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LIBRARY OF SUCCESS



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Library of Success
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1. Success in business. I. Title.
2. Business communication.
3. Oral communication.
4. Interpersonal communication.



Let Me Take You To The Place Where Your Success is Rooted

Wouldn't it be great if you could visit one place and get everything you need to be successful in your business or career?

That's the concept behind building your very own Library of Success. It's a well-organized place on your computer, your server or maybe just a shelf, where you store all the examples, stories, references, tips and techniques, diagrams, drawings, samples and any other bits of information (documents, graphics, audio or video) that make your case persuasively.

In common terms, the library will help you reach your goals. If we've met, you know I actually don't care for the word goal because it's usually ill defined. Instead, I prefer the more definitive term "ideal outcome," especially when it comes to planning to get what you want in meetings, presentations and conversations. For example, imagine your next meeting. Now, imagine the end of that meeting.

- What is it you want people to do and say before you all leave?
- What do you want them to commit to doing before you all get together again?
- When will you hold the next meeting?

The answers to those three questions constitute your ideal outcome. When you keep your outcome in mind, it's pretty simple to figure out what information you need to share that gets you there; and what won't help you one bit.

When you have easy access to well-organized, relevant information in a variety of formats (graphics, documents, video, exercises and more), you've taken a big leap forward toward moving everyone in the direction of your ideal outcome.

As a way to refer to all bits of information you'll want on hand, I use the term "content components." I can "snap on" a component to a presentation, just like you might snap on a Lego® piece if you're building a robot, piece by piece. And, I can equally easily snap off a component. If you think of each bit of information as a component, it's simple to assemble the most likely building blocks for making your case, and change your delivery on the fly if a meeting goes long or if time is cut short. Snap on, snap off.

Most importantly, having a library filled with content components makes it easy for you to gather up what you need at a moment's notice. You're probably like most of us and come up against a lot of deadlines, much faster than you anticipate. Rather than pull an "all-nighter" or worse, be unprepared for a meeting, presentation or conversation, you can have hundreds of ideas, documents, and support material waiting for you to just pluck them from your stash and put them to use.



Of course, many of your most precious interactions are impromptu – like taking an elevator ride where you unexpectedly find yourself in a small steel box with your boss or a potential investor. That’s where you really see the magic of the library. No matter where your library is actually stored, its most important annex is in your brain. Once you have gathered and organized all your content components, it will be easy to be an on-the-spot genius.

When people ask me how I appear to be so calm and well prepared, even when I manage lots of clients, teach at two universities and run three companies, I tell them about my library. It is well stocked, I do it myself, and I continually add to it. I browse through it (via the annex in my brain) whenever I have a few odd moments (like waiting in line at the supermarket). My brain-based library has several “floors,” one for each client, major project, company, and topic that I speak on. I have a floor for every one of my ideal outcomes. I must admit I even have a floor for each member of my family and our pets.

The business “floors” of my library are all organized the way that I recommend you organize yours. Each floor has ten sections, corresponding with the ten critical ways that information can transform someone’s indifference or disagreement into enthusiasm, support and the “yes” you need to achieve your ideal outcome. The sections are:

Accountability, which includes

- Budgets
- Contracts
- Forecasts and Forecasting Methods
- Letters of Agreement
- Proposals
- Roadmaps and Timelines (for typical projects, current and past ones)
- Specifications (scope of work or requirements for systems and equipment)
- Total Cost of Purchase and Use Analysis (ways to compare what we sell/buy)

Credibility, which includes

- People Profiles (my key managers/staff, our clients, partners and vendors)
- References
- Testimonials and Endorsements
- Third-Party Standards and Evaluations

Demonstrations, which includes

- Features, Functions and Benefits (of our services and our clients)
- Product Demonstrations (easy ways to show the “how-to” impressively)
- Proprietary Processes or Parts (points of differentiation)
- Samples



Downsides, which includes

- Contrary Data or Conclusions (what we're up against)
- Plan Bs (alternative routes)
- Risk Analysis

Insights, which includes

- Analogies
- Examples
- Graphics, Photos, Animation and Artwork (that aren't in other sections)
- Props
- Recommendations (solutions that result from findings and analysis)
- Resources (where more trusted information or people can be found)
- Video and Audio (that aren't in other sections but help make a case)

Inspiration, which includes

- Invention or Discovery Stories (how our clients or our solutions evolved)
- Motivating Misery Triggers (pain or unmet needs that our solutions abate)
- Rewards and Results Stories or Lists (a description of gains and benefits)
- Success Stories, Applications and Case Histories

Interactivity, which includes

- Assessments (tests, quizzes, great questions)
- Audience Experiences (ways to get people working together in a meeting)
- Communication Facilitation (pivotal questions, ice-breakers)
- Hands-On Practice
- Premiums (free trials, giveaways, gifts with purchase)
- Questions and Answers
- Role-play

Logic, which includes

- Blueprints or Technical Drawings
- Data with Analysis (charts, graphs or commentary)
- Facts and Figures
- Technical Data

Tips, which includes

- Hints, Clues, Secrets or Prompts
- Lists of Do's and Don'ts



Step-by-Step Instructions

Techniques (Advanced or Shortcuts)

There may be content components that I don't have listed, so you certainly could add your own. You might even have a complete section that I haven't thought to include. And, you might be tasked to create a Library of Success not just for yourself, but perhaps for your department or perhaps your entire organization. In that case, make sure to take the time to understand the ideal outcomes of the people who'll be accessing the library.

I have helped thousands of individuals and companies from the US and around the world create their very own Libraries of Success. I've worked with people at every level from CEO, department head, sales representatives and managers, trainers, administrative personnel, engineers/designers and consultants. In every instance, building and using the library has improved their results. They get what they want more often, more quickly and more completely in meetings, presentations and conversations. Some are enjoying what I call the "ultimate outcome," a creative, satisfying and stimulating life. That is what I wish for you. I hope the concept of a Library of Success moves you to consider how much you deserve that kind of life.

If you are familiar with my Speak Up System, you know that your library is especially helpful in quickly ramping up for any type of interaction. Briefly, the Speak Up System organizes a presentation into three "acts," like a play. The acts are designed to transform any resistance you face and turn it into enthusiastic compliance with the actions you desire. By the way, I call everyone you speak to your "audience" because it helps you keep in mind that you are a star, with responsibility for keeping your audience magnetized to your every word and deed.

The Speak Up System

Act 1 is Your Great Opening. That's when you attract attention and get your "audience" to commit to listen to you.

Act 2 is Your Streamlined Content. That's when you deliver knowledge, gain preference and ignite your audience's conviction that they want what you want – and now.

Act 3 is Your Great Closing. That's when you give clear instructions and watch your audience take action exactly as you desire.

The system works equally well for conversations and meetings, but the three acts are simply easier to learn and use at first in presentations (where you "have the floor" from beginning to end).



Now You Know What the World's Most Successful Brands Do

The acts are designed to mimic what advertisers have known for 75 years. People must be led systematically through several stages in order to get them to buy a product, service or become aligned with a specific brand. Sometimes a purchase is routine or small, so the stages of decision-making are not apparent (think about buying toilet paper or gum). However for complex purchases, advertising is clearly designed to transform a target audience's belief systems (think about choosing a vacation spot or making a car buying decision – or even changing brand loyalty to a certain cola).

Advertisers (and effective business people) drive their audiences through what I call the Transformation Channel. These are the five stages that transform nay-sayers into enthusiastic buyers. It starts with your getting your audience's attention, then winning their minds and hearts, and finally directing them to take action.

The Transformation Channel

Stage 1: Attention

Stage 2: Knowledge

Stage 3: Preference

Stage 4: Conviction

Stage 5: Action or Purchase

Various components in your library may be used to move your audience into any one of the five stages. However, some sections are typically hyper-effective in securing a move into particular stages. Here's a common use of content for you to use as a guide.

Attention – Inspiration and Credibility

Knowledge – Logic and Demonstrations

Preference – Comparisons and Downsides

Conviction – Interactivity and Accountability

Action or Purchase – Insights and Tips

Putting It All Together Quickly, Simply and Effectively

What if you could have a perfect way to organize your meetings, presentations, and conversations, so that you consistently take your audiences through these stages – without having to keep track of their progress? That's why I designed the Speak Up System. You just follow the three acts and drop in components from the right sections of your library. That automatically moves your audience through the Transformation Channel.



Speak Up System

Act One: Your Great Opening

Act Two: Streamlined Content

Act Three: Your Great Closing

Library of Success Content

Inspiration and Credibility

Logic and Demonstrations
Comparisons and Downsides
Interactivity and Accountability

Insights and Tips

Transformation Stage

Get Attention

Deliver Knowledge
Engender Preference
Ignite Conviction

Action or Purchase

The Most Reliable Way to Get Results Every Time

I use the three act Speak Up System in every interaction that lasts longer than five minutes – whether I know the audience very well or not at all.

Because I have “relationship outcomes,” which is what I want from each person who’ll play a role in my success, I know it may take several links (conversations, presentations and meetings) for me to achieve a significant outcome like a big sale, a major conference speaking engagement or even a new hire. I plan to link together several interactions, with a specific outcome in mind for each one – building toward what I ultimately desire from that individual or organization.

Of course, the content I deliver at a first meeting will often be dramatically different than content that’s appropriate for an interaction several links into a relationship, however, I always use the system and the library.

For example, I dip into my “credibility” section when I’m meeting someone for the first time. I almost always share a story that start with, “When I was a marketing executive with The Coca-Cola Company ...” because the Coke reference gives me automatic credibility.

On the other hand, when I’ve been involved in putting together a complex deal (like selling a big ticket item to a large corporation) over a long period of time, I might share a story from my “inspiration” section. A current client’s success story will inspire even more confidence in my company’s ability to deliver results.

SpeakUp! & Succeed

If you’d like to learn more about the system, you may read my book *Speak Up! & Succeed: How to get everything you want in meetings, presentations and conversations.* Or visit my website: www.NanceRosen.com.

For now, you’re about to see a prototype to help you build your very own Library of Success. I’ve provided a definition of each content component and selected two examples to give you the best possible understanding of what that component might “look” like. This will help you decide what material you’d like to include (of



course you may have a lot more than two examples for each component and perhaps you'll leave out others entirely). The components are organized by section, for easy reference.

Please feel free to connect with me if you have questions or comments. I may not be able to answer you personally, so visit my website for updates. And, if you'd like to invite me as a speaker or trainer for your organization, I would be delighted to consider your request.

Although our paths to the place we call success may be very different, I will look for you at the finish line!

Nance Rosen

Beverly Hills, California

2009

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The Speak Up System is designed to make it simple and fun to prepare and deliver the right content at the right time in order for you to achieve your ideal outcome with any audience.

For a wealth of information, visit www.NanceRosen.com Just click on SHOP to purchase the learning materials that will help you succeed and find great satisfaction in your career or business. To book Nance as a speaker or trainer, call 1-888-GO-NANCE or email Nance@NanceRosen.com.

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Accountability

Here are key components to support this section of your Library of Success

Budgets



Contracts



Forecasts



Letters of Agreement



Proposals



Roadmaps and Timelines



Specifications



Total Cost of Purchase and Use Analysis



Budgets

A budget is a plan that outlines an organization's expected income and expenses for a specific period of time. Most commonly in business, a budget is a line item expense projection or even simply the total amount of money allocated to a project.

Ex. Below shows a blank personal budget:

Fixed Expenses		Savings	
Rent/Mortgage	\$ _____	Savings Account	\$ _____
Insurance	\$ _____	Credit Union	\$ _____
Automobile Payments	\$ _____	Other	\$ _____
Loan Payments	\$ _____	Total Expenses and Savings	\$ _____
Taxes	\$ _____		
Alimony	\$ _____	Income	
Child Support	\$ _____	Basic Pay	\$ _____
Credit Card Installments	\$ _____	Basic Allowance for Housing (BAH) ...	\$ _____
Other	\$ _____	Basic Allowance for Subsistence (BAS).	\$ _____
		Clothing Allowance	\$ _____
Variable Expenses		Special Pay	\$ _____
Groceries	\$ _____	Member's Off-Duty Pay	\$ _____
Utilities	\$ _____	Spouse's Earnings	\$ _____
Transportation	\$ _____	Alimony (Received)	\$ _____
Telephone	\$ _____	Child Support (Received)	\$ _____
Medical or Dental	\$ _____	Other	\$ _____
Entertainment	\$ _____	Other	\$ _____
Clothing	\$ _____	Total Expenses and Savings	\$ _____
Personal Hygiene	\$ _____		
Pet Care	\$ _____		
Other	\$ _____		

Source: http://www.virtualarmory.com/common/images/budget_worksheet_L.gif



Ex. Trade Show Budget

ATLA	
Show Dates	7/29 – 8/1
Location	Chicago
Number of Staff	4
Exhibit Cost	\$1,750
Show Services:	
Carpet	\$152
Electricity	\$135
Lead Generation	\$50
Cleaning	\$48
Shipping	\$0
Drayage	\$0
Audio Visual	\$525
Display Table	\$426
TOTAL	\$1,336
Accommodations:	
Number of Rooms	4
Number of Room Nights	18
Hotel	\$2952
Airfare	\$1400
Food/Entertainment	\$1000
Ground Transportation	\$253
TOTAL	\$5,605
Marketing:	
Pre-Show Mailer	\$963
Giveaways	\$1500
On-Site Promotions	\$450
Post-Show Follow-Up	\$66
TOTAL	\$2,979
SHOW TOTAL	\$11,670
OVERALL TOTAL 2000	\$48,562
Number of Attendees	2000
Lead Target	200
Cost/Lead	\$56.10
Cost/Presence	\$5.61



Contracts

A contract is a legally binding agreement between two or more parties that contains an exchange of promises. Contracts can be oral, written or implied.

Capacity

- The parties involved are willing to be part of the contract

Mutual Assent

- Offer
 - An expression of assent to enter into a bargain. It can be revoked at any point before acceptance
- Acceptance
 - Agreement of the terms of the offer
- Mutuality of Obligation
 - A “meeting of the minds” where all parties involved understand and agree to the terms and conditions of the contract

Consideration

- Bargain
 - Each party gives something of value
- Exchange
 - Each party receives something of value

Lawful Objective

- The contract is for legal purposes only
- The contract cannot contain any components that are considered illegal.
If so, the contract will not be recognized under a court of law

Certainty of Terms

- Each party must be competent and legally able to enter into the contract

Sources:

1. <http://www.tbpc.state.tx.us/communities/procurement/pub/contractguide/LegalElementsofaContract.pdf>
2. <http://www.almc.army.mil/hsv/3816-DL.pdf>



Ex. The following shows a sample contract:

<p>CONTRACT FOR GROUNDS KEEPING SERVICES BETWEEN</p> <p>_____</p> <p>(HEREIN CALLED THE “OWNER”)</p> <p style="text-align: center;">AND</p> <p>_____</p> <p>(HEREIN CALLED THE “CONTRACTOR”)</p>
<p>TERMS OF CONTRACT</p> <p>The Contractor shall provide grounds keeping services for the period from April 15th through November 15th for the year 2005.</p>
<p>AREA TO BE SERVICED</p> <p>Area to be serviced is known as: _____</p>
<p>TERMINATION</p> <p>The owner may terminate this agreement for non-performance by giving the Contractor thirty days written notice. Termination of contract is subject to a 10% cancellation fee of the total contract amount if canceled before contract start date. The Contractor may terminate this agreement with cause by giving the owner thirty days written notice.</p>
<p>INSURANCE</p> <p>The Contractor will carry the following insurance policies, each with \$5,000,000.00 inclusive limits, and provide the Owner with a Certificate of Insurance, if requested.</p> <ol style="list-style-type: none"> 1. Standard Owner’s Form Automobile Policy covering all licensed vehicles owned and operated by the Contractor. 2. Comprehensive General liability insurance Policy in the name of the Contractor.
<p>WORKER’S COMPENSATION</p> <p>The Contractor shall carry Worker’s Compensation, As required by law, for the protection of people employed by the Contractor and shall provide the Owner with a clearance certificate, if requested.</p>
<p>NOTIFICATION AND APPROVAL</p> <p>The Contractor must immediately notify the Owner of any damages and/or accidents to any property or individual. No repairs to be commenced without notifying and receiving the approval of the Owner.</p>
<p><i>Owner Contractor</i></p>

Source: http://www.gophergraphics.com/forum/iB_html/uploads/post-1-59536-contract_scan.gif



Ex.

**SCHEDULE A TO INDEPENDENT CONTRACTOR AGREEMENT BETWEEN CLIENT
AND CONTRACTOR**

Month Date, Year

SERVICES/WORK: Writing and/or editing for the Client, project identification. Duties include:

Editing: To make any corrections or changes felt to be necessary for the integrity and accuracy of the work. This will include but not be limited to theoretical, technical, grammatical, and educational aspects of the work, such as errors of logic or fact, omissions of necessary content such as safety information, poorly constructed sentences, spelling, stylistic inconsistencies, and grammatical flaws.

Note: Proofreading, that is reviewing the corrected manuscript to verify that editorial changes have been incorporated properly and that the layout is correct, can be completed by the Contractor during a separate review of the Work for an additional fee of \$25/hour.

DELIVERY SCHEDULE: Edited work will be returned to Client by the Contractor within 8-9 days of receipt from Client.

INVOICING: Contractor will invoice Client at the rate of \$xx/hour. Invoices to be submitted by Contractor upon the completion of each chapter.

REIMBURSEMENT OF EXPENSES: Client will reimburse Contractor for any documented fax, long distance, and/or shipping expenses incurred during the course of this project and with Client's prior knowledge. Appropriate receipts or photocopies of receipts must be submitted to Client by the Contractor, with job-related expenses properly indicated.

PAYMENT SCHEDULE: Client will pay all Contractor invoices within 30 days of Client's receipt of invoice unless revisions are necessary. In the event that revisions are needed, Client has ten days from receipt of work in-house to return materials to the Contractor for revision and correction; in the case of revision, Client has 30 days from Contractor's resubmission of Work to make invoice payment.

By: _____
Contractor

By: _____
Name of Person

Tax Id # _____
Address: _____

Title: _____
Address: _____

Date: Month Date, Year

Date: Month Date, Year

Source: http://www.aw-wrdsmt.com/FAQ/faq-short_contract.html



Forecasts

A forecast is a prediction of expected future trends done by examining and analyzing existing data. It displays facts, figures, and statistics in such layouts as graphs, charts, and tables. A company can use a forecast to determine its future objectives by looking at past performance, changes within the organization, and market opportunities.

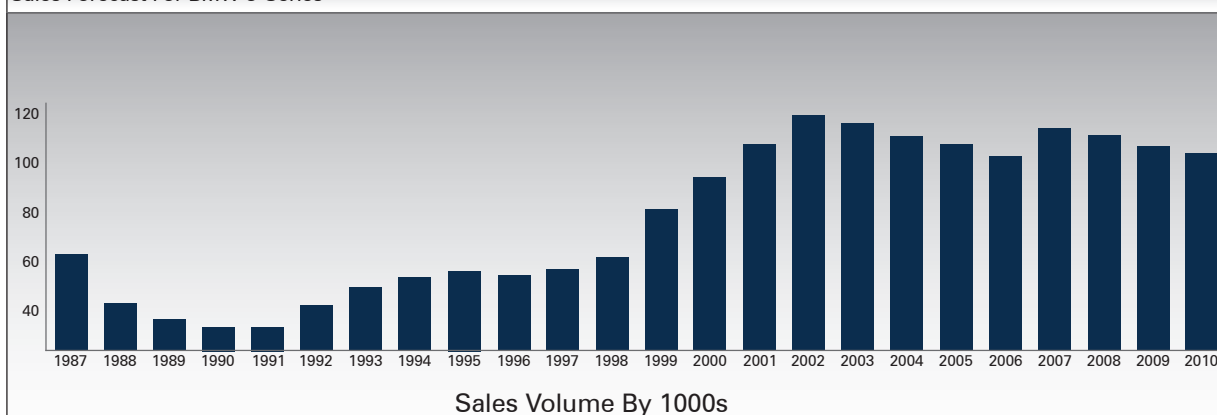
Ex.

Sales Forecast > Sales Forecast Service: U.S. > BMW

BMW 3-Series - Aspirational Luxury Car

[Print All](#)  [Print Top](#)  [Print Bottom](#) 

Sales Forecast For BMW 3-Series



◀ Back

Calendar Years

Forward ▶

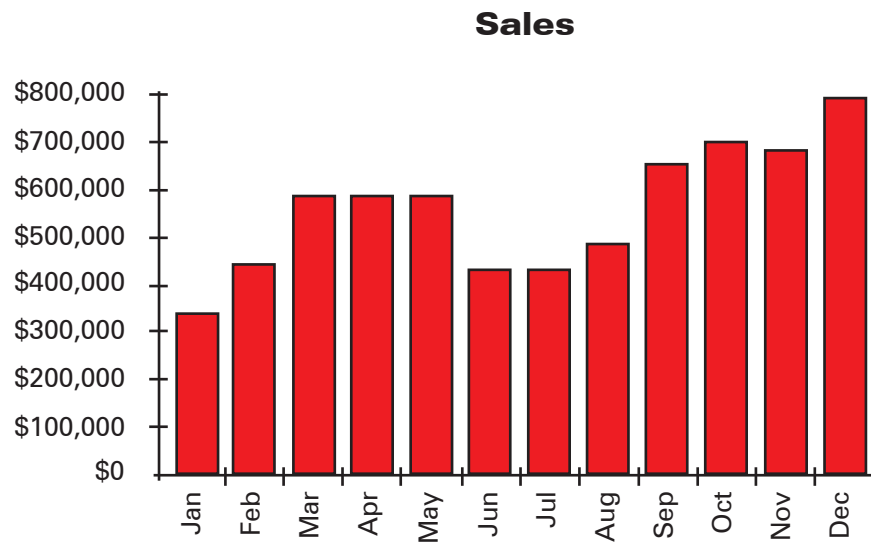
2004	2005	2006	2007	2008	2009	2010
------	------	------	------	------	------	------

2-Door Coupe	13.3	12.9	22.1	21.7	21.4	22.1	20.8
4-Door Sedan	73.3	71.1	68.6	71.0	67.7	62.5	61.7
4-Door Wagon	2.8	2.7	2.2	3.5	3.2	3.1	3.0
Convertible/Roadster	17.2	16.7	5.8	13.6	14.8	15.0	14.6
BMW 3-Series Total	106.6	103.4	98.7	109.8	107.1	102.7	100.1
Share of BMW Total	41.0%	42.2%	39.0%	39.0%	38.5%	36.8%	36.1%
BMW Total	260.2	244.9	252.9	281.4	278.3	279.4	277.4

Passenger Car Total	7566.0	7770.4	7845.6	7843.2	7712.1	7775.6	7907.5
Light Truck Total	9282.2	9103.2	9370.2	9627.3	9615.8	9799.6	9798.1
Light Vehicle Total	16848.2	16873.6	17215.8	17470.5	17327.9	17575.2	17705.6

Source: <http://www.eautopacific.com/media/images/sfsample.jpg>

Ex. The following graph shows a company's forecast of their sales for the year:



Source: http://www.morebusiness.com/templates_worksheets/bplans/5-2-1.gif

Letters of Agreement

A letter of agreement is often made in lieu of a contract. It explicitly states the terms and conditions of a deal, and requires approval from all parties involved. Unlike contracts, a letter of agreement is more apt for revision and is not necessarily legally binding.

Ex.

BACKGROUND

(In this section, information is to be provided about the donor, the motivation for the gift, any historical information pertaining to the donor, the person for whom the endowment is being named, etc.)

PURPOSE

The purpose of this LETTER OF AGREEMENT is _____ (for example, to establish a scholarship endowment; or, to formalize the agreement; or, to change the LOA dated _____, etc.) and to ensure that the desires of the donor are honored through the endowment guidelines and criteria set forth in this agreement between _____ and the University Foundation.

GUIDELINES

The Endowment is funded. Additional gifts may be added to the Endowment and shall become subject to all the terms of this Letter of Agreement.

The Endowment will be invested under the direction of the Foundation's Board of Directors in a manner that will provide the highest possible return while preserving the security of the fund.

A percentage determined by the Foundation's Board of Directors (currently five percent) of the endowment balance as of September 30th of each year, is deposited into the operations management account. The five percent (or then current) disbursement is made regardless of the performance of the endowment.

Donor's Initials: _____

Date: _____

Administering units may plan on the five percent (or then current) disbursement being available by December 1st of each year to be spent the following fiscal year.

ANNUAL REPORT

The Office of University Advancement will provide an annual report on the status of the endowment to: (List names and complete addresses) OR An annual report is not required.

CRITERIA

(For example for a scholarship endowment: Any student who meets the following criteria will be eligible to receive a scholarship through The _____ Scholarship Endowment:)

Please specify scholarship criteria below:

- Must be a prospective or current student
- Must be in good standing in accordance with current institutional policies

APPROVAL AND SIGNATURE

This agreement is effective as of the date of the last signature below, and is governed by the Laws of the State. It is considered an agreement made in good faith by the donor to support the University in accordance with the terms of the agreement. All signatories or their successor representative must approve changes to this agreement.

Donor's Initials: _____

Date: _____

The parties or their authorized representatives have affixed their signatures below.

Name: _____ Signature: _____ Date: _____

REVISIONS

Date: _____

List changes, additions, deletions, etc...

Source: <https://www2.tntech.edu/univadv/support/word/LOAFULLYFUNDED.doc>



Ex.

Dear Client,

I am pleased to present this letter summarizing our conversation about my presenting at CLIENT EVENT AND DATE.

YOUR OBJECTIVES

I understand that your objectives for this event are:

- Client Objectives

PRESENTATION DETAILS

- Event Date:
- Time:
- Length:
- Audience Size:
- Audience Demographic:
- Facility Name:
- Facility Address:
- Meeting or Conference Name:
- Presentation Title:

JOINT ACCOUNTABILITIES

My assumptions about our respective responsibilities include:

- I will deliver a presentation according to the above details.
- I will share the presentation slides with you to use as handouts if you want them.
- I will either bring my own laptop computer or email PowerPoint slides to you in advance to load on your computer according to your wishes.
- I will provide you with a description of the presentation and picture of myself and book covers to assist with your marketing of the event.
- You are responsible for marketing the event.
- You will make available a VGA projector and appropriate screen for the presentation.
- You will provide an appropriate venue for the event.

THE BUSINESS SPECIFICS

The agreed-upon honorarium will be _____ (fee) plus expenses. Confirmation deposit of 50% to hold the date is due by _____ (confirmation date). The balance of the honorarium will be billed plus expenses shortly after the presentation with terms of Net 10 days.

- Please make checks payable to C2 Consulting.

Because this confirmation removes me from the marketplace for the date(s) agreed upon, the following cancellation charges will apply:

- Notice of 91 days or more - no charge
- 46 to 90 days notice - 50% of agreed upon fee
- 45 days or less notice - full fee payable by scheduled date of the engagement.

You will be responsible for any expenses incurred due to changes in schedules or locations initiated by you.

If necessary, the presentation may be rescheduled to any mutually agreeable time or location.

If for any reason I cancel or am unable to provide the described services, I will immediately refund your entire deposit.

Your signature on this letter and/or payment of 50% of the fee signifies your agreement to these terms and will allow us hold a date. Any remaining fees and expenses will be billed at the conclusion of the event with terms of net 10 days.

Signature _____

Source: http://www.leadinggeeks.com/pages/Sample_Letter_of_Agreement.htm



Proposals

A business proposal presents the outline of an agreement between two parties to build the foundation for a subsequent business contract. It may be either accepted or rejected by the person who receives it. A proposal has no specific format and can vary from a one-page letter to a comprehensive list.

Just like a contract, when a proposed offer is accepted, it creates a legally binding document for both parties involved.

A proposal should include:

- An orientation to the sellers capabilities or products
- A discussion of key issues
- A description of the seller's offering and related benefits
- The cost of the offering
- A schedule for delivery of the products or services
- Testimonies from owners of products



Ex.

XXX Company Sales Proposal Theme And Intro

The development of an effective sales proposal must have measurable objectives. The ultimate goal for ABC marketing company is to produce sales and profits via XXX Company's advertising investment. Five areas we focus on are:

1. Competitive Pressures And Advertising Activities
2. The Setting Of Attainable Reach And Frequency Goals
3. Creative Considerations
4. Budget
5. Current Situation

OBJECTIVES

The objectives are to _____.

APPROACH

According to our experience and thorough research, we will _____.

DELIVERABLE

Weekly progress reports will be submitted to the individual appointed as our key contact, and a final presentation given to senior management at the conclusion of the project.

BENEFITS

A thorough analysis of your market and of the media to reach that market will help to properly allocate your promotional budget to get the fullest utilization of your marketing dollars. This planned marketing approach will _____.

COSTS

We are pleased to offer the following price quotations for the necessary work to be done: \$_____.

CLOSING

We have been in the marketing and advertising industry for _____ years. We have been successful at _____. We know the industry as well as the market and are ready to help you get your market share.

We want to thank you for your consideration as well as your cooperation in assembling the information needed to do a thorough study of your company's objectives and goals. If you have any questions, whatsoever, please feel free to call me at 555-555-1000.

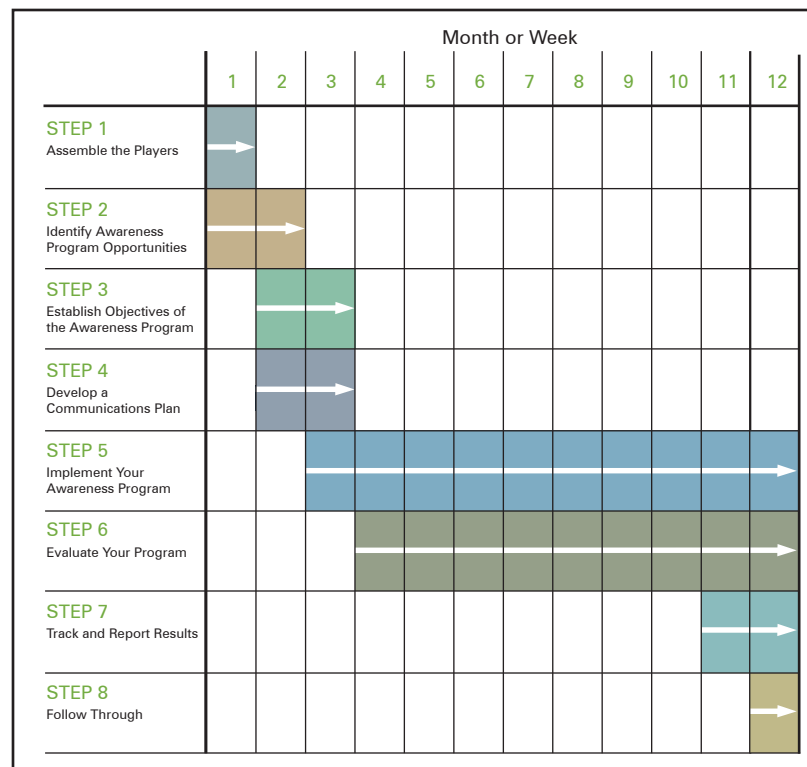
Source: http://bcrc.compassbank.com/SBR_template.cfm?DocNumber=PL12_4000.htm



Roadmaps and Timelines

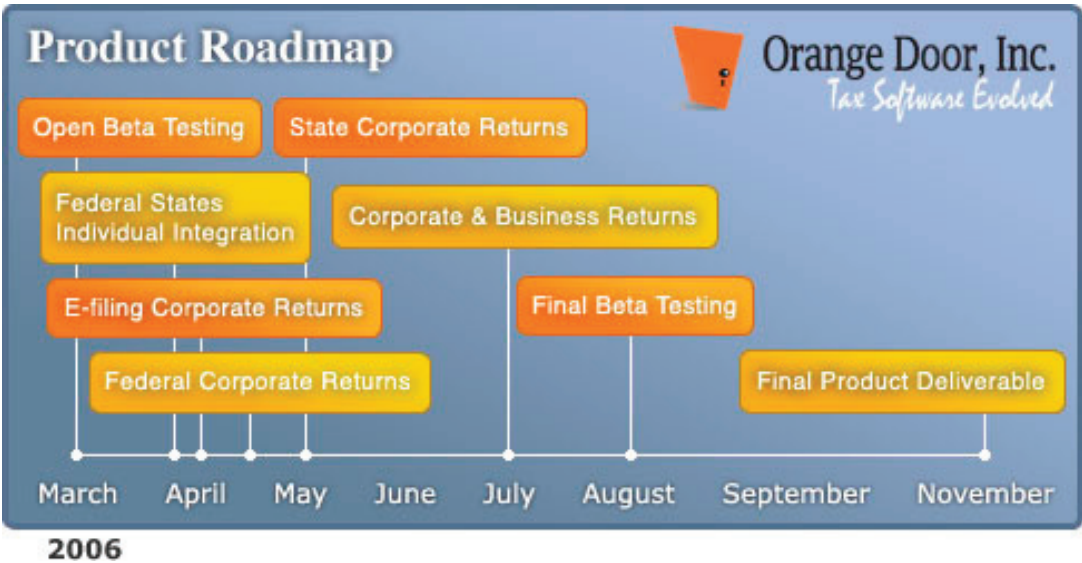
Roadmaps and timelines are organizational tools that allow a company to sequence events and subsequently track their progress. These instruments lay out the different components of the project in conjunction with their expected date of completion. Roadmaps and timelines help guide a company throughout a project to keep on task and finish on time.

Ex. A sample timeline looks like this:



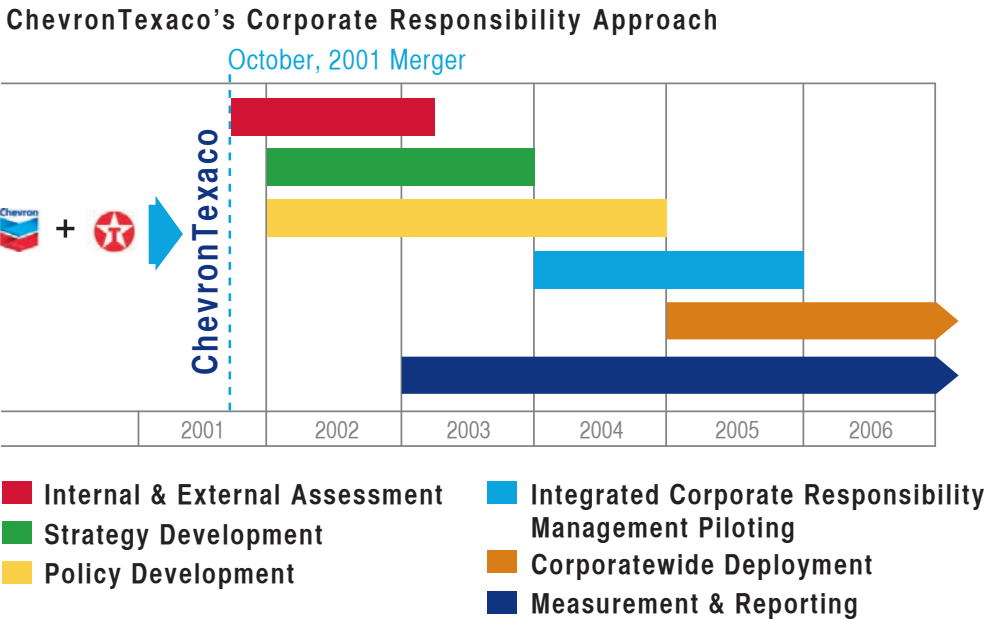
Source: <http://oee.nrcan.gc.ca/publications/infosource/pub/ici/eii/images/chart1-e.gif>

Ex. A sample roadmap looks like this:



Source: <http://www.orangedoorinc.com/images/roadmap-big.jpg>

Ex. A sample roadmap looks like this:



Source: http://www.chevron.com/cr_report/2002/images/chart_roadmap.gif

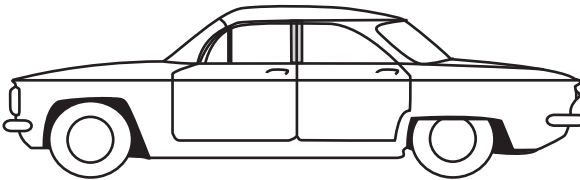


Specifications

A specification is an in depth description of all the necessary requirements for a project. This includes exact materials, proportions, conduct, and dates of completion. It is imperative for each party involved in the development of the project to understand and agree upon all provisions of the specification. A specific order ensures that the project results in the desired outcome.

For the customer, a specification is also a list of features, functions, and advantages of a given product or service.

Ex. The following image shows the specifications needed for a particular type of car:

Specifications: Chevrolet Corvair	
	
Length:	15ft (4572mm)
Weight:	5ft 7in (1702mm)
Height:	4ft 3in (1295mm)
Wheelbase:	9ft (2743mm)
Track:	front and rear 4ft 6in (1372mm)
Unladen weight:	2408lb(1092kg)
Engine:	Rear-mounted, horizontally opposed, air-cooled, six cylinder, overhead valve, 86x66mm, 140cid (2300cc). Compression ratio, 8:1. Max power, 80bhp at 4400rpm. Max torque, 124lb/ft at 2700rpm.
Transmission:	Three-speed manual or automatic
Drive:	Rear
Suspension (front):	Independent, coil springs, and wishbones
Suspension (year):	Independent, swing axle, semi-trailing wishbones
Top speed:	85mph (137km/h)
0-60mph (96km/h):	13.8 seconds
Production (total)	1,659,022

Source: <http://www.shorey.net/Auto/American/GM/Chevrolet/Corvair/Chevrolet%20Corvair%20Sedan%20Specification%20Chart.jpg>

Ex. The following image shows a company’s specifications for shipping items with them:

WEIGHT AND CUBIC FEET SPECIFICATION CHART					
SHIPPING CONTAINER WEIGHT IN POUNDS	SHIPPING CONTAINER AREA IN CUBIC FEET				
	0-1	1-5	6-15	16-50	50+
0-10	100G	100G	50G	50G	25G
11-25	100G	50G	50G	25G	25G
26-50	50G	25G	25G	25G	25G
51-100	50G	25G	25G	15G	15G
101-250	25G	25G	15G	15G	15G
251-1000	15G	10G	10G	10G	10G
over 1000	5G	5G	10G	10G	10G
<p>The chart shown above should be used only as a basic guide. Drop-N-Tell activation depends upon the type and amount of cushioning used to protect a product in transit. Drop height will also affect activation.</p> <p>USE THIS FORMULA TO CALCULATE CUBIC FEET</p> <p>length x width x depth (inches) ÷ 1728</p>					

Source: http://www.rpconline.com/catalog/content/images/drptel_chart.gif

Total Cost of Purchase and Use Analysis

Purchase price is only one factor of understanding the total cost of a good or service. The others are:

1. Factors that drive the cost of the product or service in the supply chain, such as transportation
2. Cost of acquiring and managing products or services
3. Quality, reliability and other attributes of the product or service over its complete life cycle
4. Value of a product, service or firm to the purchaser and its customers

Ex. Total Cost Analysis

Acquisition Costs + Possession Costs + Usage Costs = Total Cost in Use

ACQUISITION COSTS	POSSESSION COSTS	USAGE COSTS	TOTAL COST IN USE
Price	Interest	Installation	
Paperwork	Storage	Training	
Transportation	Quality Control	User Labor	
Mistakes in Order	Shrinkage Obsolescence	Replacement and Repair	
Pre-Purchase Evaluation Beta	General Internal Handling	Disposal	

Ex. The initial cost of a cell phone is the purchase price of the phone itself, but the cost of use is not factored into that first bill. The additional charges amount to a much higher price than the initial cost. The table below displays a basic cell phone bill with additional fees:

Initial Cost of Purchase: \$150.00

MONTHLY SERVICE CHARGES xx/xx/xx Through xx/xx/xx	
Monthly Service - Your Rate Plan:	\$35.00
Call Forwarding:	\$2.00
Three Way Calling:	\$2.00
Call Waiting:	\$5.00
Caller ID:	\$7.00
Voicemail:	\$5.00
Text Messaging:	\$10.00
Total:	\$66.00

Source: <http://www.fcc.gov/cgb/phonebills/WirelessPhonebill.html>



Comparisons

Here are key components to support this section of your Library of Success

Comparison of Alternative Courses of Action



Comparison of Competition



Comparison of Alternative Courses of Action

Before choosing any course of action, a decision-maker must seek out, examine, and compare the available alternatives. Thought should be given to the overall impact on economic, social, political, and environment factors. While the option for no or little change is always available, investigating and evaluating alternative courses of action will optimize the potential of the final result.

Ex.

Figure 2. Washington State Ferries
Keystone Ferry Terminal Study
Alternative Courses of Action

	(1) Existing Conditions	(2) Existing Slip With Jetty Extension	(3) Harbor Mouth Slip East State Park	(4) In Harbor Slip State Park Terminal	(5) West State Park Slip and Terminal	(6) Existing Slip With Line Dolphins	(7) Existing Slip With Jetty East
(SE) Rebuilt Steel Electric	SE-1	SE-2	SE-3	SE-4	SE-5	SE-6	SE-7
(130) 130 Class	130-1	130-2	130-3	130-4	130-5	130-6	130-7
(100) 100 Class With CPP	100-1	100-2	100-3	100-4	100-5	100-6	100-7
(KS) Keystone Special	KS-1	KS-2	KS-3	KS-4	KS-5	KS-6	KS-7
(NP) Out-of-Box	NP-1	NP-2	NP-3	NP-4	NP-5	NP-6	NP-7

Notes

Each course of action is characterized by eight types of life cycle costs: terminal and vessel construction costs, terminal and vessel preservation costs, terminal and vessel maintenance costs and terminal and vessel operating costs.

~~130-1~~ and ~~100-1~~ are struck-out because the vessels cannot use the existing harbor.

130-7 and other shaded courses of action have been selected for further consideration by the Citizen Advisory Group.

Source: http://www.wsdot.wa.gov/NR/rdonlyres/5C1F1330-0B2C-4FF8-893C-F16FBFD2103A/0/Appendix5_CostAnalysis.pdf

Ex.

Five possible alternatives have been examined by the Regional Economic Development Center (REDC) regarding the future of the Arlington Municipal Airport.

Alternative 1--Continue present operations without the recommended capital improvements

- The first alternative shows that the airport is a break-even or slight loss for the Town's budget. If revenues continue to increase as they have over the past five years, the return to the Town will increase but not dramatically. Some minimal repairs to the runway may be required, but the Town can still operate and receive 50% maintenance funding from the State.

Alternative 2--Continue operations at a reduced level without the FBO

- The second alternative proved to be a more dramatic loss to the Town as operations were likely to be reduced with a reduction in services and hours of operation. Calculations resulted in an annual loss of \$43,000.

Alternative 3--Close the airport

- Closing Arlington Municipal Airport has two advantages: 1) the Town's operating losses from the airport are eliminated, and 2) 104.5 acres of airport property can be sold. We estimate sale of the airport property would net Arlington between \$1.2 million and \$2.4 million, with \$1.9 million more likely. However, due to the time required to sell all 104.5 acres, the net present value (NPV) of the Town's revenue stream would range between \$300,000 and \$700,000. Delaying closure and sale of the airport by ten years will reduce NPV by 15% to 20%.
- Costs associated with closing the airport may include: 1) contracted payments to the FBO, and 2) the risks of losing some existing businesses and future businesses that included proximity to a general aviation airport in their location decisions. Based on survey results alone, four of 11 Arlington businesses using the airport indicate they might relocate should the Arlington Municipal Airport close.

Alternative 4--Comply with the recommended improvements

- The fourth alternative lead to the discovery that more funding was available than originally thought. The Town's share totals \$226,750 not including the taxiway realignment. Recommendations involving safety issues are now funded at 90% state and 10% municipality. Three of the recommended projects which would improve the existing runway fit into this category: land acquisition, runway repairs, and runway repaving. The Town's share in the improvements totals \$63,000. The existing runway cannot be lengthened without compliance to the current design standards requiring 240 feet between a runway and taxiway.

Alternative 5--Relocate the airport




- The fifth and final alternative of relocating the airport and building a new 5,000 foot runway was found to be the most costly (\$2.3 million to the Town of Arlington) and involve substantial obstacles. There is an existing 30 minute rule stating that no general aviation airport can be built within 30 minutes driving time of an existing airport. With the completion of the Paul Barrett Parkway, the Millington Municipal Airport will be 15 minutes away. Should the Town decide that a new airport is necessary, justifications would have to be made and an airport master plan completed.

Source: <http://planning.memphis.edu/REDC/p931.pdf>

Comparison of Competition

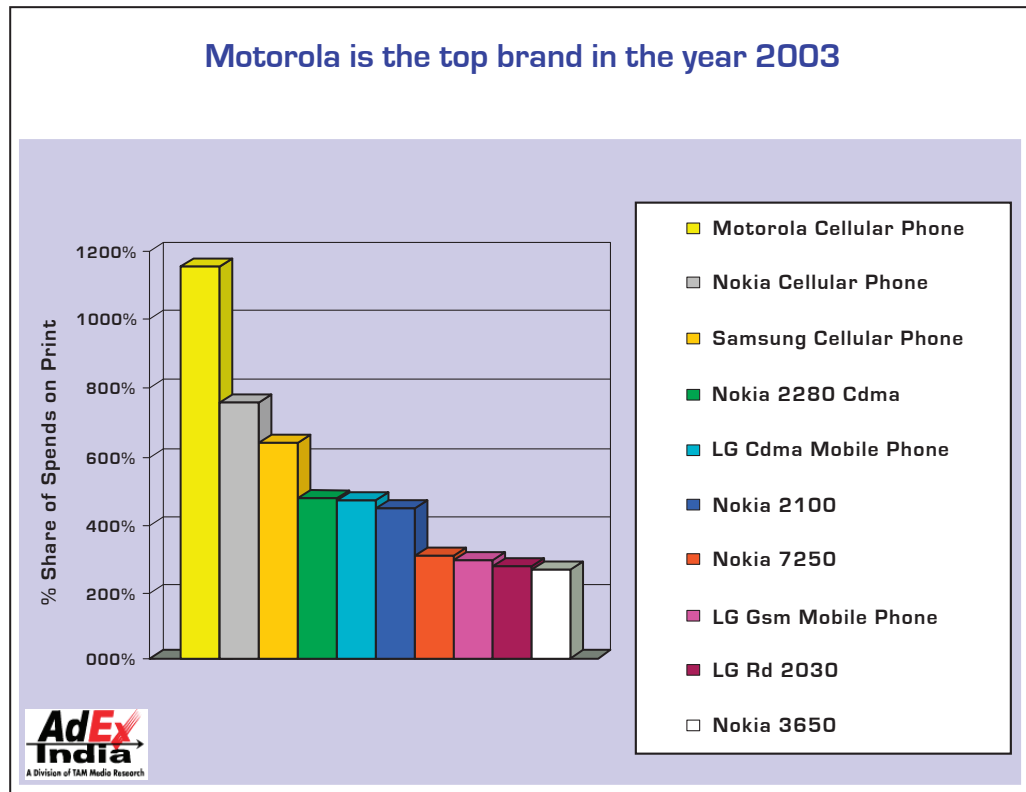
Comparison of competition is the examination of one product's components versus others. Usually a graphic depiction, these comparisons may show how your service differs from comparable offerings or they may illustrate the diversity of your product line.

Ex.

			
	ACROBAT 8 STANDARD	ACROBAT 8 PROFESSIONAL	ACROBAT 3D VERSION 8
Reliably create, optimize, and share content-rich documents			
Create Adobe® PDF files from any application that prints	•	•	•
Right-click or drag and drop files to the Acrobat® icon for easy conversion	•	•	•
Select file compression and resolution settings when creating a PDF	•	•	•
Scan documents into Adobe PDF and automatically recognize text with optical character recognition (OCR)	•	•	•
Facilitate reuse of content: Save Adobe PDF files into multiple file formats, including Microsoft Word documents, retaining the layout, fonts, formatting, and tables	•	•	•
Create Adobe PDF files from popular business applications with one-button ease:			
• From Microsoft Word, Excel, and PowerPoint—documents, spreadsheets, presentations, and more	•	•	•
• From Microsoft Internet Explorer—an entire website, a single page, or portions of a page (Windows® only)	•	•	•
• From Microsoft Publisher and Microsoft Access (Windows only)	•	•	•
• From Microsoft Outlook and IBM® LotusNotes, retaining e-mail attachments, links, and bookmarks for sender, date, and subject (Windows only)	•	•	•

Source: http://www.adobe.com/products/acrobat/pdfs/acrobat8_matrix.pdf

Ex.



Source : Press AdEx (2003)

Source: http://www.exchange4media.com/e4m/others/images/an23_4.jpg

Ex.



Source: <http://direque-solution.com/ebayimage/Boosters/brands.gif>

Credibility

Here are key components to support this section of your Library of Success

People Profiles



References



Testimonials and Endorsements



Third-Party Standards and Evaluations



People Profiles

A profile is a summary of available data collected about a person; and can get very detailed, taking into account components such as attitudes, habits, actions, and beliefs. These biographical sketches are often used to establish credibility or familiarize your audience with key individuals.

Ex.

Bryan Jenkins – President, TimeoutTV

Bryan is the driving force behind the effort to bring TimeoutTV into the marketplace. An Emmy Award-winning broadcaster and independent producer of television news and entertainment product, he's successfully produced a nationally syndicated television product, at KABC and KCOP, in Los Angeles. Bryan now puts his broadcast & business talents to work as Morning Anchor for News 12 New Jersey. He negotiates TTV's business alliances and venue agreements, as the head of the company that offers the world the new media of TimeoutTV.

Ex.

Michael Ross, CEO Casita Financial, Inc.

As CEO of Casita Financial, Inc., Michael is focused on providing superior investor relations, education and support for financial advisors, and identifying opportunities for new strategic partnerships. In his first month of leadership, Michael tripled the company's monthly sales and brought on an additional \$1 million in managed capital.

After graduating from Pennsylvania's Grove City College with a B.S. in Marketing Management, Michael joined Balboa Capital Corporation as a commercial finance account executive. Quickly promoted to Director of Marketing, he formed close partnerships with Dun & Bradstreet and American Airlines. From 2004 to 2007, Michael served as president of the Orion Financial Group. During his three year tenure, the company grew from \$3 million to over \$40 million in funds under management. Michael is active in philanthropy around the world, including projects for children in Panama and Armenia. He is also a group leader with Entrepreneurs Organization.










References

References are outside sources that you may use to clarify a point or provide additional support for a theory, argument, or individual. Such tools may include a resume, letter, published journal article, a speech from a noted expert, or another person's opinion. A company may also develop a reference guide to aid study or to illustrate the benefits, features, and uses for a product.

Ex.

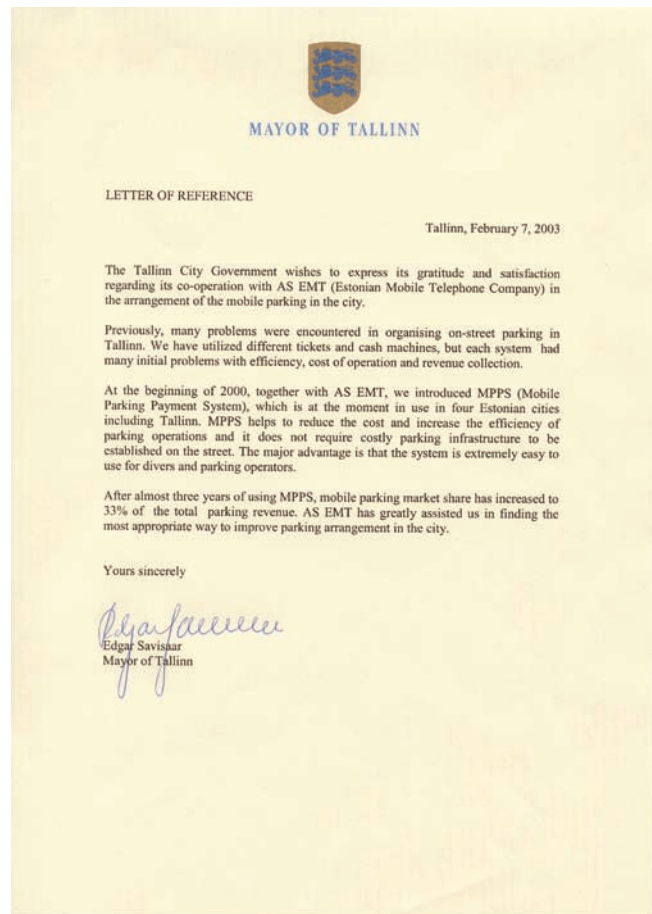
PRODUCT REFERENCE GUIDE

ETHERJACK® DEMARCATION		ETHERNET EXTENSION		AGGREGATION					
<div>  </div>									
PRODUCT FAMILY									
<div>  </div>	<div>  </div>	<div>  </div>	<div>  </div>	<div>  </div>	<div>  </div>				
SERVICE IF	SERVICE IF	SERVICE IF	SERVICE IF	SERVICE IF	SERVICE IF				
<ul style="list-style-type: none"> 1 port 10/100/1000BaseT¹ or 100/1000BaseX SFP¹ 1 port 10/100BaseT² 	<ul style="list-style-type: none"> 2 port 10/100BaseT 	<ul style="list-style-type: none"> 4 port 10/100BaseT^{1,3,5} 1 port 10/100/1000BaseT or 100/1000BaseX SFP¹ 	<ul style="list-style-type: none"> 1 port 10/100/1000BaseT^{7,10} or 100/1000BaseX SFP^{7,10} 4 port 10/100BaseT^{7,10,12} 10/100BaseT⁷ 	<ul style="list-style-type: none"> 1 port 10/100/1000BaseT or 100/1000BaseX SFP 	<ul style="list-style-type: none"> 6 port 1000BaseT/1000BaseX SFP¹¹ 10 port 100BaseX SFP¹² 10 port 100BaseT¹³ 				
NETWORK IF	NETWORK IF	NETWORK IF	NETWORK IF	NETWORK IF	NETWORK IF				
<ul style="list-style-type: none"> 10/100/1000BaseT¹ or 100/1000BaseX SFP¹ 10/100BaseT² 	<ul style="list-style-type: none"> DS3/E3³ DS1/E1⁴ 	<ul style="list-style-type: none"> 1+1 OC-3/STM-1^{5,6} or 1+1 OC-12/STM-4⁵ 	<ul style="list-style-type: none"> 10/100/1000BaseT^{7,8} or 100/1000BaseX SFP^{7,8} 1+1 100/1000 BaseT^{7,10} or 1+1 100/1000 BaseX SFP¹⁰ 10/100BaseT or 100BaseX SFP⁹ 	<ul style="list-style-type: none"> 1+1 100/1000BaseX SFP 	<ul style="list-style-type: none"> 1+1 1000BaseX SFP 1+1 100BaseX SFP^{12,13} 1+1 100/1000BaseT 				
APPLICATION	APPLICATION	APPLICATION	APPLICATION	APPLICATION	APPLICATION				
<ul style="list-style-type: none"> Wholesale and retail Ethernet remote demarcation and monitoring Carrier to carrier (NNI) Carrier to customer (UNI) 	<ul style="list-style-type: none"> Medium/Large business served by leased DS3/E3³, DS1/E1⁴ (off-net) or 1st generation transport equipment 	<ul style="list-style-type: none"> Medium/Large business served by leased OC-3/12 or STM-1/4 (off-net) or 1st generation transport equipment 	<ul style="list-style-type: none"> Fiber fed medium/large business 	<ul style="list-style-type: none"> Fiber fed medium/large business with optional redundancy (1+1) 	<ul style="list-style-type: none"> Ethernet based backhaul networks Access network infrastructure Multi-tenant building served by fiber facilities 				
BENEFITS	BENEFITS	BENEFITS	BENEFITS	BENEFITS	BENEFITS				
<ul style="list-style-type: none"> Adds demarcation capability to existing Ethernet transport systems that have limited Ethernet monitoring, test and service capability Enables remote monitoring of SLAs Extends Ethernet reach by converting 10/100/1000BaseT to GbE for transport over the WAN¹ Can replace expensive Layer 2 switches or routers being used in a demarcation application¹ 	<ul style="list-style-type: none"> Adds Ethernet capability to existing DS3/E3³ or DS1/E1⁴ ADMs or other infrastructure Enables use of ubiquitous leased DS3/E3³ or DS1/E1⁴ lines Can eliminate expensive DS3/E3³ or DS1/E1⁴ ports on switches and routers in many enterprise applications 	<ul style="list-style-type: none"> Adds Ethernet capability to existing ADMs or other infrastructure Enables use of ubiquitous leased OC-3/12/STM-1/4 lines Can eliminate expensive OC-n/STM-n ports on switches and routers in many enterprise applications Supports multi-customer or multi-service applications with 4 or 5 Ethernet service interfaces 	<ul style="list-style-type: none"> Extends Ethernet reach by converting 10/100/1000BaseT to 100PX/GbE Aggregates LAN traffic for transport over the WAN^{7,8} Can replace expensive Layer 2 switches or routers being used in a demarcation application^{7,8} Ideal for WAN to LAN connections between a carrier and a customer 	<ul style="list-style-type: none"> Extends Ethernet reach by converting 10/100/1000BaseT to 100PX/GbE Supports fixed rate or tunable bandwidth services with service level enforcement maintained by the MEF traffic control mechanisms Can replace expensive Layer 2 switches or routers being used in a demarcation application Ideal for protected access lines 	<ul style="list-style-type: none"> Provides an aggregation ratio of up to 1:1000 without the need for MAC learning or switching Extends Ethernet reach in point-to-point, tree, ring and chain topologies Supports fixed rate or tunable bandwidth services with service level enforcement maintained by the MEF traffic management mechanisms 				
FEATURES	FEATURES	FEATURES	FEATURES	FEATURES	FEATURES				
<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) Standalone Ethernet demarcation device for unmonitored Ethernet transport systems SFP connector supports a wide range of optical applications (SX, LX, ZX, BX) Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 	<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) Ethernet over DS3/E3 using GFP, X.86 LAs or BCP/PPP encapsulation¹ Ethernet over DS1/E1 using Bridging Control Protocol (BCP/PPP) or HDLC¹ Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 	<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) Ethernet over OC-3/12 or STM-1/4 using GFP or X.86 LAs Interoperates with a wide variety of transport, DCS, data switching, routing and aggregation products SFP connector supports a wide range of optical applications (SR, IR or LR) Optional network redundancy (1+1) Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 	<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) MAC filtering¹⁰ SFP connector supports a wide range of optical applications (SX, LX, ZX, BX) Supports multi-customer or multi-service applications with multiple Ethernet service interfaces⁹ Optional network redundancy (1+1)¹⁰ Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 	<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) Jumbo frame support (9250Byte) SFP connector supports a wide range of optical applications (SX, LX, ZX, BX) Optional network redundancy (1+1) Dual power supply Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 	<ul style="list-style-type: none"> VLAN- and port-based service definition, monitoring, testing and loopbacks MEF traffic management Supports VLAN stacking (Q in Q) Jumbo frame support (9250Byte) SFP connector supports a wide range of optical applications (SX, LX, ZX, BX) Optional network redundancy (1+1 or 2:0) Network-assigned VLAN tagging and optional VLAN translation Dual power supply Management via SNMP, integration into Micromuse and HP OV CE/UL/NEBS level 3 approved 				
PRODUCTS	PRODUCTS	PRODUCTS	PRODUCTS						
<div> FSP 150CCd-811¹ FSP 150CCd-410¹ </div>	<div> FSP 150CCt-312¹ FSP 150CCt-512¹ </div>	<div> FSP 150CCs-624⁵ FSP 150CCs-925⁵ </div>	<div> FSP 150CCf-815⁷ FSP 150CCf-814⁸ FSP 150CCf-411⁹ FSP 150CCf-625¹⁰ </div>						

ADVA™
Optical Networking

Source: http://www.advaoptical.com/DataSheets/Product_reference_guide.pdf

Ex.

Source: <http://m-parking.emt.ee/addinfo/TallinnReference.jpg>

Testimonials and Endorsements

Testimonials and endorsements are both methods of providing personal recommendation for a product, service, or claim. Both can also be promotional statements, such as critical acclaim for a new technology or a union supporting a presidential candidate. Also, celebrity endorsement of a product or their testimony of its effectiveness can greatly enhance visibility.

Ex.



Source: <http://www.leewestwood.com/ism/sites/westwood/putting-greens.shtml>

Ex.

streamflow

www.streamflowas.com



Streamflow Web is simple, easy to use, and professional. We manage all aspects of our Website and online catalog in-house. The Streamflow staff have been prompt in answering any questions we've had.

In comparison to other similar products on the market. Streamflow Web is far ahead of the rest and has more than exceeded our expectations. The ease of uploading images, related products, order options, and other properties have made our online catalog better than ever. The efficiency of being able to add approximately 100 products per day has significantly reduced our expected cost to add products.

We are very happy with Streamflow Web and look forward to printing a catalog in the near future.

We highly recommend Streamflow to any company selling, manufacturing, or distributing products.

Matt Mitchell
Owner
The Mustang Shop

Source: <http://www.streamflow.ca/testimonials/mustang-shop.pdf>



Third-Party Standards and Evaluations

By referencing an outside agency's specifications, a company is able to impartially characterize the quality of its products or services. Also, when seeking funding or approval, it is often necessary to show proof of professional evaluation. Whether sending employees for certification or hiring a third-party to examine a product line, having an evaluator with no vested interest in the outcome can ensure impartial results. Some government or regulatory agencies adopt and enforce requirements for certain goods, services, and business practices.

Ex.

J.D. Power and Associates 2006 Initial Quality StudySM (IQS)

Top Three Models per Segment *Truck / Multi-Activity Vehicle (MAV) Segments*







Compact MAV	Large Premium MAV
Highest Ranked: Hyundai Tucson Honda CR-V Nissan Xterra	Highest Ranked: Lexus LX 470 Lincoln Mark LT HUMMER H2
Midsized MAV	Large Pickup
Highest Ranked: Toyota Highlander Buick Rainier Toyota 4Runner	Highest Ranked: Chevrolet Silverado LD Chevrolet Silverado HD (tie) GMC Sierra HD (tie)
Large MAV	Midsized Pickup
Highest Ranked: Toyota Sequoia GMC Yukon Chevrolet Tahoe	Highest Ranked: Ford Ranger Honda Ridgeline (tie) Subaru Baja (tie)
Midsized Premium MAV	Van
Highest Ranked: Lexus GX 470 Volvo XC70 Lexus RX 330/RX 400h	Highest Ranked: Chrysler Town & Country GMC Savana Dodge Caravan

Source: <http://images.paultan.org/uploads/2006/07/jdpower2006iqs2.gif>, <http://www.jdpower.com/>



Ex.

BATF Explosive Standards

ATF	Vehicle Description	Maximum Explosive Capacity	Lethal Air Blast Range	Minimum Evacuation Distance	Falling Glass Hazard
	Compact Sedan	500 Pounds 227 Kilos (In Trunk)	100 Feet 30 Meters	1,500 Feet 457 Meters	1,250 Feet 381 Meters
	Full Size Sedan	1,000 Pounds 455 Kilos (In Trunk)	125 Feet 38 Meters	1,750 Feet 534 Meters	1,750 Feet 534 Meters
	Compact Sedan	4,000 Pounds 1,818 Kilos	200 Feet 61 Meters	2,750 Feet 838 Meters	2,750 Feet 838 Meters
	Compact Sedan	10,000 Pounds 4,545 Kilos	300 Feet 91 Meters	3,750 Feet 1,143 Meters	3,750 Feet 1,143 Meters
	Box Van or Water/Fuel Truck	30,000 Pounds 13,636 Kilos	450 Feet 137 Meters	6,500 Feet 1,982 Meters	6,500 Feet 1,982 Meters
	Semi-Trailer	60,000 Pounds 27,273 Kilos	600 Feet 183 Meters	7,000 Feet 2,134 Meters	7,000 Feet 2,134 Meters

Source: <http://www.globalsecurity.org/military/intro/images/vbied-standards-chart.jpg>

Demonstrations

Here are key components to support this section of your Library of Success

Features, Functions and Benefits



Product Demonstrations



Proprietary Processes or Parts



Samples



Features, Functions and Benefits

A company must understand the entirety of its products or services. A new venture will be more successful from all angles if the company comprehends what the product is made of (features), the potential uses for such a product (functions), and what the customer will get from using it (benefits). Having a firm grasp of this information allows the company to maximize marketing efforts and, ultimately, profits.

Ex.

Treo™ 750 smartphone
Treo 750 smartphone > gallery

Product features.



Do it all with one device.

The Palm® Treo™ 750 smartphone goes where you go. It combines a GSM world phone¹, email², mobile wireless broadband speeds⁴, and Windows Mobile® 6 — all with world-renowned Palm ease.

Here are just some of the things that make the Palm Treo 750 so amazing

- Palm Innovations**—enjoy ease of use and other benefits with Palm innovations to the Windows Mobile platform.
- Phone**—stay in touch with a fully-integrated, full-featured world GSM phone.²
- Email**—send and receive email from multiple corporate and personal email accounts, including AOL, Google, and Yahoo!³ — right out of the box.
- Web**—browse the web at blazing speeds⁴ using Internet Explorer Mobile®.
- Messaging**—enjoy SMS/MMS in a dedicated inbox and Palm's unique, chat-style view.⁵
- Multimedia**—snap photos, shoot video, and play MP3 files and streaming audio and video files.⁶
- Built-in Organizer**—stay on top of your busy schedule with calendar, contacts, and tasks, right at your fingertips.
- Office/PDF Documents**—view, edit, and create Word and Excel® Mobile files, rehearse PowerPoint® presentations, even consult PDF files. New! Latest updates from Microsoft to support Office 2007 file formats.
- Bluetooth® Technology**—wirelessly connect to GPS, headsets, car kits.⁷
- Dial-up Networking**—use your Treo™ smartphone as a modem to extend broadband speeds to your laptop.⁸

Email on the go.



Chat style text messaging.



Snap and shoot pics and videos.



Source: <http://www.palm.com/us/products/smartphones/treo750/index.html>

Ex.

[Home](#) > [Our Products](#) > Benefits of Our Products

Benefits of Our Products

Overview

We think of our products benefits in three broad categories of benefits to farmers, processors and consumers.

- **Farmer benefits** increase productivity or reduce cost by increasing yield, improving protection from insects and disease, or increasing their crops' tolerance to heat, drought, and other environmental stress. For many farmers, especially small-scale growers, our products help improve their lives by helping them produce more while conserving more time and inputs.
- **Processor benefits** improve the quality and content of animal feed, food and energy sources.
- **Consumer benefits** are advantages such as increased protein, healthier oils or carbohydrate enhancements.

In addition, our [biotechnology](#) products have provided specific benefits to farmers, the environment and society at a large. Since they were first planted 10 years ago, one result of agricultural biotechnology is the increased adoption of [conservation tillage](#) by farmers. Conservation tillage methods leave crop mulch covering the ground between growing seasons, providing a protective cover that holds soil in place, minimizes runoff and dramatically decreases erosion.

Numerous [independent organizations](#) have documented the benefits of biotechnology.

Source: <http://www.monsanto.com/monsanto/layout/products/benefits/default.asp>



Conversations about plant biotechnology



What's for Lunch?
A Comparison of Organic and
GMO Foods

[View Biotechnology Videos](#)

Product Demonstrations

A product demonstration is a live display of your product's features and functions, while emphasizing the benefits. The demonstration's location will depend on the offering, but options include online or multimedia and live or in-store. Customers are more likely to purchase a product or service they see in action because they have a better sense of the potential benefits and limitations.

Ex.



DEMO EXAMPLE #1
Lean & Mean

- ✧ Includes PowerPoint slides
- ✧ Audio Synch
- ✧ Custom Branded Interface
- ✧ Animation



DEMO EXAMPLE #2
Creative Genius

- ✧ High-Level Message
- ✧ Pretty Animations
- ✧ Professional Voice Over
- ✧ CTA & Tracking



DEMO EXAMPLE #3
The Kitchen Sink

- ✧ Full Motion (presenter video with CG background)
- ✧ Storyboarding & scripting
- ✧ High-impact animation

Source: <http://www.viewstream.com/product-demos-adw.html?gclid=CJn20NrW5JYCFQ0xawodVReYPQ>

Ex.



Source: <http://www.tvhistory.tv/1947-KTLA-Studio-lady.JPG>

Ex.



Key Features

- ☐ Fielded search interface that allows for rapid retrieval of case information by one or more core search criteria
- ☒ Corrects for information missing from decision regarding expert's name, discipline and area of expertise
- ☐ Accurate assignment of expert's discipline and sub-discipline
- ☐ Active focus on the acquisition of unreported decisions involving gatekeeping challenges to expert testimony
- ☐ Repository of gatekeeping documents including opinions, briefs, motions, docket sheets and transcripts, directly linked from case record

Source: http://www.dauberttracker.com/demo/demo_swf.html

Proprietary Processes or Parts

A company has exclusive rights to any product or process that they themselves develop. Due to the research and technology involved, such items are usually protected under trademark, copyright, or patent.

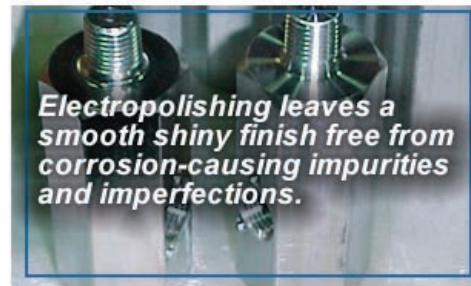
Ex.

Electropolishing A Smooth Shiny Finish

Electropolishing - Overview

The Electropolishing process cleans and polishes metal in a special electrochemical solution. An electrical current passes through a chemical bath, dissolving a small amount of smear metal from the surface, leaving a smooth, shiny finish. The current is greatest on the outside edges and corners of parts, which are left especially smooth. Increasing the process time will remove more amount of metal. Holes can be enlarged, threads can be rounded and sharp edges or burrs can be reduced. Electropolishing can be performed on a variety of metals; including stainless steel, brass, aluminum, titanium, copper and other high grade steels. Electropolishing is an excellent finishing process for fine parts because no vibrating or tumbling is involved.

Do to the part being bathed in oxygen, hydrogen is removed from the surface, thereby acting as a stress relieving anneal. In addition, the electropolished surface, being free of hydrogen greatly reduces the possibility of bacterial growth. Electropolishing is the best choice when contamination cannot be tolerated.



Specifications

- ASTM B-912
- ISO 1573

Wearability

Components subjected to repeated stress, such as springs and delicate stampings, have a tendency to prematurely crack and wear. Removing surface defects by electropolishing may prolong service life. Electropolishing can salvage oversized gears and splines – which often "grow" during heat treating – by restoring them to their original size.

Applications

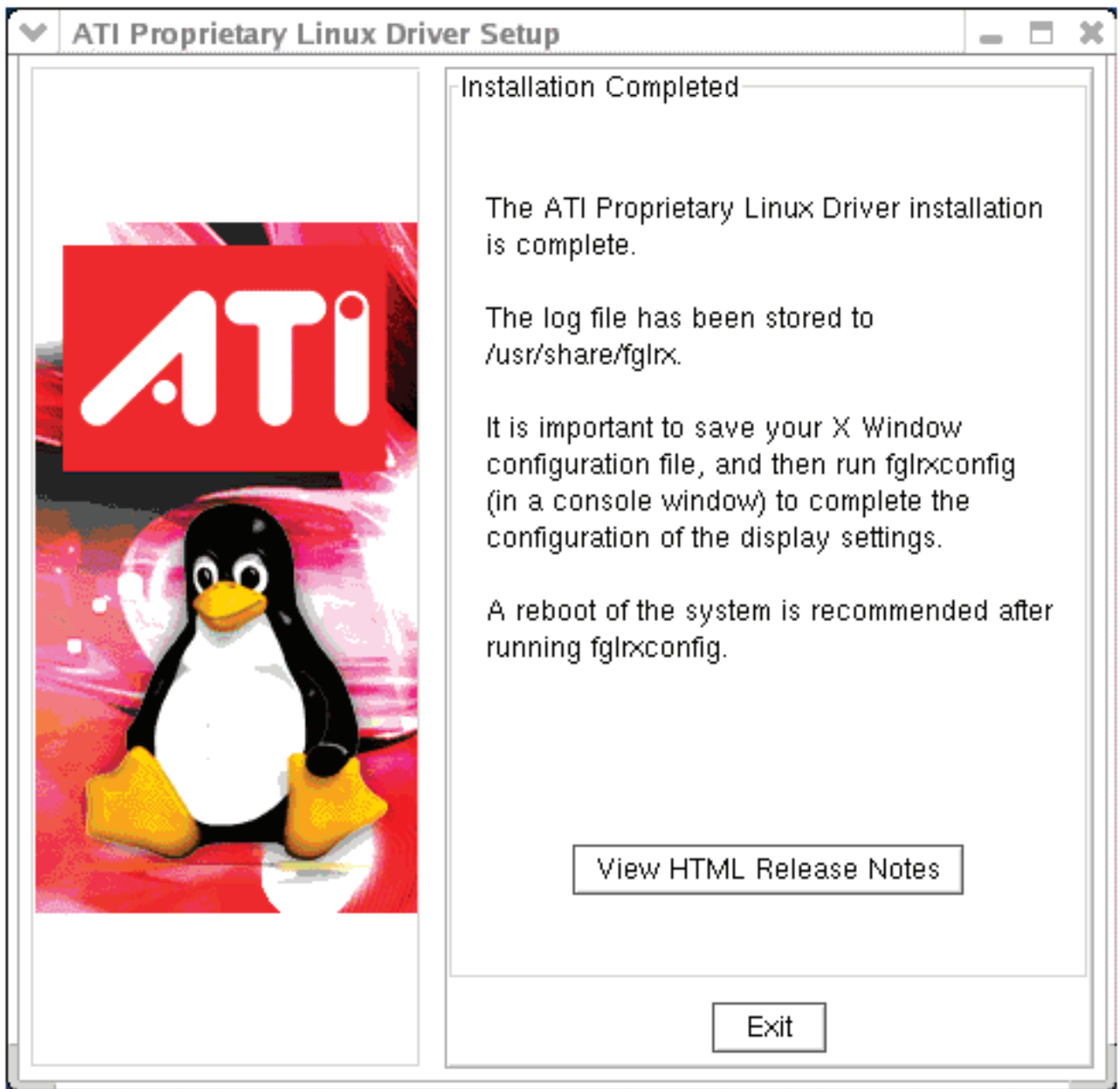
Electropolishing is ideal for medical devices and dental devices. Other applications include: food processing and food handling equipment, semiconductor equipment, springs, delicate stampings, gears and splines. Electropolishing is not right for every part, so it is important to consult one of our [application specialist](#) about new applications you are considering.

Electropolishing Features

- **Finish**
Electropolishing's primary function is to improve parts cosmetically. It cleans, polishes and brightens stainless steel in a way that no other process can and also removes small burrs. The results, easily visible to the naked eye, make extra finishing operations and costs unnecessary. Intricate components requiring microfinishes are greatly improved. As a result, friction, leakage and wear problems can be eliminated.
- **Corrosion Resistance**
Stainless steel, although known for its excellent corrosion resistance, may still corrode when impurities are left on the surface of the metal. Electropolishing dissolves a minute layer of the part's surface metal. Impurities are removed and the surface is left brighter, ultra passive and protected from rust.

Source: http://www.electrohio.com/Processes/ECO_Brite.htm

Ex.



Source: http://www2.ati.com/drivers/linux/linux_8.24.8.html

Samples

A sample is a small, representative quantity of a product or service from which quality and function can be inferred. Usually offered for free or at a vastly discounted rate, samples are a way to acquaint the prospective customer with the product, service or brand with the goal of creating an intention to purchase.

Ex.



Source: <http://www.prweb.com/prfiles/2007/07/24/235782/SimplyOrganicFatFreeDressings.JPG>

Ex.



Source: http://hesaving.files.wordpress.com/2008/07/img_2049.jpg

Downsides

Here are key components to support this section of your Library of Success

Contrary Data or Conclusions



Plan Bs



Risk Analysis



Contrary Data or Conclusions

While certain assumptions must be made in order to conceptualize a product or develop a service, eventually data must be collected. After data analysis, a company may find that those original hypotheses were inaccurate or off-the-mark in some way. The same can be said for the end-result of a product or service: it is entirely possible that people will draw different conclusions from the same set of data.

Ex.

The Dow Theory: William Peter Hamilton's Track Record Re-Considered

Stephen J. Brown
NYU Stern School of Business

William N. Goetzmann
Yale School of Management

Alok Kumar
Yale School of Management

January 23, 1998

Abstract: Alfred Cowles' (1934) test of the Dow Theory apparently provided strong evidence against the ability of Wall Street's most famous chartist to forecast the stock market. In this paper, we review Cowles' evidence and find that it supports the contrary conclusion - that the Dow Theory, as applied by its major practitioner, William Peter Hamilton over the period 1902 to 1929, yielded positive risk-adjusted returns. A re-analysis of the Hamilton editorials suggests that his timing strategies yield high Sharpe ratios and positive alphas. Neural net modeling to replicate Hamilton's market calls provides interesting insight into the nature and content of the Dow Theory. This allows us to examine the properties of the Dow Theory itself out-of-sample.

Source: <http://w4.stern.nyu.edu/finance/docs/WP/1998/pdf/wpa98013.pdf>



Ex.

The New York Times
nytimes.com

April 9, 2002

CONFRONTING CANCER; Different Conclusion From the Same Study

By GINA KOLATA

Dr. Donald Berry, the head of biostatistics at the M. D. Anderson Cancer Center in Houston, has a Ph.D. in his field and long years of expertise in designing and interpreting results of clinical trials.

Dr. David Freedman, a statistics professor at the University of California at Berkeley, has similar credentials.

Yet, when they examine data from one of the most widely cited studies of mammography, they come to different conclusions.

And therein lies the conundrum: how can experts look at the same data and disagree over their meaning?

The research, known as the Health Insurance Plan Study, or HIP, is one of the first and largest mammography studies. Begun in New York in the 1960's, it involved more than 60,000 women randomly assigned to have mammograms or not and followed for 18 years.

The study found that the breast cancer death rate was about 30 percent higher in women who did not have mammograms. Of about 30,000 who were not screened, 196 died of breast cancer compared with 153 of about 30,000 who had mammograms.

Dr. Berry and Dr. Freedman agree that the study had a great strength: it was done when mammograms were not in general use, so women who were randomly assigned to forgo the screening were unlikely to have it on their own. In later years, when mammograms were easily available, researchers struggled with the problem of women assigned not to be screened who had mammograms on their own anyway.

The two also agree that the study had a potential flaw. The researchers began by randomly assigning women to have mammograms or not. But they also decided that they did not want to include women who already had breast cancer. So after the women were assigned, they dropped women who, they later realized from looking at medical records, had had cancer. About 1,100 ended up being dropped -- some 800 from the mammography group and about 300 from the control group.

Critics of the study wonder why so many more women in the screening group turned out to have had a diagnosis of breast cancer before the study began. In theory, they say, the numbers should have been roughly equal. As a result, they wonder if some women who had already had breast cancer were wrongly left in the control group.

Dr. Freedman said there was a reason for the imbalance: Sam Shapiro, the study director, had better data on the women in the screened group than in the control group, since he was following the screened women closely, with mammograms and office visits. So he was more likely to notice if they had already had breast cancer. But does this flaw cast serious doubts on the conclusions? Here, the two experts disagree.

Dr. Berry says the trial's conclusion rests on a difference of 43 deaths from breast cancer after 18 years. And, he says, there were 500 more women excluded from the screened group than from the control group. If just 10 percent of those 500 women died of breast cancer, and if they had remained in the study group where they were originally assigned, that would have been an additional 50 breast cancer deaths. That result, Dr. Berry said, would more than eliminate the positive effect that the study found from screening.

Source: <http://query.nytimes.com/gst/fullpage.html?res=9D06E0DF133DF93AA35757C0A9649C8B63&sec=health&spon=&pagewanted=print>



Plan B refers to secondary or alternative options that go into effect when the first course of action fails or doesn't go as planned. These contingencies should provide peace of mind and limit anxiety, by allowing management to have clear courses of action at the ready in moments of uncertainty and times of crisis.

```

graph TD
    Start[HAZARDOUS MATERIAL / WASTE SPILL] --> Q1{IS IT A CORROSIVE?}
    Q1 -- YES --> Emergency[EMERGENCY  
IMPLEMENT CONTINGENCY  
PLAN]
    Q1 -- NO --> Q2{IS IT A FLAMMABLE?}
    Q2 -- YES --> Emergency
    Q2 -- NO --> Q3{IS IT A REACTIVE?}
    Q3 -- YES --> Emergency
    Q3 -- NO --> Q4{IS IT A TOXIC?}
    Q4 -- YES --> Emergency
    Q4 -- NO --> Q5{IS THE MATERIAL LISTED IN A  
QUANTITY EXCEEDING THOSE IN  
THE MASSACHUSETTS OIL AND  
HAZARDOUS MATERIAL LIST?}
    Q5 -- YES --> Emergency
    Q5 -- NO --> Q6{IS THE SPILL A POSSIBLE THREAT  
TO PUBLIC HEALTH,  
SAFETY OR THE ENVIRONMENT?}
    Q6 -- YES --> Emergency
    Q6 -- NO --> NonEmergency[NON-EMERGENCY  
USE CONTINGENCY PLAN  
AS NECESSARY, BUT  
NO STATE OR LOCAL  
NOTIFICATION IS REQUIRED]
  
```

Ex.

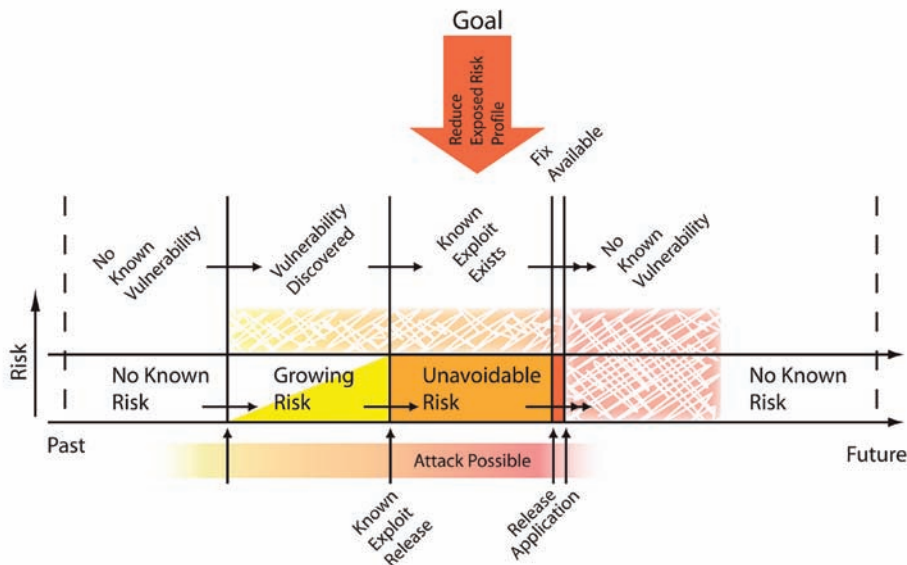
Occurrence	Potential Response or Remedial Action
Anticipated grant support does not materialize	Adjust financial model and action plans to achieve balance between expenses and income
Insufficient volume or quality of content	Make terms for intellectual property owners more favorable and/or cast a wider net in pursuing content
Inadequate results from activities of sales agent	Agreement includes performance standards that allow for termination if not met
Primary technology vendor fails to perform acceptably	Work to implement improvements or terminate relationships and secure alternative arrangements
Bottom-line financial results below budget and requirements	Implement tighter financial and management controls, reduce expenses where possible

Source: http://www.arl.org/sparc/GI/sectionB/figure_11.gif

Risk Analysis

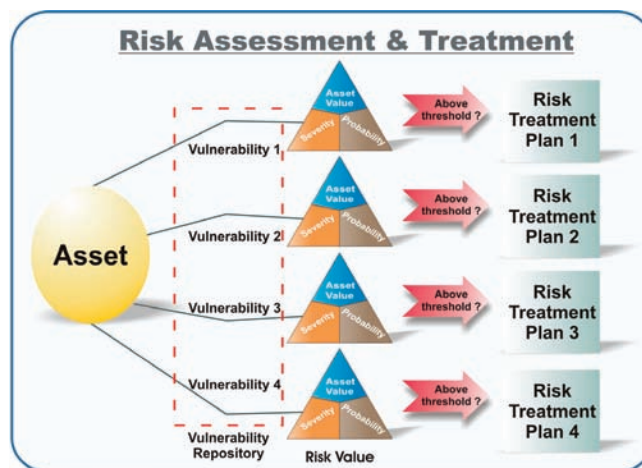
Risk analysis is the process by which a company investigates, identifies, and analyzes the issues that could affect the outcome of a project or objective. It also allows the organization to develop strategies and assess the benefits versus the potential liabilities of a course of action. This evaluation often helps a company to avoid or reduce the impact of potentially negative factors.

Ex.



Source: <http://docs.hp.com/en/5991-7435/img/VulRiskLife3.png>

Ex.



Source: http://www.libsuite.com/images/assettrack_risk_ass_tret_1.jpg

Insights

Here are key components to support this section of your Library of Success

Analogies



Examples



Graphics, Photos, Animation and Artwork



Props



Recommendations



Resources



Video and Audio



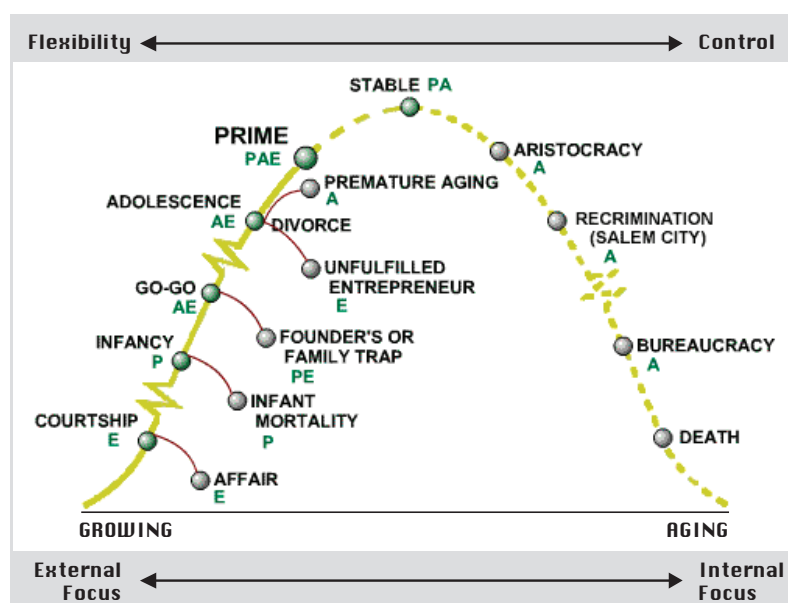
Analogies

An analogy is a comparison between two different things that have similar qualities. Analogies help your audience relate to your content even if they are unfamiliar with the topic. Using analogies can help your audience grasp difficult concepts or improve their understanding of new information. Taking a difficult to understand concept and connecting it to a situation that people can relate to greatly aids in the understanding of the concept as a whole. In the business sphere, analogies help in idea generation, development and creativity, decision-making, problem solving, and communication.

Ex.

Adizes' Corporate Lifecycle Model

Adizes uses the human lifecycle analogy to explain each stage of development and decline in the corporate lifecycle:



Source: <http://www.managementvitality.com/cofmessages/Graphics/Graph1.gif>,

<http://www.adizes.com/>

Ex.

When briefing an executive, many people will make the mistake of building up their business proposal and concluding with the “big idea.” In actuality, it should always be the reverse. Just as a newspaper article leads with an eye-catching headline, it is compulsory to begin briefing an executive with a captivating opening statement. An executive wants to know the idea you’re pitching before you head into elaborate detail. Attempting to build up suspense will only lead to confusion and waste time.

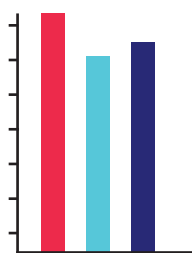
Examples

An example helps to explain and support a concept. It is generally a broad way to represent the particular subject, such that it could be understood by variety of people. This allows for a deeper understanding of a convoluted idea.

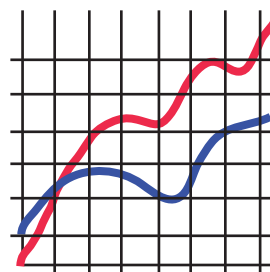
Ex. Different ways to display statistics, facts and figures:



Pie Chart



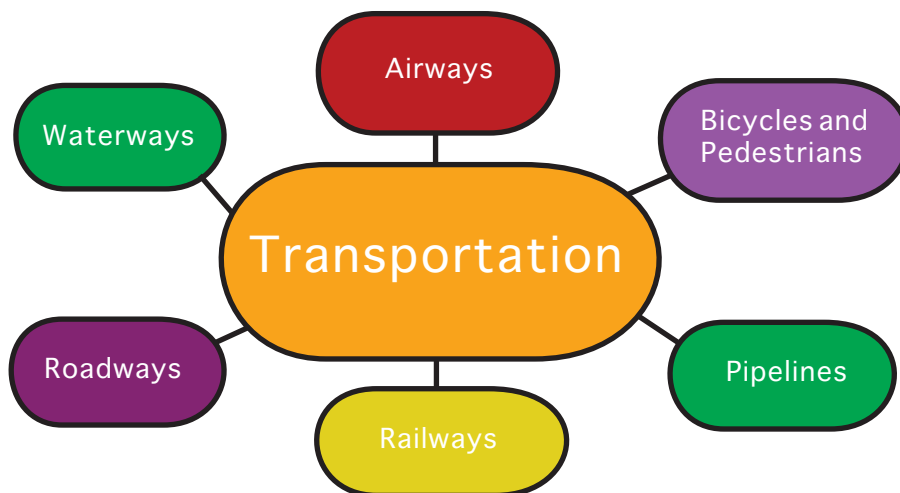
Bar Chart



Graph

Source: <http://img.tfd.com/cde/BUSGRAF.GIF>

Ex. Different modes of transportation:

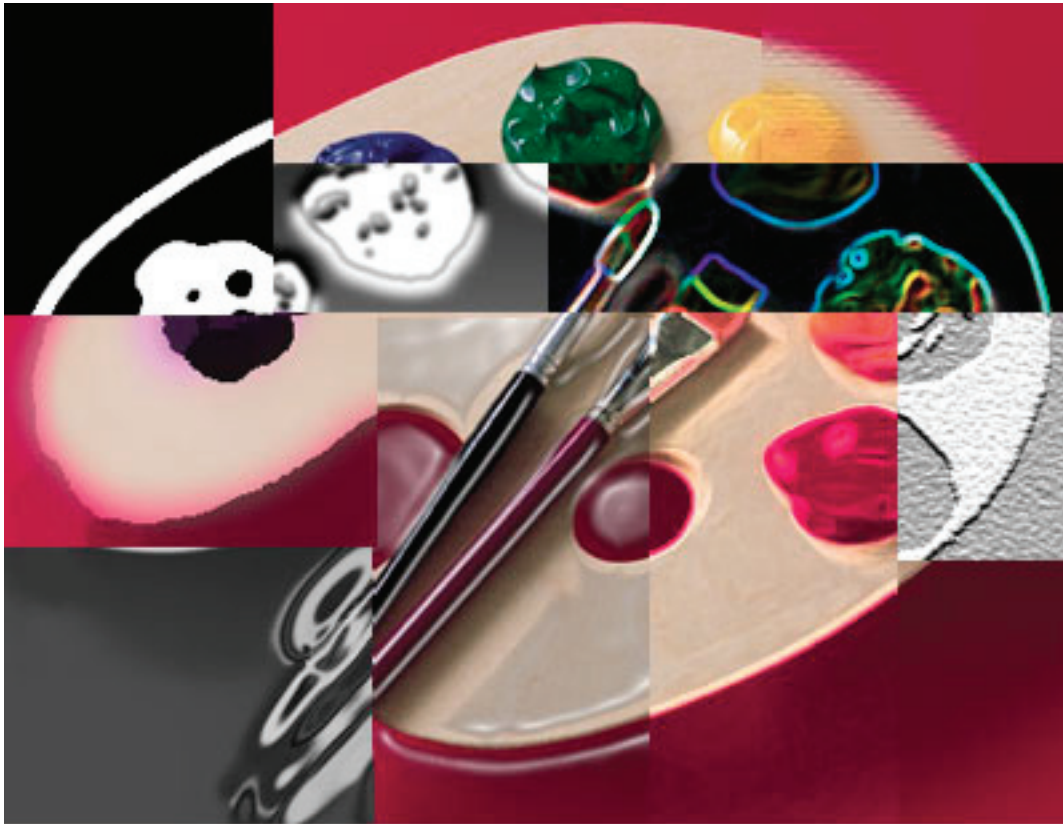


Source: http://tti.tamu.edu/groups/cpd/resources/images/images_db/Transportation_Modes_Diagram.jpg

Graphics, Photos, Animation and Artwork

Graphics, photos, animation, and artwork add a level of design to supplement a project. These four tools help create a picture to aid in the explanation and visualization of an idea. They help captivate the audience, make the presentation engaging, and look more professional. Through these forms of imagery, everything from simple words to complicated concepts are brought to life.

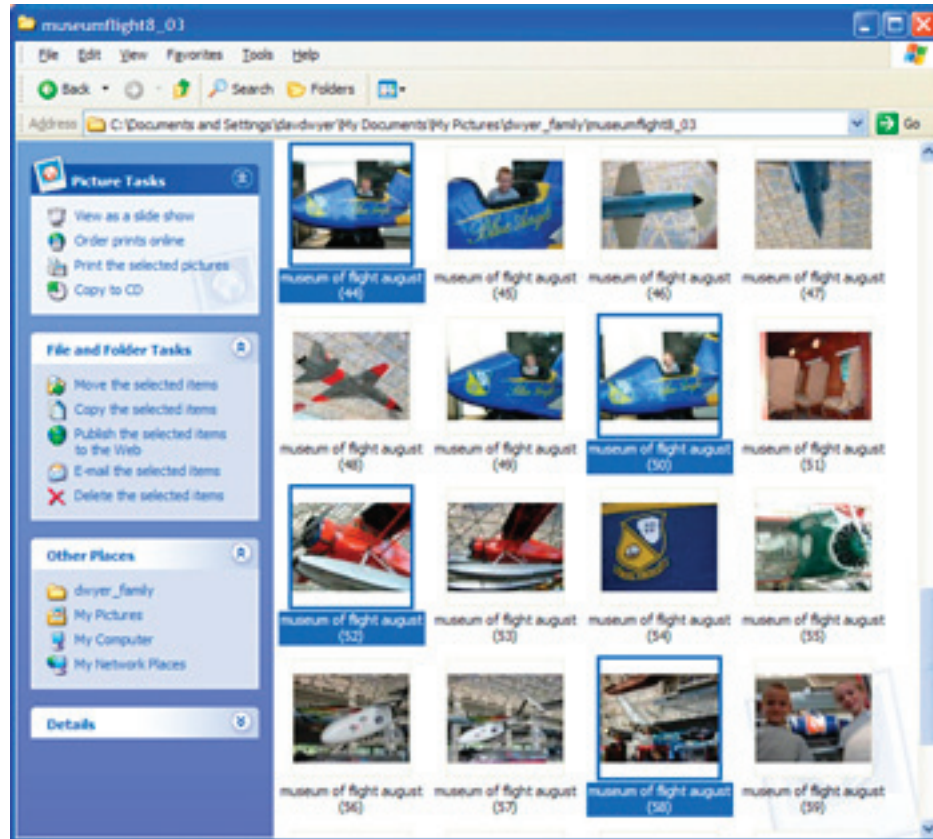
Ex. Graphics are the visual art elements of a project. The graphics below were made on a computer:



Creating Graphics for the Web

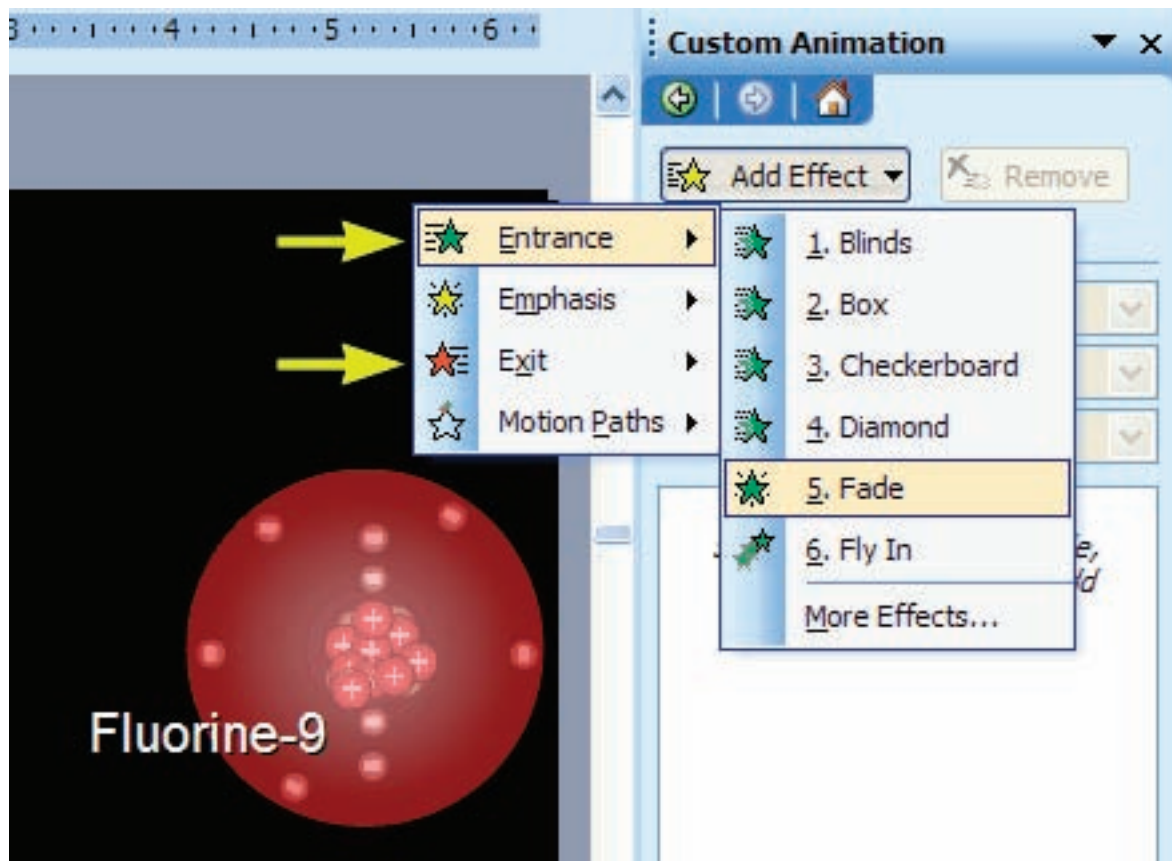
Source: <http://www.utexas.edu/learn/graphics/graphics/graphicsheader.jpg>

Ex. A photograph is a picture of something authentic taken by a camera. This adds a “real life” element to a presentation, giving the audience something that they can relate to:



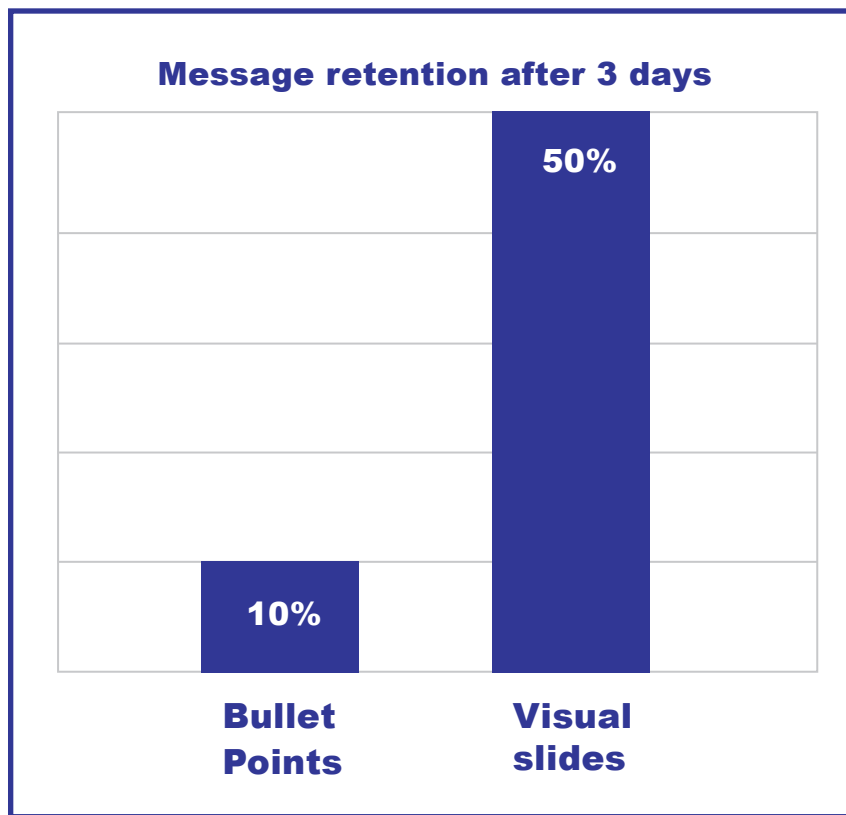
Source: http://www.microsoft.com/library/media/1033/windowsxp/using/digitalphotography/images/share_sharephotos_03.jpg

Ex. Animation is a visually engaging series of movements. It could be used to demonstrate a product with moving parts or just to add a level of life to a presentation. The picture below demonstrates using animation in a PowerPoint presentation:



Source: <http://www.chemistryland.com/ChemEdArticle/EntranceExit.gif>

Ex. Artwork is any type of illustration or visualization. The graph below shows the benefit of using visual aids:



Source: http://www.presentationhelper.co.uk/graphics/message_retention.png

Props

A prop is any tangible object that provides visual aid to a presentation. It can be either an exact replication of the product or any object that represents it or its function. Because it is in physical form, a prop gives the audience a multi-sensory feel for the topic at hand. Everyday objects can be substituted in to simulate how the product works, helping the audience ascertain a higher level of understanding.

Ex. Props used in a presentation:



Source: <http://www.cbu.edu/~mcondren/HSRC/takeout.jpg>

Ex. Physics

In the science of physics, an everyday object, such as a garden hose, is an excellent prop to represent a blocked airway. Because of the physical dangers, a blocked airway could not be realistically demonstrated in front of an audience. When you bend a garden hose, the flow of water stops because the water passageway is being blocked.



Source: http://ec1.images-amazon.com/images/I/51J2AFE1CSL._AA280_.jpg

Recommendations

A recommendation is the opinion of an outside interest, usually an industry expert. Recommendations can be insights into best uses for the product or expert support. While recommendations can be negative, a positive recommendation for a product or service shows people with distinction are willing to put confidence into or suggest use of such a product.

Ex.



Source: <http://www.drsfostersmith.com>

Ex.

Basic OFBiz Production Setup Technical Setup Process

Database Setup

By default OFBiz includes and is configured for an embedded Java database called Derby. This database used to be called Cloudscape but was purchased by IBM, changed to be DB2 specification compliant, and then release as open source. This is a great database for demonstration, testing, development, and even small-scale production environments.

Expert Recommendation: *We generally do not recommend the Derby database for production because it is not as easy to administer and optimize and will generally not perform as well as more substantial or native databases as Derby is a lighter weight Java database.*

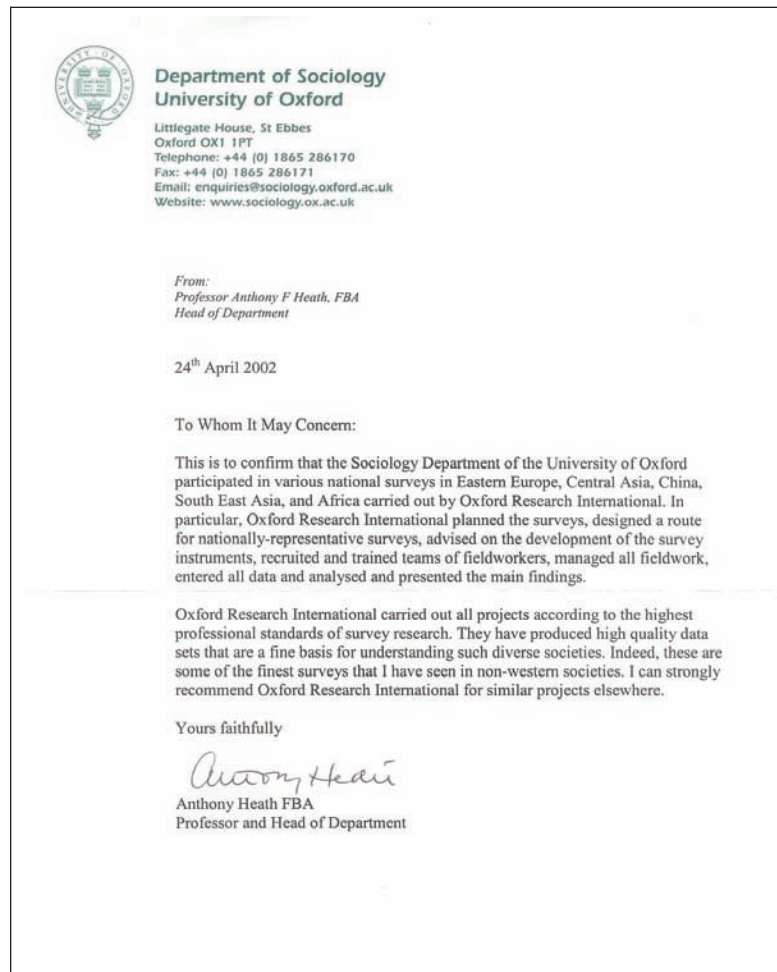
Expert Recommendation: *There are many databases that OFBiz can use, both commercial and open source. We generally recommend using an open source database such as Postgres, MaxDB by MySQL, or some of more recent version of the MySQL database. The database to use is an important decision and may affect many things down the road. If you do not have a preferred database to use, we recommend discussing options with an experienced consultant before making a final decision.*

Source: <http://www.undersunconsulting.com/static/OFBizBasicProductionSetup.pdf>

References and Resources

References from reputable sources will provide information about the features and functions of a product or service. Such information is valuable when a customer is unsure of a product's capability or in trying to determine which service will best suit specific needs. This intelligence can come from a variety of places, including friends and industry experts; and will often provide information not disseminated by the manufacturer.

Ex.



Source: <http://www.oxfordresearch.com/resources/Reference+University+of+Oxford.jpg>

Ex.

CILC
Center for Interactive
Learning and Collaboration

Home > Products & Resources > Product Resource Center

Product Resource Center

Search [SEARCH TIPS](#)

Keyword:

Vendor:

or [View all Products](#)

Find a variety of educational products all in one place!

Check out the Product Resource Center!

- Search for products above.
- Scan the list for products of interest.
- See product details, including photos!
- Forward the information to an interested party.
- Link right to the vendor's product page for more detailed information.

Source: http://www.cilc.org/c/products/product_resource_center.aspx

Video and Audio

Technological advances now allow potential customers to inspect a product or see a service in action using “virtual tours.” These new multimedia avenues are similar to in-store product demonstrations and have a similar effect: people are more likely to purchase something if they can see it being used.

Ex.



Source: <http://www.deltamachinery.com/hybrid/>

Ex.



Source: <http://www.blackberry.com/products/handhelds/demos/blackberry7100.htm>

Inspiration

Here are key components to support this section of your Library of Success

Invention or Discovery Stories



Motivating Misery Triggers



Rewards and Results Stories and Lists



Success Stories, Applications and Case Histories



Invention or Discovery Stories

The story behind an invention or discovery can often be more captivating than the innovation itself. This background information allows for the audience to make a connection to something with which they can relate. As a person or company shares the personal story of how their invention/discovery came to be, the audience can identify with the situation and then truly appreciate where the inventor is coming from. The phrases, “I know exactly what you mean” and “I’ve been in that same position,” exemplify two of the best things that a seller can hear after sharing his or her story. This level of empathy and understanding helps build a connection between the inventor and the audience, make a sale, and ultimately lead to success.

Ex.

The following story, from The Lemelson Center for the Study of Invention & Innovation at the Smithsonian Institute, shares the personal experience of one woman, her real-life dilemma, and the solution she was able to come up with in order to solve the problem. Her story is not atypical and could have happened to any woman. At the time, other women and parents were probably experiencing the same problem, and were thus able to connect with her invention:

Story One:

Papers Illustrate Woman Inventor’s Life and Work
By Heather Satrom

“Late one night in 1946, a very tired mother was faced with a wet, crying baby yet again. Changing her second daughter’s soaked cloth diaper, clothing, and bed sheets, Marion O’Brien Donovan knew there had to be a better way to keep babies dry. Soon after, she tore down the shower curtain hanging in her bathroom, cut out a section, and sat down at her sewing machine, determined to create a diaper cover that would prevent leaks. That first shower-curtain experiment eventually led to the creation of a reusable diaper cover made from nylon parachute cloth--and a collective sigh of relief from women across the United States.”

Source: http://invention.smithsonian.org/resources/online_articles_detail.aspx?id=300



Ex.

This next story, as told by the inventor, describes how one man came to invent the ATM machine:

Story Two:

Who invented the ATM machine? The James Goodfellow Story

By A.W. Miller, ATMmachine.com, from James Goodfellow

In the early 1960s banks in the UK were under pressure from employees' Trade Unions to close on Saturday mornings. Since banks closed on weekdays at 3.00pm, a method had to be found to provide an acceptable level of service for customers who would normally be at work during bank opening hours.

An automatic cash dispenser was seen as the solution, a concept that had been around since the thirties. As a Development engineer with Smiths Industries Ltd, I was given the Project in 1965. Chubb Lock & Safe Co. were to provide the secure physical housing and the mechanical dispenser mechanism. My task was to design the means of allowing a genuine customer, and only a genuine customer, to actuate the dispenser mechanism. I reviewed many techniques, which may have achieved this aim. Areas researched included fingerprints, voice recognition, retinal patterns, card intrinsic value equal to value of money issued, magnetic strip, on line operation, imbedded resistive network on the card etc. These approaches all foundered on technical feasibility / cost / bulk or just price / performance criteria, so it was obvious that a new solution had to be found.

Eventually I designed a system which accepted a machine readable encrypted card, to which I added a numerical keypad into which an obscurely related Personal Identification Number had to be entered manually by the customer. This PIN was known only to the person to whom the card was issued...

Source: http://www.atmmachine.com/goodfellow_atminventor.html



Motivating Misery Triggers

Motivating misery triggers are content components that identify and amplify your audience's pain, fear and unfulfilled desires (misery). Oftentimes, your audience won't understand the magnitude or downstream consequences of what seems like a small inconvenience, minor difficulty or niggling wish. Yet, almost every small misery presents a great opportunity for you to present your products, plans or point-of-view. For example: intermittent failure when employees attempt to connect to their company's wireless Internet is just an annoyance now and again. If you sell IT services, that minor misery can be amplified so your audience (the CTO or CEO) re-frames it as a strong unmet need. You simply need to describe how being locked out of the Internet without notice could effect that company's revenue, profit, productivity, defects, penalties or vital communication. Once they are motivated by the misery you've triggered, your audience will be delighted to learn more about (and purchase) your 24/7 IT monitoring and preventative maintenance services. Oftentimes, you need to know a good bit about a company, industry or population so you have information you can use to deepen your audience's concerns and create an urgent need to address them.

Ex.

MEDICAL DISPATCH

THE NEW YORKER

THAT BUZZING SOUND

The mystery of tinnitus.

by Jerome Groopman


FEBRUARY 9, 2009

TEXT SIZE: A | A | A

PRINT | E-MAIL | FEEDS | SINGLE PAGE

I noticed the sound one evening about a year ago. At first, I thought an alarm had been set off. Then I realized that the noise—a high-pitched drone—was mainly in my right ear. It has been with me ever since. The tone varies, from a soft whoosh like a shower to a piercing screech resembling a dental drill. When I am engaged in work at the hospital or in the laboratory, it seems distant. But in idle moments it gets louder and more annoying, once even jarring me from a dream.

Tinnitus—the false perception of sound in the absence of an acoustic stimulus, a phantom noise—is one of the most common clinical syndromes in the United States, affecting twelve per cent of men and almost fourteen per cent of women who are sixty-five and older. It only rarely afflicts the young, with one significant exception: those serving in the armed forces. Tinnitus affects nearly half the soldiers exposed to blasts in Iraq and Afghanistan.



Tinnitus is one of the most common clinical conditions in the United States.

KEYWORDS

Tinnitus; Ringing; Ears; University of Buffalo; Speech-Language and Hearing Clinic; Christina Stocking; Hearing Loss

Ex.



Economic Outlook 2009: In Search of New Tools and Initiatives

Jan. 28, 2009

Dr. Juan Solana, Chief Economist, Hispanic Business Magazine

Since September 15, the global economy and financial system have been collapsing at an unprecedented speed. Now, in 2009, we're heading into uncharted territory, in which neither the depth nor length of the recession is known and the previous certainty of economic policy tools is in question.

The 1930s crisis wrought policy guidelines (monetary, fiscal and trade policies) that have allowed governments worldwide to avoid large swings in economic activity, to smooth the economic cycles, and to set economies on a path of constant economic growth.

In 2009 and beyond, the world is not facing a cyclical reduction of economic activity – one that can be fought with lowering interest rates and a moderate stimulus package. Rather, we face a shift in the economic structure and secular financial certainties.

U.S. and Western Europe have become the epicenter of the turmoil. The collapsing real estate and financial asset markets in those traditional powerhouses are delivering the knockout punch to their citizens' conspicuous consumption.

The declining job market, which represents 71 percent of U.S. gross domestic product, has accelerated the collapse of consumption.

Decisions by households in the last decade to take on additional debt were made on several false assumptions: an ever-increasing real estate market; ever-increasing stock prices; and ever-present jobs. These forces are beyond the scope of economic policies to manage.

The \$6.2 trillion valuation loss by the S&P 500 companies from October 2007 to December 2008 has had severe implications on both U.S. consumption and labor markets that can hardly be overcome by a mere stimulus package. Diminished retirement savings forced many close-to-retirement workers to remain in the labor force and many retirees to return to the labor force at much lower occupational levels. The barrage of job reductions is expected to help increase unemployment substantially for several years, with real salaries decreasing.

The recent case in which investors were defrauded by Bernard Madoff's company of more than \$50 billion was another blow to the most critical "currency" of the financial system: confidence. Lack of confidence between banks and financial institutions has already caused several security markets to disappear on lack of liquidity and lack of understanding of the underlying assets.

Related Stories

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- 6 [Microsoft to Open Own Retail Stores](#)

Advertisement

Rewards and Results Stories and Lists

Presenting the rewards, results stories, and lists of a successful endeavor have proven to be great motivational factors in business. Sometimes it takes a small incentive to really get a team inspired.

Ex.

A reward can encourage people to do their best work because of the benefit that comes at the completion of the task. The possibility of a reward often motivates people to work harder, faster, and at a higher quality. A reward can range from a simple certificate to a pay raise.



Source: <http://www.teachnet.com/graphics/how-to/endofyear/certificates/promotion.gif>

Ex.

Sometimes, learning about the result of a task is inspiration enough to persevere and finish an assignment. Whether the result is making a global change or a personal sense of accomplishment, a positive outcome is always something to strive for and look forward to.

Story One:**Benefits of Taking Care of Your Credit**

By: Nidi Batra

Good credit practices will increase the confidence of those in a position to loan you money, like lenders and creditors. When they see that you have paid back your loan and are in good financial standing, lenders are more likely to extend credit again.

- You can borrow for major expenses, such as a car, home or education, and you can borrow money at a lower cost.
- You can apply for larger loans and banks will not ask you to produce as many documents before they give you a loan.
- You can be approved for credit cards that have lower interest rates.
- Employers in today's market often investigate your dependability along with your track record of responsibility based on your credit record. Hence, having good credit also may play a small role in enhancing your chances of getting the job you want.

Ex.

A list is an organized way to provide a compilation of all of a product's positive features or benefits. For example, on its main website, DirecTV has a list of the advantages of their services compared to cable:

Story One:**DirecTV**

- Delivers a digital signal 99.96% of the time, rain or shine
- Offers local channels to nearly 94% of US households
- Offers 900 hours of HD programming each week
- Is available in 100% of US homes. Cable is available in only 98%
- Provides 100% digital quality. All channels. All the time.
- Has exclusive on-demand partnerships, and only our customers can view FX series before they air

Source: <http://www.directv.com/DTVAPP/global/contentPage.jsp?assetId=1200032>



Success Stories, Applications and Case Histories

Displaying past success stories, applications, and case histories is one of the best ways to market your idea to an audience. These methods serve as unquestionable proof that your product works well, as positive feedback provides ample validation. These models generally come from customers or companies who can speak positively about their experiences using the product.

Ex.

A success story is an account of how a person or company triumphed over a difficult problem with results of beneficial solutions. It can provide some of the most convincing testimony for a prospective customer. Below is an example of a real success story:

Situation Analysis:

Everydata*, a software company, manufactures a product which is a crucial part of hundreds of unrelated applications packages running on various types of equipment all over the world. The company's licensed distributors all specialize in their own highly vertical niche markets. There is no common medium of communication which connects the company and the tens of thousands of people scattered over the globe who make up the company's users, employees, marketing partners, manufacturers and distributors. In fact, the company and its far-flung markets are known to have been in disarray for years.

