

### Training Ziggets

Have the restraints and limitations of time, budget and resources prevented you from providing quality training for your employees or work team?

From the industry leader in corporate training, Ziglar Training Systems' Training Ziggets is the first-ever program to focus on the special needs of today's business owners. Training Ziggets offers a virtual gold mine of employee training in bite-sized, easy to implement lessons. With no long sessions, no boring assignments, and no extra materials to purchase...it's the right training program, right when you need it. Each lesson is rich in content, with two to three key points (Ziggets) that can be put to work immediately! Raining Ziggets is an easy to use, plug and play system that will effectively motivate, train and quip your employees-and your business-for growth and success.

For more information contact

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#### **SIX EXCITING MODULES**

*Each module contains eight 30-minute lessons, instructor's guide, reproducible worksheet, a video featuring top training experts and an audio soundtrack.*

#### **SALES**

- *Building Trust with Your customer*
- *Questions Are the Answer*
- *Examining Customer Needs*
- *Selling the Benefits*
- *Closing the Sale*
- *Overcoming Objections*
- *Up-selling*
- *Value-Added Selling*

#### **MARKETING**

- *Keeping Customers for Life*
- *Seven Tips to Keep Customers Coming Back*
- *Understanding Your Marketplace*
- *How to Get Maximum Results from Advertising*
- *Communicating with Your Customers*
- *Give Your Business a Competitive Advantage*
- *Emphasize Your Local Marketing*
- *Managing Your Customers*

#### **CUSTOMER SERVICE**

- *How to Create Loyalty with Your Customers*
- *Handling the Irate Customer*
- *Creating a Positive Image with Customers*
- *Handling Customer Complaints*
- *Customer Service as a System*
- *How to be Better, Faster and Different from the Competition*
- *Meeting and Beating Customers' Expectations*
- *The importance of Attitude in Delivering Sensational Service*

#### **TEAM DEVELOPMENT**

- *Creating a Supporting and Positive Atmosphere*
- *Working with Difficult People*
- *Handling Confrontation*
- *Giving and Receiving Praise*
- *Measuring, Recognizing and Rewarding Team Results*
- *Creative Problem Solving*
- *The Role of the Team Leader*
- *Dealing with Pressure and Deadlines*

#### **PERSONAL DEVELOPMENT**

- *Adding Fun to the Workplace*
- *Beating Stress*
- *Getting Past Resistance to Change*
- *Staying Positive in a Negative World*
- *Developing Successful Relationships*
- *Balancing Between Home and Work*
- *Setting Specific, Measurable Goals*
- *Listening and Understanding*

#### **MANAGEMENT**

- *Motivating Your Staff*
- *Delegating*
- *Managing Priorities*
- *How to Gain Commitment from Your Staff*
- *Coaching for Improvement*
- *Managing Difficult People*
- *Overcoming Procrastination and Piles of Paperwork*
- *Giving Effective Performance Feedback*

**Investing In Your People Pays Big Dividends  
In Your Business!**