

Tools for Improving Performance

This year's workshop presenter is Jack Wolf, Ph.D. Jack has over 24 years experience working with both small and large companies to implement programs on workplace learning, meeting and training effectiveness, as well as sales and customer relationships. His "Leadership Academy™" exercises have been used by General Electric, Starbucks Coffee, HBO, and Time Warner Communications.



Jack brings to the seminar a breadth and depth of experience of adult theory and practice. He has a passion for sharing how adults learn and how our instructional methods can make a difference in that learning. His career has included 13-years in the financial services industry as a salesman and trainer. He has a B.S. and a M.B.A. in Marketing and a Ph.D. in Administration/Management from Walden University. Jack has been



listed in Marquis Who's Who since 1990. Jack's "learn-by doing" approach guarantees a highly engaging and interactive day.

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Burbank, CA 91501

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**&
HBO®**

Creating An Effective Learning Environment: Tools For Improving Performance



**August 10th & 11th
at the
Manhattan Beach Marriott**

Creating an Effective Learning Environment

A **FREE** skills workshop (\$150 value) for Managers, Supervisors, & Trainers of Customer Contact Personnel.

The SCCTA and HBO are pleased to offer a **FREE** one day workshop on August 10th & 11th entitled **Creating an Effective Learning Environment: Tools for Improving Performance.** This highly interactive workshop is useful for managers, supervisors and trainers of any department that deals directly with customers:

- Customer Service
- Direct Sales
- Credit and Collections
- Telemarketing
- Field Operations



Dates: Tuesday, August 10th
Wednesday, August 11th

Place: Manhattan Beach Marriott
1400 Park View Avenue
Manhattan Beach, CA

Time: 8:30 a.m. - 4:00 p.m.

Fax the insert form found in this invitation no later than 8/3/99 to Rosie Roope at (818) 569-5275 or mail to:

SCCTA
1070 E. Orange Grove
Burbank, CA 91501

This one day curriculum is being conveniently repeated on two consecutive days so all of your management teams can participate!

The seminar is designed to give managers, supervisors, and trainers techniques that can immediately be put into use to improve communication and performance. You'll learn proven communication strategies that will change how you supervise, train and coach your staff.

- 12 ways to increase the long-term retention of sales information & visual aids.
- 4 ways to assess an employee's learning styles.
- How to facilitate meetings to encourage maximum participation.
- How to measure the effectiveness of your training efforts.
- How to create a sales culture where learning occurs at all meetings and trainings.



Don't miss this opportunity to motivate your management teams. This workshop is free of

charge for Customer Contact Personnel managers, supervisors and trainers, and is also open to all SCCTA members for a nominal fee of \$30. A continental breakfast and lunch hosted by HBO is free to all attendees, plus **GREAT HBO DOOR PRIZES!**

To register, mail this form with your payment to: SCCTA, 1070 E. Orange Grove, Burbank, CA 91501
You may also fax your reservation to: (818) 569-5275
Please R.S.V.P. by 8/3/99

Name:		Choice of Days	8/10 or 8/11
Title:		List of Attendees	<input type="checkbox"/> <input type="checkbox"/>
Company:			<input type="checkbox"/> <input type="checkbox"/>
Address:			<input type="checkbox"/> <input type="checkbox"/>
City:	State	Zip	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Phone:			<input type="checkbox"/> <input type="checkbox"/>
Fax:			<input type="checkbox"/> <input type="checkbox"/>
Method of Payment	Check <input type="checkbox"/>	Visa/MasterCard <input type="checkbox"/>	
Name on Credit Card:			
Credit Card signature:		Card #:	Exp. Date: