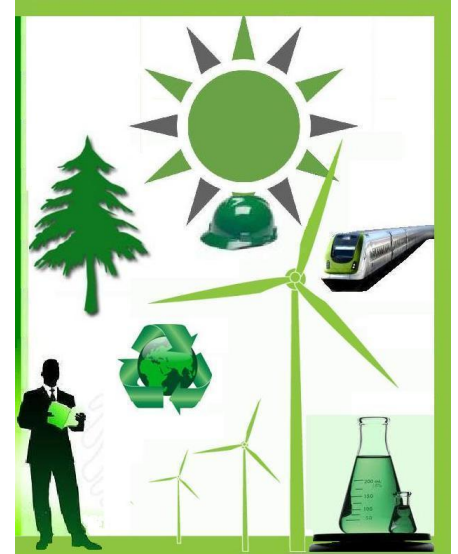
**COMBATING CLIMATE CHANGE AND IMPROVING AIR QUALITY**

**ENERGY EFFICIENCY IN THE HOME**

#13144/0635 Four 25-minute programs 2010 \$99.95 each or Series \$349.95 \*ST

## INTERNET CAREERS: Front-End, Back-End and E-Everywhere

Considering career possibilities and planning for future employment these days pretty much better include a pretty solid grasp of computer and internet skills. Viewers learn that at least some such knowledge and skill is required in almost any career choice they might make. #12028/0635 24 minutes 2008 \$99.95



## THE MONTESSORI METHOD

Discover the ways in which Montessori classrooms differ from the traditional school setting in this enlightening documentary. Observe different levels of Montessori, including infants, toddlers, early childhood, and elementary, and how each utilizes the Montessori method.

#12812/1290 17 minutes 2009 \$59.95

## CONFESSIONS OF A MONTESSORI TEACHER AND IN-HOME CHILDCARE PROVIDER

Teaches viewers about: the education and training needed; the salary range; the long-term career outlook; the "highs and lows" of the job; and, the typical activities in the day. Includes interviews and day-in-the-life footage.

#11585/1290 15 minutes 2007 \$79.95

## CAREER COUNSELING: Multi-ethnic Demonstrations

These two videos present real-life examples of career counseling in action, integrating multicultural and career strategies. Dr. Warren facilitates guided discovery through key skills such as career assessment, career visualization, and integrating results with client background and goals.

### CAREER COUNSELING SKILLS FOR CONTEXTUAL DECISION-MAKING

Dr. Warren counsels a Vietnamese-American gay male transitioning from college to work. She shows how social, familial, and cultural factors influence career development.

### CAREER COUNSELING SKILLS FOR GUIDED DISCOVERY AND CAREER ASSESSMENT

Dr. Warren demonstrates five career counseling skill segments that integrate multicultural issues.

#10703/1410 Two 60 minute programs 2006 \$149.95 each or Series \$249.95

## CREATING MORE SATISFYING LIVES: A Live Demonstration of Happenstance Career Theory

In a spontaneous and unrehearsed demonstration, Dr. Krumboltz applies Happenstance Learning Theory with a female Chinese-American graduate student contemplating career directions. Career counseling here goes far beyond achieving the so-called BEST job for the MOST money. It also is taken past strict career PLANNING in that spontaneity, luck and perhaps fate can all play parts in delivering true job satisfaction. #12647/1410 40 minutes 2009 \$149.95





## CAREER COMPASS: Exploring Occupations

**\*SPECIAL OFFER! First customer to purchase this series gets a FREE copy of CAREER ASSESSMENT: Finding a Career that Fits**

Well, what exactly would you be good at?

Learn what these jobs entail as well as related careers!

**JOBS IN CHILD DEVELOPMENT 29 minutes**

**JOBS IN CLOTHING, TEXTILES AND FASHION 27 minutes**

**JOBS IN FOOD AND NUTRITION 29 minutes**

**JOBS IN HOUSING AND INTERIOR DESIGN 29 minutes**

#13015/1120 Four programs 2010 \$99.95 each or Series \$359.95 \*CC

## CAREER CLUSTERS II

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!**

In each of these programs, men and women with valuable experience talk about their jobs and the kinds of skills and training they needed to successfully acquire them in the following fields. Here is the resource students need to see what jobs are out there and how to get them!

**TRANSPORTATION, DISTRIBUTION AND LOGISTICS**

**LAW, PUBLIC SAFETY AND SECURITY**

**AGRICULTURE, FOOD AND NATURAL RESOURCES**

**MANUFACTURING**

#7130/0635 Four 18 to 22-minute programs 2005

\*Sub-titled \$99.95 each or Series \$379.95

## CAREER CLUSTERS IV SERIES

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!**

No one knows jobs better than the people who actually do them! This four-part series lets the experts speak, as they share their firsthand knowledge of the following career areas:

**MARKETING, SALES AND SERVICE 21 minutes**

**GOVERNMENT AND PUBLIC ADMINISTRATION 23 minutes**

**BUSINESS, MANAGEMENT AND ADMINISTRATION 23 minutes**

**FINANCE 19 minutes** #10586/0635 Four programs 2007 \*Sub-titled \$99.95 each or Series \$379.95

## CAREERS IN THE SCIENCES

**\*SPECIAL OFFER! First customer to purchase this series gets a free copy of WHAT WOULD I BE GOOD AT? Exploring Careers for Grades 5 to 9! AND you also get a 15% discount on the series price!!!**

This series helps students appreciate the vast horizons that science offers, highlighting the personal and financial benefits of many scientific professions and the opportunity to do work that might actually transform the human experience.

**CAREERS IN THE PHYSICAL SCIENCES**

**CAREERS IN THE LIFE SCIENCES**

**CAREERS IN THE EARTH SCIENCES**

#10910/0635 Three 26-minute programs 2007 Grades 6 to 12 \$99.95 each or Series \$279.95 \*Sub-Titled

## DENTAL HYGIENIST

The job of the dental hygienist is just as hands-on as any dentist's - and it offers an outstanding springboard for a career in the healthcare and dental fields. This program shows what a dental hygienist can expect as far as training, duties, and compensation, while outlining the personal qualities and people skills that any successful D.H. should possess. #13799/0635 22 minutes 2008 \$99.95 \*ST

## CAREER CLUSTERS III Series

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!**

With these four programs, you can host a job fair in your classroom any day of the year. In this series, people from diverse fields share their experience and advice about the jobs they've chosen and how they got them. Real people in real jobs talk about opportunities.

**THE ARTS, AUDIO VISUAL TECHNOLOGY AND**

**COMMUNICATIONS 24 minutes**

**HOSPITALITY AND TOURISM 22 minutes**

**ARCHITECTURE AND CONSTRUCTION 20 minutes**

**HUMAN SERVICES 22 minutes**

#9800/0405 Four 20 to 22-minute programs 2004

\*Sub-titled \$99.95 each or Series \$379.95



## CONFESSIONS OF AN EVENT PLANNER

Being a great event planner takes talent and more! Events as diverse as wedding receptions and sales meetings where expectations are high and demands may be even higher for organization and creativity. Viewers learn more about what event planners do and how they do it.

#13142/1290 15 minutes 2008 \$79.95

## **CAREERS IN FASHION: Talent, Technology and Opportunity**

Besides being a necessity, a basic need for virtually all of humanity, and therefore a major staple of the world's economy, clothing is an expression of personality for many. Fashion is the business behind that expression and has itself become the foundation of one great modern industry. Highly complex and competitive, the fashion industry requires skilled workers in many areas, both technical and creative. #11734/1290 20 minutes 2005 Grades 9 to 12 \$79.95

### **DO YOU HAVE WHAT IT TAKES?**

#### **Fashion Design Careers**

Many young people who are 'into' clothes and like to dress themselves fashionably look at fashion design as a possible career choice. This video delves into some of the very real challenges of turning their personal affinity for clothing into a business. #15052/1290 22 minutes 2012 Grades 6 to A \$79.95

### **CAREERS IN INTERIOR DESIGN**

Explains the difference between interior decorating and interior design, with an emphasis on the latter. Interviews with professionals from a variety of avenues in the interior design field will provide students with a deeper level of understanding of interior design and the opportunities available in that field. #12322/1290 17 minutes 2005 Grades 9 to 12 \$79.95

### **New! CHILD DEVELOPMENT CAREERS**

See the variety of careers that work directly with the growth and development of children. Viewers discover the benefits and challenges of working with children through personal interviews of people working in various child development careers, including: Storyteller and Children's Librarian; Pediatrician; YWCA Director; Montessori School Administrator; Pediatric Occupational Therapist; and, Speech Pathologist. #15381/1290 21 min. 2013 Grades 6 to A \$79.95



### **CONFESSIONS OF A FASHION DESIGNER**

The world of high fashion is intensely competitive, high risk, and very profitable to those who succeed. Just being able to make a nice dress or gown generally does not bring much attention. Viewers get a behind the scenes peek at this often other-worldly profession and what counts as success. #12481/1290 12 minutes 2007 Grades 9 to A \$79.95

### **CONFESSIONS OF AN INTERIOR DESIGNER**

Designing and decorating space for work or play, for comfort or for beauty, to inspire or relax or stimulate, is the work of a professional interior designer. Viewers learn what it takes to make a career in this field that requires both artistry and utility. #12321/1290 13 minutes 2007 Grades 9 to 12 \$79.95

### **CAREER COUNSELING WITH CHILDREN: Live Demonstrations**

Dr. Adam Zagelbaum, Sonoma State University, skillfully and sensitively counsels two preteen children in individual career counseling sessions. Students of counseling learn that children can understand and work with basic career constructs if age-appropriate methods are used. #12649/1410 50 minutes 2009 \$179.95

### **EARLY CHILDHOOD PROFESSIONS**

A variety of high-energy, engaging professionals who work with children illustrate the range of choices for students today including Kindergarten Teacher, Public Health Nurse, Pediatrician, and eight other professions. #9798/1290 21 minutes 2008 Grades 9 to A \$79.95

### **CAREER OPTIONS FOR WOMEN**

Women who have succeeded in historically male-dominated occupations - many of them in technology, transportation, and high-skilled labor - are spotlighted in this 35-part series. Revealing the personal experiences and insights of women in a wide range of cutting-edge fields, the series raises viewer awareness, confidence, and excitement about career opportunities. Young women who have not yet entered the workforce will see that the sky is the limit, and viewers in general will understand how companies and work environments are enriched by greater diversity.

AUTOMOTIVE

AVIATION

CONSTRUCTION

CULINARY

ENGINEERING

ENTERTAINMENT

INFORMATION TECHNOLOGY

MANUFACTURING

MEDICAL/HEALTH

PROTECTIVE SERVICES

RESCUE

UTILITIES

AGRICULTURE.

E-COMMERCE

ENTREPRENEURSHIP

FILM PRODUCTION

FORESTRY

MARINE TRANSPORTATION

MINING

OIL AND GAS TECHNOLOGIES

ROBOTICS AND AUTOMATION

TELECOMMUNICATIONS

VIDEO GAMES

WOOD PRODUCTS

ADVENTURE TOURISM

AQUACULTURE

BIOTECHNOLOGY

FINANCE AND INVESTMENT

GAMING

HEAVY EQUIPMENT OPERATION

MUSIC

RAIL TRANSPORTATION

RUBBER

STEEL

TEXTILES

#12185/0635 Thirty-five 26-minute programs \$99.95 each or Series \$3,249.95.

