



**June 1994  
THE COMPETITIVE  
ADVANTAGE IN  
SELLING  
featuring  
Dr. Tony Alessandra**

In June, participating Broadcast Sales Training stations will enjoy Dr. Tony Alessandra speaking on "The Competitive Advantage in Selling."

Tony Alessandra has co-authored eight books, including *Non-Manipulative Selling* and *Be Your Own Sales Manager*. He has been featured in over 50 audio and video programs, including the international award-winning film, "The Power of Listening." *Meetings & Convention Magazine* has identified Dr. Alessandra as "one of America's most electrifying speakers." Alessandra's calendar is filled with repeat performances for numerous Fortune 500 companies such as Chrysler, Chemical Bank, Mobil and IBM (for whom he has spoken more

than 60 times).

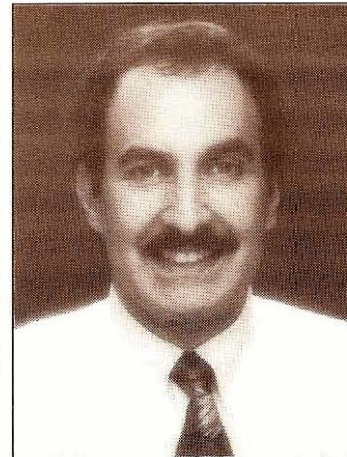
Dr. Alessandra believes that selling today requires an emphasis on creating long-term customers rather than one-shot sales. He shows how to move beyond traditional selling to "Non-Manipulative Selling" by focusing less on persuading, telling and selling and more on problem-solving, asking and helping.

To sell effectively in today's fast changing, highly competitive marketplace, salespeople need to be able to focus less on price and more on value. Alessandra shows salespeople how to clearly set themselves apart from the competition, how to use "collaborative" sales techniques to get customers to "buy" and to become long-term profit centers through repeat business and referrals.

Success in any interpersonal endeavor requires superior relationship skills. In this highly entertaining and practical program, Dr. Alessandra will reveal his innovative techniques for interacting with others more successfully by treating them the way they want to be treated. These are powerful tools for turning every encounter into a mutual win — and they will have a lasting affect on everyone who attends

this event via satellite.

BST's special two-way telephone link-up will enable attendees from around the country to call Dr. Alessandra with personal comments and questions.



**August 1994  
THRIVING IN A  
SPED-UP SOCIETY  
featuring Jeff  
Davidson**

To call Jeff Davidson, the featured performer for BST's August satellite-fed seminar, "a prolific writer" is a tremendous understatement. By age 40 he had more words published than William Shakespeare — and more pages published than in the New York, Los Angeles, and Washington, D.C. *Yellow Pages* combined.

Davidson is the author of 19 books. (His most recent book, *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up*

*Society*, was recently reviewed on Broadcast Sales Training's *Excellence Books Digest*.) His other books include *Power and Protocol for Getting to the Top*, *Blow Your Own Horn: How to Get Ahead and Get Noticed*, *Selling to the Giants: How to Become a Key Supplier to Large Corporations*, *How to Have a Good Year Every Year* and *Getting New Clients*.

In this exclusive Broadcast Sales Training presentation, Davidson will discuss the pitfalls of our modern fast-paced, information-based society. He'll present no-nonsense ways to handle the deluge of information that threatens to bury every broadcast sales professional. He'll offer tips on gaining greater control over one's life — and present easy-to-use ways for increasing personal and professional enjoyment for each new day.

Davidson is a highly sought after speaker and seminar leader. Several of his recent assignments have been on behalf of media or marketing related organizations. He has recently lectured to the American Marketing Association, Association Marketing Roundtable, Sales & Marketing