Strategic Implementation:

The proposed solution is to convert the existing company newsletter to the new Everydata, a slick, full-color company-subsidized magazine. Everydata delivers controlled circulation to every identified important player in the marketplace, functions as a sound advertising vehicle for those servicing the marketplace, and provides strong editorial support in terms of industry-wide information, application stories suitable for reprint, new product announcements and more.

Results:

Within less than two years, Everydata grows to a 128-page bimonthly publication with global circulation of 30,000 and advertising revenues of \$100,000 per issue. It is the dominant publication in its industry, highly respected editorially and, rather than requiring subsidy, becomes an additional corporate profit center. Most importantly, the company is now in control of a vital communications medium which is received with enthusiasm and credibility by its entire market. The company and its diverse markets are perceived as a cohesive whole.

*Name has been changed



Ex.

An application is similar to a written review of a product. This analysis explores the product's multifaceted uses, intricacies, and advantages. An application shows the different ways that the product can work with you and your business. Below shows an example of an application:

AMSOIL Synthetic Gear Lube Recommendations [®]						
Application Recommendation	Over-the Road Truck Differentials	Heavy Equipment Differentials	Medium-Duty Truck, Bus, Delivery/Utility Vehicle Differentials	Light-Duty Truck, SUV, Turbo-Diesel Differentials	Personal Passenger Car Differentials	Special-Use, Racing, 4x4 Off-Road Differentials
FIRST	FGR, FGO	SVG, SVT, SVO	SVG, SVT, SVO	SVG, SVT, SVO	SVG, SVT	SVG, SVT, SVO, SRN, SRT
SECOND	SVG, SVT, SVO	FGR, FGO	FGR, FGO	FGR, FGO	FGR	FGR, FGO
THIRD (SAE 80W-90)	AGL	AGL	AGL	SVG, SVT, SVO	AGL	AGL

AMSOIL has optimized gear lube performance for specific operating conditions. However, AMSOIL gear lubes are multi-functional and may be used in many different applications. This chart conveys the best AMSOIL recommendation based on product design and operating environment.

Source: http://www.amsoil.com/graphs/gearlube_chart.aspx

Ex.

A case history shows a user's experience with the product at hand. It explains how and why the customer chose to use the product, the result of using the product in this situation, and the ultimate impact the product left upon the customer's life. The point of this is to show potential customers the reasons for using this product with hopes that they will be able to relate to the customer in the future. An example of a case history is:

Case One:

BEVERLY HILLS TALENT MANAGEMENT, INC.

Business Planning for a Spin-Off (Entertainment)

Already the largest agency in the world with more than 4,000 models, BHTM was relatively unknown because it was "captive" to a large chain of entertainment nightclubs. The goal was to spin off the agency as an independent vehicle and capitalize on its vast resources. Stoller & Associates, with its experience in the entertainment, agency and nightclub industry, in particular, formulated the strategy for implementing the spin-off, developed marketing plans, recommended a management team, and prepared budgets and projections.

Source: <http://www.stollerassociates.com/sample.htm>



Interactivity

Here are key components to support this section of your Library of Success

Assessments



Audience Experiences



Communication Facilitation



Hands-On Practice



Premiums



Questions and Answers



Questionnaires



Role-Play



Assessments

An assessment is a type of evaluation that allows one to place value upon their skills, company, service or a product at hand. This type of test surveys an individual or organization so they can grasp a better understanding of their choices and take corrective action, if necessary. A regular assessment will keep a company on the correct path towards bettering itself, both internally and externally. In business, assessments are ways to measure performance, diagnose weaknesses, and identify strengths.

Ex.

Self-Management Assessment

By Zebulon Wallace

Please select the ONE answer that is most correct

1. I would be likely to play on a recreational sports team
 - a. Strongly disagree
 - b. Disagree
 - c. Neither agree nor disagree
 - d. Agree
 - e. Strongly agree

Circle all that apply

2. When there isn't enough time to get a project done, you:
 - a. Make a detailed list of why the project wasn't completed on time
 - b. Inform all interested parties that the work will not be finished on time
 - c. Put everything else on hold until the project is complete, even though it will be late
 - d. Do as much as you can and turn in what you have completed
 - e. Renegotiate the deadline

Please select the ONE answer that is most correct

3. Work is most exciting when I
 - a. Complete a project
 - b. Begin a project
 - c. Work on several projects at once
 - d. Get to focus on one project
 - e. Get to work on a very large project

Answer either "Yes" or "No" to the following questions

4. You like giving advice more than receiving it
 - a. Yes
 - b. No
5. The best way to address a problem is to do it yourself
 - a. Yes
 - b. No



Ex.

1.	Estimates are based on wild guesses or dictated from above.	Estimates of project planning parameters (i.e, scope, task attributes, lifestyle, cost, effort, etc.) are established and maintained.
	1 2 3 4 5 6 7 8 9 10	
2.	Plans are rarely written down nor do they reflect current project activities.	A project plan is established and maintained as the basis for managing the project.
	1 2 3 4 5 6 7 8 9 10	
3.	We rarely seek commitments from those affected by the project plan.	Commitments to the project plan are established and maintained.
	1 2 3 4 5 6 7 8 9 10	
4.	We track progress based on personality and an arbitrary baseline.	Actual performance and progress of the project are monitored against the project plan.
	1 2 3 4 5 6 7 8 9 10	
5.	It is difficult to know when the project has deviated from the plan based on the data we review.	Corrective actions are managed to closure when the project's performance or results deviate significantly from the plan.
	1 2 3 4 5 6 7 8 9 10	

Source: <http://www.sei.cmu.edu/publications/documents/05.reports/05tn004/graphics/figure3.gif>

Audience Experiences

You want an audience to leave a presentation with a lasting impression of your company and product. The best way to do this is to immerse them in a situation or experience with the objective of increasing their awareness, ultimately enhancing their relationship to the product. Engaging the audience allows them to build personal knowledge of your product and fully grasp the concept you're trying to get across. Whether through a game, experiment, exhibit, or setting, participation is a decisive factor in impacting the audience.

Ex.

The Coca-Cola Red Lounge is an interactive environment, designed as an advertising scheme for teenagers, that leaves a lasting impression of Coca-Cola products:



Source: http://www.thecoca-colacompany.com/presscenter/img/imagenews/downloads/lg_ko_red_lounge.jpg

Ex. An interactive museum exhibit:



Source: http://www.exhibitbuilder.net/images/sparksMUSIC%20ROOM_c1.jpg

Communication Facilitation

Clear, thorough, and precise communication is the key to a successful interaction. If involved in a difficult meeting, or with a group of people that tend to get off topic easily, communication facilitation techniques help keep the dialogue focused and the people stay on point. It is the facilitator's responsibility to make certain that the audience both understands and finds interest in the topic, even if it had been foreign to them before the meeting. The audience should feel comfortable being honest and be able to ask questions. As an audience digests a plethora of new information, a facilitator has to ensure that they will leave the presentation with a definite understanding of, and if appropriate, agreement with what is being presented. Because of this necessity, the right manner of facilitation becomes increasingly instrumental for a company's success.

Ex.

Meeting Agenda Worksheet

Team name: _____

Meeting purpose: To identify all key stakeholders for this project and create action plan to buy-in

Meeting Outcome: A written action plan with names and accountabilities by stakeholder

Date, time, location: _____

Agenda Item (topic)	Desired Outcome/Product	Approach	Time (How long)	Who
Meeting purpose	Agreement	Presentation and Q & A	5 min	
Review agenda	Agreement	Presentation and Q & A	3 min	
Status update, project scope (why, what, when, where, how issue)	Group understands and has knowledge of project	Presentation and Q & A	10 min	
Identify Key stakeholders - Define term - Identify categories - Identify names	List of categories List of people - prioritised	Storyboard - Cards filled out - round-robin style - Priorities - Check agreements	30 min	
Commitment charting - Top 10 people and others later	Identify where each person is and where they need to be	General discussion	15 min	
Action plan – next steps	Someone is assigned to each stakeholder, next steps to take	Leader asks for volunteers for each stakeholders, group votes for consensus	20 min	
		Total:	83 min	

Source: Adapted from Henry and Hartzler (1998)

Source: <http://www.emeraldinsight.com/fig/0880140405010.png>



Ex.

A meeting map, with specific time allocations, ensures that the dialogue will stay focused:

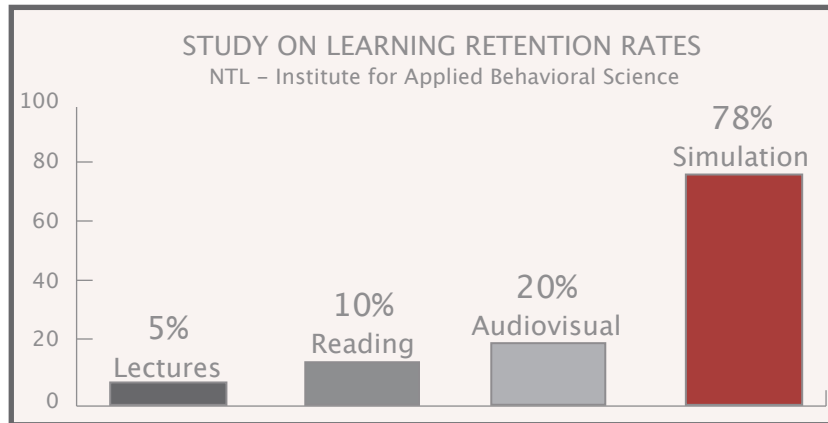
Company, Attendee Name			
Monday, 14 th October			
Time		Mins	Description
09:00	09:40	00:40	Opening Keynote - Montagu Suite "CRM as the enabler for Corporate Vision" Mike Hughes, Partner Peopletech.com and Adam Prentis, Managing Director, Evaxyx
09:45	10:15	00:30	Opportunity to network with other delegates
10:15	10:45	00:30	Meeting with Alterian, Stand No. 7
10:45	12:05	01:20	Masterclass - Montagu Suite "Extended Masterclass on CRM Strategy: Exploring Best Practice for Financial Services" Professor Adrian Payne, Cranfield School of Management
12:10	12:40	00:30	Meeting with Accenture plc, Stand No. 15
12:40	13:10	00:30	Opportunity to network with other delegates
13:10	14:25	01:15	Lunch
14:30	15:00	00:30	Meeting with EHS Brann Discovery, Stand No. 14
15:00	15:30	00:30	Meeting with Talisma (Europe) Ltd / m.a.partners, Stand No. 3
15:30	16:10	00:40	Workshop Ballroom 2B: "Customer Asset Economics" Sunil Sharma, Global KM Leader, EDS Montagu: "Making CRM a Successful Business Strategy" David Lewis, Director of Customer Segmentation, Lloyds TSB Ballroom 2A: "Using CRM to drive down costs and increase efficiency and profit in financial services" Christine Mar, Managing Consultant and Tony Clark, Partner, m.a.partners
16:15	16:45	00:30	Meeting with Kainos, Stand No. 12
16:45	17:15	00:30	Opportunity to network with other delegates
17:15	18:00	00:45	Workshop Montagu: "Building relationships and driving ROI at Scotiabank" Jonathan Huth, Vice-President of Relationship Database Marketing, Scitiabank Ballroom 2A: "Maximizing high value customer profitability through effective pricing" Andrew Milton, Head of Investor Marketing, Charles Schwab Ballroom 2B: "Customer profitability analysis and its use in CRM" Rana Khalife, Senior Manager for Client Value Analytics, Royal Bank of Canada
18:00	19:15	01:15	Cocktail Party - Sponsored by Evaxyx
19:15			Coach leaves for EDS / Avaya Dinner at Mosimann's (invite-only)

Source: <http://www.business-meetings.co.uk/images/CCSF/agenda-1.jpg>

Hands-On Practice

Hands-on practice enables an audience to get an interactive and multi-sensory feel for the product at hand. This participation allows the audience members to test the product and learn how it works. The audience is more likely to remember the product than if they had just seen a graphic or heard a description. First-hand experience increases the likelihood of purchase, approval, or understanding.

Ex. The graph below provides substantial evidence that people learn best through hands-on stimulation:



Source: <http://www.fissure.com/images/retention-rates-graph.jpg>

Ex. People learning through hands-on practice:

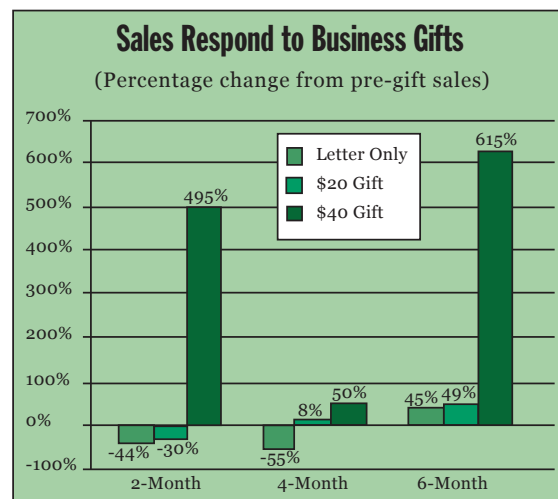


Source: <http://www.uwstout.edu/mba/photos/cl.jpg>

Premium

A premium is a type of promotional gift that motivates an audience to take action. These items often have the company's name or logo imprinted on it to be used as a means of advertising. Premiums can be given away either before or at the time of purchase. Distributing premiums can help a business establish and maintain a relationship with their audience. Possession of a tangible and usable premium acts as a constant reminder of the company's trade. Or, if the premium comes in the form of a coupon, it will be an incentive to make use of the company's services. In both cases, a premium benefits all parties and is a useful tool to improve business.

Ex. The following graph shows the sales response a company received after distributing premiums compared to only sending a letter:



Source: <http://www.promotional-business-gifts-awards.com/giftswork.gif>

Ex. Some Sample Premiums:



Source: <http://www.peryours.com/images/main%20page/product.jpg>

Questions and Answers

Allowing time for questions and answers is integral in a meeting. The audience will most likely have a multitude of questions for you, and you should be both willing and able to provide answers to their questions. The more expert speaker can take questions during the interaction and use the answers as a platform for the delivery of further content. However, many people find it is easier to take questions at the end of a presentation. Whether it is through a Q&A session or having already prepared a “Frequently Asked Questions” sheet, you should always be ready to answer questions about your product. Before choosing any course of action, a decision-maker must seek out, examine, and compare the available alternatives. Thought should be given to the overall impact on economic, social, political, and environment factors. While the option for no or little change is always available, investigating and evaluating alternative courses of action will optimize the potential of the final result.

Ex. The list below shows the FAQs from the U.S. Copyright Office about “Who Can Register?” When you click each question on the website, the answer opens in a new window.

- What is copyright?
- What does copyright protect?
- How is a copyright different from a patent or a trademark?
- When is my work protected?
- Do I have to register with your office to be protected?
- Why should I register my work if copyright protection is automatic?
- I’ve heard about a “poor man’s copyright.” What is it?
- Is my copyright good in other countries?

Source: <http://www.copyright.gov/help/faq/>

Ex.



Source: http://news.xinhuanet.com/english/2006-11/05/xin_00211030521234681426120.jpg

Ex.



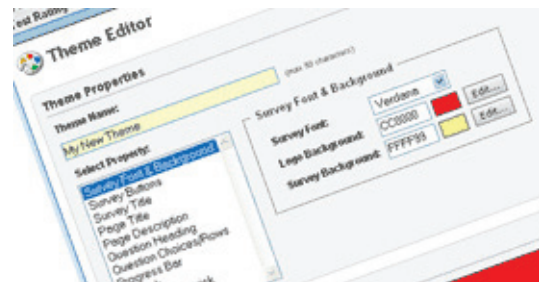
Source: http://www.whitehousehistory.org/04/subs_pph/images/uploads/38/5387.jpg

Questionnaires

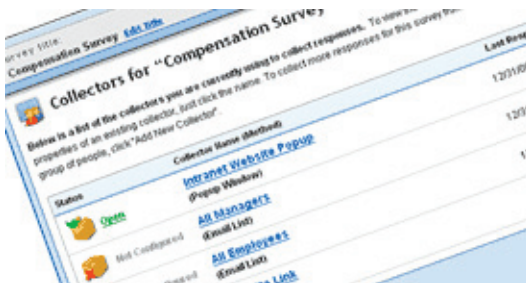
A questionnaire is a survey that is distributed for research purposes. It typically consists of a printed list of questions with standardized choices for answers. This helps a company obtain specific statistics to make better-informed decisions and to target their market more accurately. A questionnaire can be about anything from new products to employee satisfaction. This direct feedback enables a company to learn preferences of particular demographics to make their services more desirable and useful. Regardless of the company or product, it is common for questionnaires to ask the basic information of name, gender, age, and location.

Ex. Websites, such as Survey Monkey, allow users to make their own computerized questionnaires to accumulate results:

1. Design Your Survey



2. Collect Responses



3. Analyze Your Results



ResponseID	Response	Other (type below)
1	Executive	
2	Sales	
3	Marketing	
4	Executive	
5	Sales	
6	Marketing	
7	Executive	
8	Sales	
9	Marketing	
10	Executive	
11	Sales	
12	Marketing	
13	Executive	
14	Sales	
15	Marketing	
16	Executive	
17	Sales	
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92	Sales	
93	Marketing	
94	Executive	
95	Sales	
96	Marketing	
97	Executive	
98	Sales	
99	Marketing	
100	Executive	

Source: <http://www.surveymonkey.com/>

Ex.

During your time in secondary school, how often have you done the following?
(put a cross in one box on each line)

	never	Once	2 or 3 times	more than 3 times	not sure
Gone on work experience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussed what would be involved in running a business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taken part in an enterprise project/challenge day?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussed how your school subjects linked with industry and business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited a college or university?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited an employer or business (not as part of work experience)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had talks or visits from an employer or someone from industry or business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had a mock or practice job interview?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepared a course or job application form or CV?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked for career information in a careers library or on a website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Got career information at a careers fair or convention?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had talks or visits from college or university staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discussed your career ideas with a careers advisor/someone from <i>Careers Scotland</i> ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Source: <http://www.scottishexecutive.gov.uk/Resource/lmg/154159/0045823.gif>



Ex. The following sample shows the aggregated data from a questionnaire of 12 individuals:

	A	B	C	D	E	F
	Person	Male or female	Number children	Do your children watch too much TV?	How concerned are you about your child's use of the internet (0 not worried, 5 extremely worried)	How many hours does your child spend on exercise each week?
1						
2	1	m	1	yes	2	0
3	2	m	2	no	3	3
4	3	f	1	yes	4	1
5	4	f	1	yes	3	1
6	5	f	1	no	4	7
7	6	f	2	no	5	1
8	7	m	3	no	5	2
9	8	m	2	no	1	2
10	9	m	2	yes	1	3
11	10	f	3	yes	2	4
12	11	m	1	no	3	1
13	12	m	1	yes	2	0

Source: http://www.bbc.co.uk/schools/gcsebitesize/dida/images/questionnaire_spreadsheet.gif



Role-Play

Role-play is a type of simulation where a person takes on the attitude, demeanor, beliefs, feelings, and actions of another person. As part of the role-play, the person incognito is generally put in a situation and then acts out how the character they're portraying would respond. Embodying a dissimilar person's behavior helps breakdown stereotypes and teaches levels of understanding and acceptance.

In the workplace, role-playing can be applied to improve relations within the office or to practice future interactions with clients and customers. For example, office employees could take part in a role-play to get ready for an upcoming meeting. This may help the workers prime for the diverse personalities of clients they may encounter, practice how to act in different scenarios, and prepare for the many different outcomes the meeting may bring.