## GETTING A JOB - RESUMES AND INTERVIEWS

### DISABILITIES AT WORK: Successful Job Hunting for People with Disabilities

This three-part series helps people with disabilities gain the confidence, awareness, search tools, and interview strategies necessary to take the job-hunting bull by the horns. From online resources that can pinpoint skills and interests - to organizations and Web sites that can clarify legal questions - to concrete advice on preparing a resume, completing an application, and sitting down face-to-face with a potential employer - this is an up-to-date guide to greater prosperity, empowerment, and productivity. Inspiring case studies and expert interviews are featured throughout.

#### EFFECTIVE JOB SEARCH FOR PEOPLE WITH DISABILITIES

#### SMART RESUMES AND APPLICATIONS FOR PEOPLE WITH DISABILITIES

#### JOB INTERVIEW ESSENTIALS FOR PEOPLE WITH DISABILITIES

#14670/0635 Three 28-minute programs 2012 \$99.95 each or Series \$279.95

\*\*\* See also New! CUSTOMERS WITH DISABILITIES: Delivering Excellent Service on Page

## Ex-Offenders

### EXPERT JOB SEARCH STRATEGIES FOR THE EX-OFFENDER

This series helps job seekers with a troubled background understand the importance of creating a career plan, how to create a resume that gets noticed by employers for the right reasons, and what it takes to succeed in the job interview. Each of the three programs contains interviews with correctional officials and offers advice tailored to the formerly incarcerated.

#### CAREER PLANS AND GOALS

#### RESUME REALITIES

#### INTERVIEW TECHNIQUES

#14655/1015 Three programs 2009 \$149.95 each or Series \$399.95



### FINDING EMPLOYMENT: The First Step for the Ex-Offender to Making It on the Outside

- focuses on everything the ex-offender needs to know in order to find employment – a challenge that must be faced in order to stay straight and stay out. Viewers get a step-by-step plan. #10303/1280 25 minutes 2005 \$109.95

### PAROLE: Getting Out and Staying Out

Prison life is hard - but for most ex-convicts, life on the outside is tough, too. This video follows paroled prisoners as they re-enter civilian life and face challenges both large and small.

#11533/0635 16 minutes 2006 \$69.95

### FROM PAROLE TO PAYROLL: A Process of Persistence

For the ex-offender, finding a job is one of the most difficult and important steps toward building a new and productive life. Many think it's actually impossible. This series of four programs offers hope by introducing ex-offenders to the latest information and techniques in selecting a career and getting a job. The package includes three DVDs and one Workbook:

#### FINDING A JOB 23 minutes

#### RESUMES AND JOB APPLICATIONS 20 minutes

#### THE JOB INTERVIEW 22 minutes

#### THE EX-OFFENDER'S JOB SEARCH COMPANION: Getting a Good Job Despite Your Record 72 pages

#11589/0405 Three programs 2008 \$89.95 each or Series \$279.95

### STARTING FRESH SERIES: Finding a Job with a Troubled Background \*Awarded 3 ½ stars by Video Librarian!

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!!!**

Being able to get a job and hold it may be the best remedy against recidivism but also hard to achieve for those who have been involved in crime or other judicial problems. This series offers tips and techniques while encouraging patience and perseverance.

#### FINDING A JOB (WITH A TROUBLED BACKGROUND)

#### JOB INTERVIEWING (WITH A TROUBLED BACKGROUND)

#### RESUMES AND COVER LETTERS (FOR THOSE WITH A TROUBLED BACKGROUND)

#11335/1280 Three 20-minute programs 2007 \$108.95 each or Series \$299.95

### GOING HOME: Teens Re-entering Society \*WINNER! 2008 Telly Award

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!!!**

All former inmates have a hard time adjusting to life outside prison, but teenagers face their own specific set of challenges after doing time. This two-part series shows how that adjustment process often plays out and how its hardships can be minimized.

#### FROM THE INSIDE: Personal Challenges for Teens Reentering Society

#### ON THE OUTSIDE: Social Challenges for Teens Reentering Society

#11532/0635 Two programs 21 and 23 minutes 2008 \$99.95 each or Series \$179.95

## For Everyone

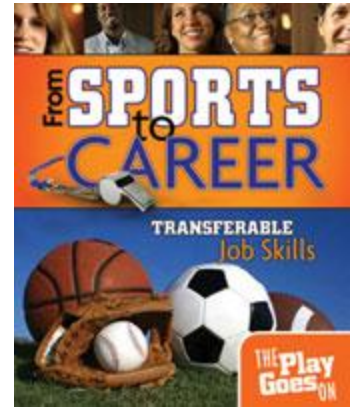
### COMMON JOB INTERVIEW MISTAKES: What NOT To Say or Do!

Having all the right credentials and experience doesn't count for much if a candidate comes off as unprepared, unmotivated, and unprofessional in an interview. This video shows how to avoid that fate with concrete advice from experts, eye-catching graphics that reinforce core concepts, and clear-cut dramatizations that illustrate interview dos and don'ts.

#14886/0635 25 minutes 2012 \$99.95 \*Sub-Titled

### FROM SPORTS TO CAREER

Why would prospective employers be at all interested in learning about a job applicant's previous participation in athletics? What attributes can be learned from sports that are useful on the job? Viewers learn about teamwork, reliability, cooperation, endurance: habits athletes learn from sports and the very attributes employers want. #14498/1290 22 minutes 2012 Grades 6 to A \$49.95



### IN YOUR EAR: The Job Interview

With so much at stake in today's job market, an interview has to be handled just right. This program follows a career and communications coach as she takes an anxious job seeker under her wing. In a heady prep session, the coach and her client discuss the importance of eye contact, confident body language, confident tone, and good grammar and vocabulary. Focuses on dispelling naive expectations and forcing the potential employee to proactively 'drive the interview'. #12658/0635 11 minutes 2008 \$49.95

### LANDING THE JOB SERIES

**\*SPECIAL OFFER! First customer to purchase this series gets a FREE copy of LOG ON FOR SUCCESS: Using Internet Job Sites**

Why do so many people looking for work try to do so seemingly without preparation? Viewers learn that there are numerous ways to stand out from the crowd using the simplest and most straightforward techniques involving cover letters, resumes, and the interview.

#### THE SEARCH

#### THE INTERVIEW

#### RESUMES AND COVER LETTERS.

#11590/1280 Three 20-minute programs 2007 Grades 9 to A  
\$108.95 each or Series \$299.95



### DEVELOPING A CAREER PORTFOLIO

This program covers a range of aspects relating to the compilation of a career portfolio, including defining a career portfolio, collection of information relevant to both specific and generic skills, and putting it all together. Serious job-seeking requires serious preparation. Viewers get direction and explanation on how to make the best impression in presenting themselves to potential employers. #13160/0545 24 minutes 2009 Grades 8 to A \$129.95

### QUICK RESUME AND COVER LETTER

Many people spend too long trying to create the perfect resume and end up neglecting their cover letter and delaying their job search. This program shows viewers how to get over the initial hurdles of writing a winning resume and cover letter to get them on the inside track to success.

#14658/1015 25 minutes 2007 \$149.95

### RESUMES @ WORK!

What is a resume anyway? Might as well start at the beginning ... which means little or no work experience. New entries to the world of work get a comprehensive introduction to this primary stage of getting a job.

#9667/0225 11 minutes 2005 Grades 10 to 11 \$129.95

### RESUMES: A How-To Guide

Getting inexperienced job seekers to understand that they really can make their chances of landing the job they want a lot better with some good basic preparatory work is the aim of this video. Preparing a great resume is the focus. Viewers learn about different types of resumes, what advantages there are to each, and most important, how to best present their own personal interests and life experiences. #12171/0635 35 minutes 2008 \$119.95

### SECRETS: Landing and Keeping a Job

Skills that will land jobs and help people to hold them often go beyond the specific applied things that make up that job. Such transferable skills including communication skills, problem-solving skills, and teamwork are essential almost everywhere. Viewers get a humorous look at why such skills are important. #13397/1290 24 minutes 2010 Grades 9 to A \$49.95



## TEN THINGS NOT TO DO IN AN INTERVIEW!

OK interview day! I really need this job so I'll polish up my flashiest nose ring, make sure they notice these great new tattoos on my neck, wear my best b-boy outfit, and show them just how 'bad' I really am! How can I lose?! Maybe there are ten other things I can do in this interview to really impress those \*\$(%&%^\$ bosses! #13002/0545 25 minutes 2006 \$129.95

## WHO WOULD YOU HIRE?

This interactive video gives young viewers a chance to see the job interview process from the other side of the desk. They get to be the interviewer instead of the job applicant and to judge for themselves the pros and cons of the young people applying and to decide from the attributes of each displayed in the interview who they'd pick for the job. Very informative and revealing! #14931/0483 30 minutes 2011 Grades 7 to A \$109.95 \*CC \*SA

## YOU'RE HIRED! Skills You Need to Get the Job You Want

It really is unfortunate and frustrating for all concerned that people looking for work do not seem to realize that developing certain skills and being able to show potential employers that they have them is what will get them the job they want. This video explains. #11666/1280 20 minutes 2007 Grades 9 to A \$108.95

## LANDING A JOB IN THE TRADES

Not everyone aspires to work in an office, a bank or in retail. Some people want to do real blue collar work and those people are as essential to today's world as ever. Landing a job in a trade of choice can be just as challenging as any other. Viewers get "to-the-point" exposure on the realities of dealing with labor-specific resumes, interviews and how to start working their way up the ladder. #10104/0405 19 minutes 2006 Grades 9 to 12 \$79.95

## KEEPING A JOB - Personal Development at Work

### New! CLOTHES AT WORK: Decoding Office Dress Codes

There are exceptions but most workplaces would prefer their employees/associates to adhere to some level of professional appearance and grooming on the job. Viewers learn some standards that are generally accepted as 'business-like' and get hints on how to develop a wardrobe that makes sense, makes the grade and won't break the bank. Even tattoo shops demand the right t-shirts and nose rings! #15312/1120 17 minutes 2013 Grades 7 to A \$99.95

### New! WHEN PRESENTATION COUNTS: Grooming, Dressing and Body Language

In this video, you will receive tips on grooming and basic styles of dress. You will also discover how verbal and non verbal communication, body language, and posture can impair or enhance your overall image. #15264/1280 32 minutes 2013 Grades 7 to A \$109.95

## DRESS AND GROOM FOR THE WORKPLACE

Presents the fundamental principles of dressing for success on the job interview and in the workplace. Male and female viewers learn dos and don'ts for dressing and grooming in the job search and in the workplace. Viewers are shown visual examples of these concepts to reinforce what works and wasn't doesn't in formal offices, as well as in "blue-collar" work environments. Also provides tips for creative shopping methods to help viewers find the appropriate clothes on any budget. #14657/1015 25 minutes 2010 \$149.95

## FIRST IMPRESSIONS

Students will learn the importance of making a strong first impression as the manager of a video store interviews eight young individuals for a part-time position. Students will evaluate the applicants, make a decision and then see what happens! #14938/0483 25 minutes 2008 Grades 7 to A \$99.95

## YOU'RE HIRED! Job-Winning Interview Strategies

Being interviewed for a job is stressful for almost everyone but it's really amazing how many people go into an interview without any preparation. Viewers learn how to prepare themselves properly for a job interview while lowering the level of stress involved and raising this chance of success in the interview process. #13581/0635 26 minutes 2010 \$99.95



## FIRST IMPRESSIONS: Winning Over Your Boss and Co-Workers

Every workplace has its own dress standards, protocols, procedures, chains of communication and acceptable work habits. So understanding how to fit in from the start is a crucial skill to acquire. Learn how to make that all-important good first impression when you start a new job. Also looks at preparing to start work, induction and training, working with others and how to deal with problems along the way. #13201/0545 21 minutes 2008 \$129.95

## GOOD FIRST IMPRESSIONS

Most employers form an impression of a job seeker in the first few seconds of the interview. Armed with the guidance in this program, job seekers will know just what it takes to make a great impression right from the start! #14653/1015 25 minutes 2011 \$149.95

## Skills on the Job - Soft and Otherwise

### MANNERS AT WORK Revised for the 21st Century Workplace

Why does etiquette matter in the dog-eat-dog world of business? Etiquette is the oil of social machinery that smoothes the rough edges of personal interaction, especially among near strangers. A worker who knows good manners at work has a real business advantage. Good manners are good business, because they make people want to work with you. Etiquette isn't merely about being "nice" - it's about being effective in the corporate world.

#9719/1120 21 minutes 2005 Grades 7 to A \$99.95



### ETHICS AT WORK: Doing the Right Thing on the Job

Most people know about the BIG scandals of corporate lying, cheating, stealing and would agree that the behavior involved was wrong, immoral, unethical. But many of them wouldn't see their own small scale work-related freebies and handouts and time wasting in the same way. This video challenges viewers to look in the mirror. #9426/1280 20 minutes 2004 Grades 8 to A \$108.95

### BARRIERS TO EMPLOYMENT SUCCESS

To successfully find and keep jobs, people must prevent their problems from becoming obstacles or excuses. This video takes viewers through the five categories of barriers that often stand between individuals and employment success and helps viewers develop the attitudes, resources, and know-how to meet their needs, analyze their options, and take action.

#14654/1015 25 minutes 2010 \$149.95

### BALANCING THE BOOKS: Understanding Financial Reporting

Teaches how to balance books and how to evaluate business performance using financial records. Areas covered include accounting information and tools, the balance sheet, calculating profit and loss, cash control, and assessing financial performance.

#14669/0545 32 minutes 2010 Grades 8 to A \$129.95

### New! ACCOUNTING FUNDAMENTALS

Accounting is the backbone of business and how a company's financial success or failure is measured. This series - a blend of essential facts, real-world examples, and insightful commentary by accountancy professionals and business owners and managers - provides an indispensable overview of the fundamentals of accounting. Ideal for business students and entrepreneurs alike.

#### ACCOUNTING BASICS AND DEFINITIONS

#### MATCHING CONCEPT AND ACCOUNTING CYCLE

#### MANAGING INVENTORY

#### MANAGING ASSETS AND PAYROLL

#15810/0405 Four 30-minute programs 2014 \$99.95 each or Series \$369.95 \*ST

### BASIC CLERICAL SKILLS

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount! Save \$50!!!**

A two part series aimed particularly at teen audiences to help them develop skills that are necessary to succeed in a working environment and improve their chances for employment. Covers all sorts of things from how to answer a phone to how to treat a customer. #7545/1690 Two 16-19 minute programs \$ 2004 \$179.95

### A HEALTHY WORKLIFE

When young people leave school and go to work, they often find themselves not quite ready to be on their own for the first time and making their own choices. This program is aimed specifically at this significant portion of the population that can be at serious risk in terms of nutrition, emotions, substance abuse and smoking. The long-term implications for their mental and physical health as well as for their careers are stressed. #4448/0885 62 minutes 2006 \$249.95

### JOB SURVIVAL: Keeping and Advancing Your Job

Many people do not realize that besides just 'doing their work' there is another level to be achieved on the job ... that of the valued employee. Many employers also do not understand that it is within their power to help their employees to attain that level of performance. Viewers from either side of the equation get a firsthand view of this phenomenon that can help both to get ahead.

#9619/1280 20 minutes 2005 Grades 8 to A \$108.95

### SOFT SKILLS IN THE WORKPLACE

There are the essential skills that workers need to survive and thrive in almost any workplace. These key skills include everything from getting to work on time to getting along with others to being enthusiastic on the job. This program focuses on the role these skills play in the workplace and offers insight into which skills viewers will need to develop to effectively handle a variety of work situations. #14659/1015 25 minutes 2008 \$149.95

### MY FIRST JOB: Student Version

Going to work for the first time can be quite an overwhelming experience. Who to report to, what to know, what are the regular attendance hours, what if things go wrong, who can I talk to for support, what rights and responsibilities do I have? Here's comprehensive advice on surviving your first job and making life just a bit easier at the workplace!

#13158/0545 30 minutes 2008 \$129.95

### MY NEW JOB: Adult Version

This program explores a range of areas relevant to starting at a new workplace, including what a new employee should consider and prepare for and ways in which workplaces are typically set up. Also covers preparation by the employee, inductions, getting to know your workmates, troubleshooting and surviving the first week!

#13159/0545 24 minutes 2009 \$129.95

### YOU'RE FIRED! The Ten Quickest Ways to Lose Your Job and How to Avoid Them

This program uses vignettes to help viewers better understand how not to behave on the job. It explains the top 10 reasons that people lose their jobs - and how people can easily avoid making those mistakes. #14661/1015 25 minutes 2006 \$149.95

### SUCCESS AT WORK

In these two programs, students see examples of common work conflicts as they watch the interaction between the employees of a video production company, their boss and a new client who has entrusted them with an important project. How does one REALLY "succeed" at work? Get along with the boss, fellow employees, be nice to customers ... of course; all of those things. But what do they ACTUALLY mean in reality? #14943/0483 Two 30-minute programs 2004 Grades 7 to A \$99.95 each or Series \$169.95

### THE WORKING WORLD FOR YOUNG ADULTS

**\*SPECIAL OFFER! First customer to purchase this series gets a 35% discount! Save \$262!**

Today's young workers need to be even more dedicated to successfully compete in a global marketplace. Poor work ethics, a careless regard for customer satisfaction and lack of a commitment to the job will only lead to a troubled work history and unhappy careers. This four part series looks at the issues being faced by young workers today and offers some solid solutions. :

**WORK ETHIC: A Commitment to Work**

**CUSTOMER SERVICE: An Attitude Not an Occupation**

**WHY WORK?**

**THE GLOBAL MARKETPLACE: How Will You Compete?**

#14639/0697 Four 21-minute programs 2007 \$175.95 each or Series \$649.95

### PROFESSIONALISM 101: Skills to Succeed and Advance at Work

With tips and advice from career counselors, human resources reps, new employees, and seasoned business professionals, this three-part series takes a common sense approach to the details of job success. Each program provides essential information on the big issues (dress codes, asking for a raise) as well as on matters seldom covered (dealing with office politics, surprise visits from higher-ups).

**PROFESSIONAL IMAGE**

**WORKING TOGETHER**

**BUSINESS ETIQUETTE**

#14890/0635 Three 25-minute programs 2012 \$99.95 each or Series \$269.95



### WORKPLACE COMMUNICATION SKILLS

This program teaches viewers about the importance of good communication in the workplace and how to improve upon these skills. Addresses communication through e-mail, voicemail, cell phones, video conferencing, and online sites like Facebook and Twitter. #14652/1015 50 minutes 2012 \$149.95

### WORKPLACE RELATIONSHIPS SERIES

This is a six-session video course critical for on-the-job development...

**Session 1: BUILDING A POSITIVE, PRODUCTIVE ENVIRONMENT (24 minutes)**

**Session 2: NEGOTIATING CONFLICT (20 minutes)**

**Session 3: PREVENTING SEXUAL HARASSMENT (28 minutes)**

**Session 4: ADDRESSING DIVERSITY (20 minutes)**

**Session 5: WORKING WITH DIFFICULT PEOPLE (18 minutes)**

**Session 6: MEETING THE CHALLENGE OF CHANGE (23 minutes)**

\*Each program includes a Leader's Guide to help you plan your workshop as well as five skill building Guides to help your audience assess their options and plan for change. #10855/2160 Six programs 2000 \$99.00 each or Series \$535.00

## ENTREPRENEURS - How to Mind Your Own Business

### AGAINST THE ODDS \*Winner of GOLD Cindy Award!!

Profiles the stories of three women entrepreneurs. Through a healthy combination of brains, ambition and good business sense, they have entered the highly-charged business world of science and internet technology against long odds.

#11239/1770 23 minutes 2001 Grades 7 to 12 \$99.95

\*\*\* See also the series

**CAREER OPTIONS FOR WOMEN in this catalogue!!!**

### BIZ KIDS \*From the producers of BILL NYE THE SCIENCE GUY!

**\*WINNER! \*National Emmy Award and Nominated for 7 other**

**National Emmy Awards**

**\*Silver Telly Award - Herb Wegner Award for Outstanding Program**

Fast paced and fun, Biz Kid\$ is a series that teaches kids about managing money and entrepreneurship. Each episode features compelling real-life stories about young business owners and philanthropists and reinforces the importance of budgeting, saving, and giving back to the community.

\*PLEASE NOTE - we have 3 clips from this series on our website. Other clips as well as full previews are available upon request.

- |  |  |
|--|--|
| 1 - What Is a Biz Kid?                           | 14 - How to Be a Smart Consumer              |
| 2 - What Is Money?                               | 15 - Using Your Credit-Crazy or Compelling?  |
| 3 - How Do You Get Money?                        | 16 - Budgeting Basics                        |
| 4 - What Can You Do with Money?                  | 17 - Understanding Business Ethics           |
| 5 - Money Moves                                  | 18 - Saving and Investing for Your Future    |
| 6 - Taking Charge of Your Financial Future       | 19 - A Closer Look at Careers                |
| 7 - A Biz: What Is It?                           | 20 - The Global Economy                      |
| 8 - How to Succeed in Biz-Ness by Really Trying! | 21 - Bulls, Bears, and Financial Markets     |
| 9 - Cash and Credit                              | 22 - Sell, Sell, Sell (The Science of Sales) |
| 10 - How to Achieve Your Financial Goals         | 23 - Understanding Income and Expenses       |
| 11 - Don't Blow Your Dough                       | 24 - Building and Growing a Business         |
| 12 - Introducing Entrepreneurs                   | 25 - Understanding Your Paycheck             |
| 13 - The Biz Kids Challenge                      | 26 - Social Entrepreneurs.                   |

#14560/0697 2010-2012 Twenty-six 28 minute programs \*Includes Guides \$89.95 each or Series \$2189.95 \*CC

### YOU'RE THE BOSS! Starting and Running Your Own Business

**\*SPECIAL OFFER! First customer to purchase this series gets a 25% discount!**

This five-part series demonstrates the steps that will lead those with entrepreneurial aspirations in the direction to the development of an enterprise with some chance of success.

**PLANNING YOUR BUSINESS: Research, Goals, and Business Plans**

**STARTING YOUR BUSINESS: Financing, Branding, and Regulations**

**FINDING YOUR CUSTOMERS: Marketing and Advertising Your Business**

**MANAGING YOUR BUSINESS: Prices, Finances, and Staffing**

**LOOKING AHEAD: Exiting Your Business**

#14120/0635 Five 25 to 30-minute programs 2011 \$99.95 each or Series \$449.95

### TENgEIGHT: Shoot for the Moon

The current doldrums being suffered by most western economies is really not solvable by government edict or the large corporations who have shipped their lines of production to less costly locales. The same can be said about the unemployment numbers that are affecting young people so severely. The only real answer for both is to be found through the development of entrepreneurial skills. This program starts young viewers thinking and planning for their own futures. #13856/1725 90 minutes 2010 \$99.95

### YOUNG ENTREPRENEURS: Be Your Own Boss

Recent polls show that almost 60% of teenagers say they would like to own their own business. And big international corporations have done little or nothing to raise either quality or quantity of jobs over the last few decades. So what's the future job situation for young people?! This video examines and explains the success stories of some very real junior achievers.

#13935/0425 30 minutes 2010 Grades 7 to 12 \$99.95





## KEYS TO SUCCESS IN BUSINESS

For the most part starting and running a business requires both planning and discipline. Viewers learn about business plans as well as the basics behind good customer service. They are also told that success often comes in measured amounts which is where patience and self discipline are needed. Hear it straight from the horse's mouth through interviews with young people who have become entrepreneurs. #10128/0635 30 minutes 2004 \$89.95

## CREATING MOBILE APPS

With the app market in boom mode, entrepreneurs around the world have poured their energy and resources into app development. What does it take to stake a claim in this high-tech gold rush? What tools and techniques are most likely to produce a winner? This two-part series - **MOBILE APP RESEARCH AND PLANNING** and **MOBILE APP DEVELOPMENT AND DEPLOYMENT** - answers those questions, going inside the world of app creation - from the eureka moment that inspires a new project through various stages of content and interface development to the final phases of deploying and promoting the app. Weighing platform options, ensuring ease of navigation, and integrating social media are all important topics of discussion, and both episodes feature detailed interviews with experts who specialize in app development. #15495/0635 Two programs 2012 \$189.95

## CROCODILE IN THE YANGTZE: Inside a Chinese Internet Juggernaut

Starting out as an English teacher and small-scale website builder, Jack Ma became China's first Internet entrepreneur, gradually assembling the Alibaba Group - a digital empire that faced off against eBay and won. #15221/0635 76 minutes 2012 \$169.95

## ENTERPRISE CASE STUDIES III: Starting Up

People start enterprises for many different reasons - to make money, to give themselves interesting jobs, maybe even to make the world a better place. But they all have to find a way to get going - and starting up is never easy. Three case studies: an Internet Business; a Tea Room; and, a Fitness Business. #14519/2047 25 minutes 2011 \$249.95

## THE STARTUP EXPERIENCE

What's the best way to succeed with a new startup? Learn what works - and what doesn't - from someone who has already succeeded in your new line of work. Over the course of this series, entrepreneurship expert Dr. Tom Duening talks with dozens of successful businesspeople, digging deep into their startup experiences. The insightful business lessons these entrepreneurs share and the tips and secrets they reveal can help viewers save big money and avoid mistakes that might otherwise trip them up.

**SELLING PRODUCTS ONLINE #14883**

**STARTING AN INTERNET MARKETING COMPANY #14884**

**STARTING A HOME HEALTH CARE COMPANY**

**STARTING A SALON #15013**

**STARTING A FINANCIAL ADVISORY BUSINESS**

**STARTING A GARDEN CENTRE**

**STARTING A WIND ENERGY COMPANY**

**SELLING COSMETICS AS AN INDEPENDENT SALES REP**

**STARTING A BOOKSTORE**

**STARTING A PRODUCE FARM**

**STARTING A WINE SHOP #15017**

**STARTING A BED AND BREAKFAST #15018**

**STARTING A LAND APPRAISAL COMPANY**

**STARTING A PET DAYCARE AND TRAINING FACILITY**

**STARTING A FRANCHISE #15019**

**STARTING A RESIDENTIAL REAL ESTATE BUSINESS**

**INVENTING AND BRING PRODUCTS TO MARKET**

**STARTING A CONSULTING AND TRAINING COMPANY**

**STARTING A COMMERCIAL REAL ESTATE BUSINESS**

**STARTING AN INSURANCE AGENCY**

**STARTING A HOME BUILDING COMPANY**

**STARTING A SELF-STORAGE COMPANY**

**STARTING A RESTAURANT**

**BUYING AND MANAGING RENTAL PROPERTIES**

**STARTING A CATERING BUSINESS**

#14760/0635 Twenty-five 53 to 87 minute programs. 2011 \$129.95 each or Series \$2999.95 \*All programs Sub-titled



## Customer Service

### **New! AN ADA CUSTOMER SERVICE COURSE FOR EMPLOYEES**

If you have customers with disabilities then this ADA training program is a must see for every employee. This course is designed to help you teach all of your associates how they can properly provide superior service to customers with disabilities. The program is divided into five chapters. Detailed description of each chapter is provided on our website.

\* Includes the DVD as well as Leader's Guide, Handouts, etc.

#15737/0550 34 minutes 2013 \$789.95 (Education 20% Non-Profit & Government 10%)

### **LISTENING UNDER PRESSURE: The Customer Service Challenge**

Life is full of distractions, and the work environment is no exception. Especially when you're dealing with customers. Good listening skills are essential for meeting customer needs - and ensuring them a positive experience with your organization.

#12302/1005 14 minutes 2007 \$149.95



### **THE ART OF CUSTOMER SERVICE**

This program offers fun and easy-to-remember guidelines guaranteed to increase customer satisfaction. Excellence in customer service boils down to three basic ideas: give customers the attention they want, the respect they deserve, and the time to answer their questions and take care of their needs. Uses humorous scenes mixed in with first-person responses to tell viewers what customers really want. #14811/1005 10 minutes 2002 \$149.95

### **COMMUNICATING WITH CUSTOMERS: An Entry Level Guide**

People entering the work force have to learn the basics of treating people as customers. For many teens in particular, this sometimes takes getting used to! This video can help young viewers understand why customer service is so important and taken so seriously in business today.

#9428/1120 20 minutes 2005 Grades 7 to 12 \$95

### **CUSTOMER SERVICE BASICS: Service with a Smile!**

Following in the tradition of some of the most effective business training videos, uses humor to make viewers aware of their own peculiar and perhaps less than desirable ways of interacting with customers. It's not called SERVICE for nothing!

#14062/1290 20 minutes 2011 Grades 9 to A \$79.95

### **THE ANGRY CUSTOMER**

Find out how to calm - and not calm - the caustic client! A humorous DVD packed with strategies for handling abusive customers! Covers all the main learning points on how to handle angry customers: Allow customers to vent; Acknowledge customers' feelings; Take ownership of the issue; Avoid blaming the customer; Focus away from emotions, toward issues; and, Collaborate with customer to solve problem.

#14535/0577 2009 \$289.95



### **TRICKY CUSTOMERS: How To Stay Cool Under Pressure**

Many customer behaviors qualify as tricky! Customers may be impatient, rude, ungrateful, complaining or just hard to please. The behavior that most people find hard to manage is the angry or irate customer. This program shows how easy it is for the service giver to be drawn into an argument. But who is going to win or lose?! #13614/0293 17 minutes \$195

### **DEALING WITH THE IRATE CUSTOMER**

This customer service video teaches skills that can help front line employees turn angry customers into satisfied customers. It's hard to keep your cool when dealing with difficult customers. After all, it's only human to get defensive and fight back - or cave in and give them whatever they demand. What's needed instead is a plan!

#13052/1005 21 minutes 2010 \$159.95

### **SEVEN THINGS NEVER TO SAY TO YOUR CUSTOMERS!**

Points out seven deadly verbal sins of customer service that can make already tense situations indescribably worse! Instructs viewers on ways to avoid being sucked into situations that upset customers and destroy relationships by vocalizing the high road of customer service and following it up with action. #13846/0277 21 minutes 2005 \$149.95

### **WEDNESDAY'S TOUCH: Every Customer Has a Story**

Having a desire to actually help people, displaying a real desire to be of assistance, is the prime ingredient of great customer service and brings the most job satisfaction to those who provide it. Viewers get a first hand view that bring basic skills to a higher level. This video tells a simple but moving story about the importance of one customer service rep in the eyes of her customer.

#13761/1005 Six minutes 2010 \$119.95

## **New! CUSTOMER SERVICE COUNTS \*WINNER! 2013 TELLY AWARD**

Loyal, happy customers and clients are the foundation of your success. The best customer service is how they get that way! Your business or organization wouldn't exist without your customers. But sometimes this all-important fact gets lost in the demands of daily activities. This award-winning video is the solution. Great for new hires or energizing your current team, it uses humor to show employees that being good at customer service (and taking pride in their work) is not only a job requirement but can be personally satisfying as well. #15516/1005 18 minutes 2013 \$189.95

## **CUSTOMER SERVICE ESSENTIALS \*\*\*SPECIAL OFFER! First customer to purchase this series gets a FREE copy of TELEPHONE CUSTOMER SERVICE: Basic & Advanced Skills**

Whether it happens in person, by telephone, or online, good customer service is vital. In fact, it's just as important as advertising or product quality in building a company's reputation and it can decide, ultimately, whether or not that company survives! This series illustrates best practices for delivering effective customer service, focusing on what an individual employee can and should do to improve his or her attitudes and behavior toward the customer. Each program features dramatizations that help to illustrate real-world lessons, while easy-to-read text summaries follow each segment, enabling viewers to further consider and discuss concepts.

### **●PERSON-TO-PERSON CUSTOMER SERVICE ●TELEPHONE CUSTOMER SERVICE ●ONLINE CUSTOMER SERVICE**

#15350/0635 Three 20-minute programs 2012 \*Includes Guides \$99.95 each or Series \$279.95

## **New! CUSTOMER SERVICE: The Telephone Connection**

Excellent telephone customer service doesn't just happen. It requires dedication, skill - and enthusiasm. This new 2013 release portrays traditional and nontraditional customer service roles, ranging from a mail order company to a medical setting, from a corporate admin to a warehouse supervisor. These different scenes show that everyone in the organization has customers - even if they are your "internal customer" coworkers. Our narrator hosts also touch on the finer points, such as upselling and cross-selling (when an additional product or service would better satisfy customer needs). And they explain how to handle angry or dissatisfied customers in a way that both solves the problem and ultimately strengthens the relationship. Telephone customer service takes skill and finesse. This video conveys the communication skills and positive attitude necessary to provide service - and project that warmth in your voice, call after call! #15518/1005 17 minutes 2013 \$169.95

## **EVERY CALL COUNTS!**

Aimed especially at young people entering the world of work, this video provides some essential information on the proper use of the telephone, still one of the most important business tools. It's about customer service and effective communication that's up to date and relevant to today's workplace. #7279/0405 35 minutes 2003 Grades 9 to A \$99.95

## **EXCEEDING EXPECTATIONS: Service Tips and Techniques to Keep Your Customers Coming Back**

The 'quality' restaurant business is one of the toughest to succeed in. It's also one of the most competitive. It can be mastered by those who are willing to learn. This program provides a comprehensive lesson in the principles, standards, and practices that define outstanding service in the restaurant business.

#11414/0485 55 minutes 2007 \$99.95

## **INSIDE A HOTEL: The People, The Jobs**

Examines what customer service factors are involved in distinguishing a famous British luxury hotel chain from its competition. Explains the ups and downs of providing exemplary service to guests (whether they deserve it or not!). Describes management methods for assuring the level of service is maintained and staff commentary on some of the challenges they face in their jobs. #14031/2047 30 minutes 2008 \$249.95

## **THE SERVICE IMPACT SERIES**

Make a positive impact on your service today! Five customer service training videos designed for today's high-efficiency needs:

### **CREDIBILITY THROUGH HONESTY**

### **CROSS-CULTURAL COMMUNICATION**

### **DIMENSIONS OF SERVICE**

### **LEVELS OF LEARNING**

### **THE ANGRY CUSTOMER**

\*Easy-to-use - includes facilitators manual designed by service experts

\*Highly engaging - quick-paced, lifelike scenario gains and retains attention

\*Saves time - quick program for efficient learning and behavioral change

\*Versatile - use for meetings openers, training sessions, and more

Includes Facilitators guide on CD-ROM (Activities, Discussion Questions, Student Worksheet, PowerPoint file, Pre and Post- Training Assessment)

#14770/0577 Five 5-minute programs 2009 \$295 each or Series \$889.95 (Education 20% Government & Non-Profit 10%)



**[kineticvideo.com](http://kineticvideo.com) Visit our Website!!!**

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