Ex. The example below depicts a typical role-play to learn about different people and personalities:

Characters

1. Project Coordinator from Company XYZ
2. Client A from Company ABC
3. Client B from Company ABC

Personality Traits

1. Grumpy and Easily Irritated
2. Shy and Introverted
3. Friendly, Happy-go-lucky

Situations

1. Clients arrive late to meeting and blame it on poor directions from Company XYZ
2. Client A likes Company XYZ's product but Client B does not
3. The product breaks during the middle of the meeting

Role-Play Simulation Instructions

1. Place the three character roles, personality traits, and situations into three separate hats
2. Each person involved in the role-play draws a character and a personality trait
3. Each person gets five minutes to develop their character in accordance to the accompanying personality trait in private
4. The moderator draws one of the three situations
5. The three characters act out the situation for ten minutes
6. The simulation is repeated two more times with each person picking a different character and personality trait

Discussion

1. What did each person learn as they acted in the different simulations?
2. How did each person feel?
3. Was it difficult taking on a different role?



Ex.**INSTRUCTOR'S OVERVIEW**

The purpose of this module is to provide background information and a brief experiential exercise demonstrating how gender stereotypes can affect leadership perceptions and work-related decisions. The material is theoretically grounded in Robert Lord's work on leadership categorization (e.g., Lord & Maher, 1991) and in the applied social psychology literature with regard to gender stereotyping. Practically, the module is based on the Price Waterhouse v. Hopkins (U.S., 1989) case that was heard before the U.S. Supreme Court (Fiske et al., 1991).

GENDER STEREOTYPES ROLE-PLAY EXERCISE

Use this exercise at the beginning of class to set the stage for the subsequent presentation and discussion.

It might be good to set this up at the end of the class preceding this lecture.

- Choose a male and a female volunteer from the class (although selecting the more assertive members of your class might also help with the exercise).
- Have them mutually decide on an influence topic (e.g., a loan of \$10, going to a certain movie, etc.).
- Arbitrarily determine one of the pair as the “influencer” and the other as the “influencee”.
- The influencer has 2 minutes to persuade the influencee, whose role is to resist (even if that comes down to just saying no).
- Have the class break up into small groups for a 3-5 minute discussion of their perceptions of the influencer (i.e., leader); how would you describe him/her?
- Have the class as a whole share as many descriptive terms as possible.
- Reverse roles with a new influence topic and repeat the discussion.
- Summarize with 3-5 minutes of focused discussion around the differences in how these people were described.

Focus discussion around 3 core questions:

1. Were differences due to real differences in behavior, or were they influenced by gender stereotypes? How can you tell?
2. What is the role of gender stereotypes in leader perceptions? That is, do you think stereotypes affect who we tend to see as the person in control (i.e., the leader)? Why or why not?
3. Why are leadership perceptions important at all? Why do we need to “see” someone as a leader? Can perceptions influence our behaviors as followers?

Source: <http://www.siop.org/Instruct/gender/GenderIntro.aspx>



Logic

Here are key components to support this section of your Library of Success

Blueprints or Technical Drawings



Data with Analysis



Facts and Figures



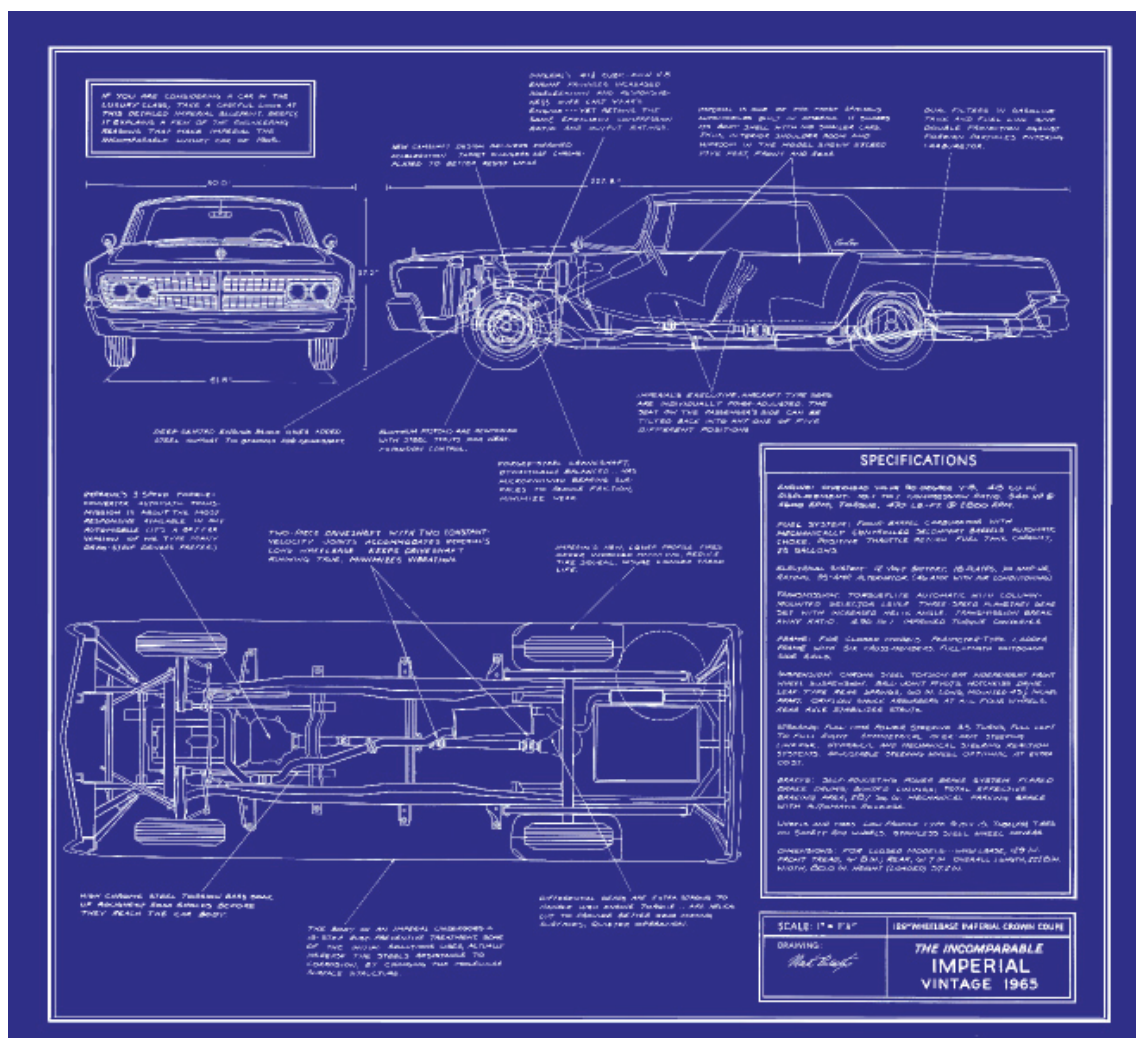
Technical Data



Blueprints or Technical Drawings

Blueprints and technical drawings are detailed plans that serve as the outline of a product or system, and its functions. Their main difference is that blueprints show you how to build the design, while technical drawings show you how the design works. Blueprints are made on a blue cyanotype material that is designed to provide ample room for revisions and the creation of multiple drafts. Technical drawings are charted on graph paper or computer aided design programs. While only a rough copy, these sketches work to provide as accurate a representation of the design as possible.

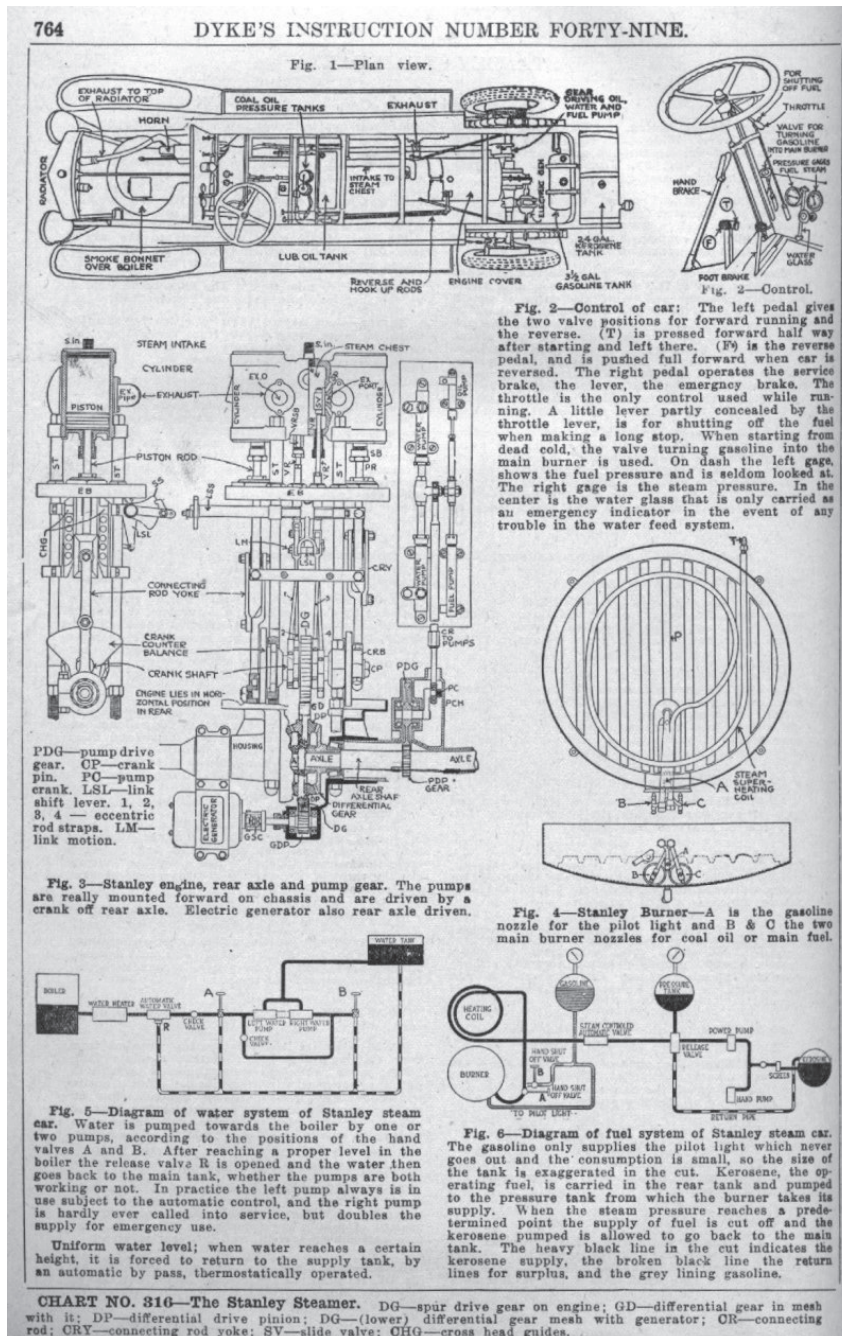
Ex. The image below displays the blueprint of a car:



Source: <http://teamchicago.com/imperial/blueprint.gif>



Ex. This next image is an example of a technical drawing of a car:



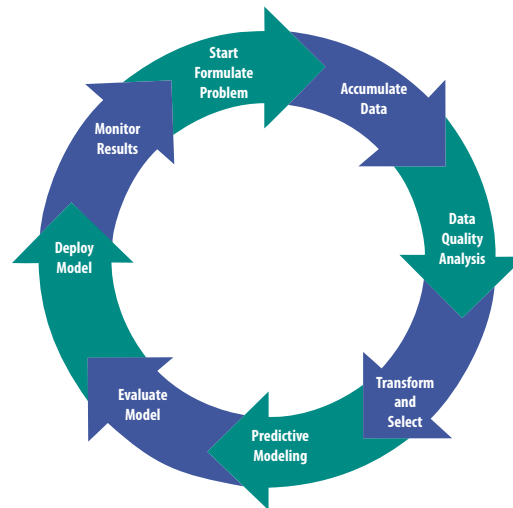
Source: <http://www.bruceatkinson.com/stanley/images/dykes2.jpg>

Data with Analysis

Without analysis, data can just look like a surfeit of numbers to your audience. Data analysis is a concision tool that puts factual statistics into real use and a relevant and usable context. Analysis supplies a data set with an explanation of how the data is applied to the project. The ultimate objective of analyzing data is to draw clear and meaningful conclusions to manage a project.

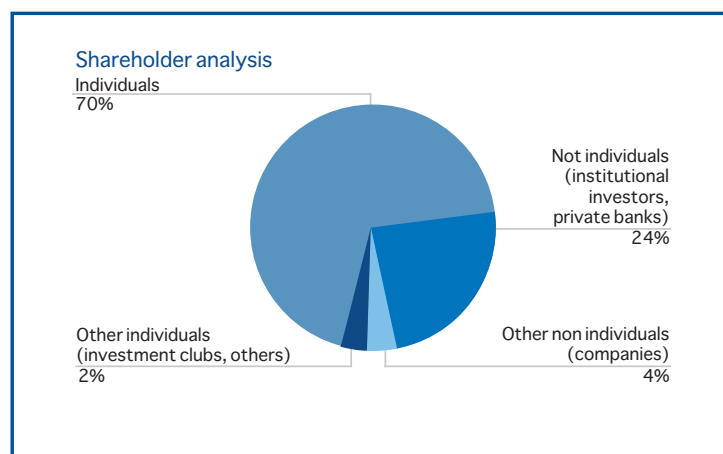
The data analysis process looks like:

Ex.



Source: http://www.dmreview.com/assets/article/1069947/Lange_fig1.gif

Ex.



Source: <http://www.eurotunnel.com/NR/ronlyres/81100D57-D4F5-4B50-A6BD-1FA1B66828FF/0/shareholderanalysis06.gif>

Ex. The example below shows a data table and its consequential analysis to help determine cost and scheduling:

Table 1. Data and Analysis

Project Data

<u>Month</u>	<u>BCWS</u>	<u>BCWP</u>	<u>ACWP</u>	<u>EScum</u>	<u>SPI(t)⁻¹</u>	<u>ln SPI(t)⁻¹</u>	<u>CPI⁻¹</u>	<u>ln CPI⁻¹</u>
1	12,783	6,816	6,726	0.533	1.876	0.629	0.987	-0.013
2	52,335	32,184	30,410	1.490	1.045	0.044	0.934	-0.068
3	92,640	62,707	65,920	2.257	1.304	0.265	1.163	0.151
4	124,664	92,527	97,796	2.997	1.351	0.301	1.069	0.067
5	166,014	122,027	134,166	3.918	1.086	0.082	1.233	0.209
6	188,394	160,027	170,938	4.855	1.067	0.065	0.968	-0.032
7	200,632	184,847	199,816	5.842	1.013	0.013	1.163	0.151
8	210,558	212,687	232,383	8.177	0.428	-0.849	1.170	0.157
9	222,610	235,016	253,819	9.495	0.759	-0.276	0.960	-0.041
10	247,680	256,302	273,528	10.592	0.912	-0.092	0.926	-0.077

Note: BAC = 466,217 at month 20

Analysis

		<u>ln_PI(t)¹cum</u>	<u>_PI(t)⁻¹cum</u>	<u>σ'</u>	<u>ln UL</u>	<u>UL</u>	<u>ln LL</u>	<u>LL</u>	<u>PS</u>
Cost	Actual	0.0650	1.067	0.0228	0.133	1.143	-0.003	0.997	0.239
	Strategy	0.0149	1.015	0.0228	0.0833	1.087	-0.0535	0.948	0.931
Schedule	Actual	-0.0575	0.944	0.0880	0.207	1.227	-0.321	0.725	0.886
	Strategy	0.0325	1.033	0.0880	0.297	1.345	-0.232	0.793	0.573

Note: $\sigma' = \frac{\sigma_{n-1}}{\sqrt{n}} \propto \sqrt{\frac{BAC-BCWP}{BAC-BCWP_{mg}}}$

Source: http://www.stsc.hill.af.mil/crosstalk/2003/11/0311Lipke_t1.gif



Facts and Figures

Facts and figures bring statistical evidence to any project, plan, or point of view. A fact is information that is known to be true, while a figure is a numerical amount that has been collected through investigation. Together they provide the proof that your data is verifiable and well researched. Even though facts and figures are only supplementary material, the level of professionalism they establish is an integral part of your interaction. Facts and figures can be displayed in charts, graphs, lists, or within textual information.

Ex. The table below lays out facts and figures about the world:

Population (October 2003 estimate)	6,326,005,560
Number of Nations/Areas	267
Total Area	510,072,000 square kilometers
Land Area	148,940,000 square kilometers - 29.2%
Water Area	361,132,000 square kilometers - 70.8%
Average GDP (2000 estimate)	\$7,200
Average Life Expectancy	63.79 years

Source: <http://www.worldfactsandfigures.com/>

Ex. The following image show which political party and for whom each state voted in the 2008 election:

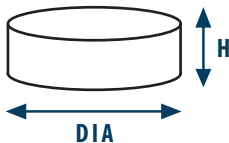


Source: <http://www.cnn.com/ELECTION/2008/results/president/>

Technical Data

Technical data is any form of documented information for a project. The data contains precise figures and dimensions that have been calculated through research and measurements. Technical data may provide the specifications for designers, manufacturers, clients, and consumers. It is also imperative for accuracy in the construction of the project. This information can be found in spreadsheets, drawings, charts, or in textual writings.

Ex.

<p>Objects can be lifted a maximum height of H and/or moved a maximum distance of DIA</p> 	<p>= (13 in) Max DIA = 1200 mm = (47 in)</p>
<p>Maximum Speed: Maximum Acceleration:</p>	<p>10 m/s (32.8ft/s) 100 m/s/s (328 ft/s/s)</p>
<p>Maximum tracking speed: (Maximum tracking speed is the maximum speed for which the Delta robot can match the position of a moving object. Higher track speed than 30m/min must be verified, up to 120m/min)</p>	<p>30 m/mn (98.4 ft/mn)</p>
<p>Typical cycle speed (H=25mm (1 in), L=305mm (12 in), T1=0, T2=0): Cycle speed is the number of pick-and-places per minute and is dependent on the weight of the object (W), the pick-and-place trajectories (H,L), the time to grip the product (T1), and the time to let go of the product (T2)).</p>	<p>W = 1kg > 120 ppm (W = 2.2 lbs 120 ppm) W = 0.1kg > 150 ppm (W = 0.22 lbs 150 ppm)</p>
<p>Resolution: Maximum torque: Maximum torque on 4th axis rotation: Maximum Load:</p>	<p>0.1 mm (0.004 in) 10 Nm (145 lbf-ft) 0.3 Nm (4.4 ibf-ft) 2 kg (4.4 lbs)</p>

Source: http://demaurexlive.screenlight.ch/images/content/technical_data_sheet_eng.gif

Ex. The following table presents the detailed technical data for a product by Reynolds Polymer Technology, Inc.:

R-Cast™ Product Data Sheet

R-Cast™ is high performance acrylic with outstanding UV, optical and light transmission properties. Cast acrylis weighs half as much as glass and has up to seventeen times greater impact resistance than glass, R-Cast™ technology allows for the highest quality cast acrylic sheet, rod and tube in the industry worldwide.

R-Cast™ Average Physical Properties

Property	ASTM Method	US Customary Units	Average Value	Metric Units	Average Value
MECHANICAL					
• Tensile Strength	ASTM - D638	psi	10,800	Kg/cm ²	759
• Tensile Modules	ASTM - D638	psi	450,000	Kg/cm ²	31 x 10 ³
• Tensile Elongation	ASTM - D638	%	4.6		
• Flexural Strength	ASTM - D790	psi	16,000	Kg/cm ²	1125
• Compression Strength	ASTM - D695	psi	17,500	Kg/cm ²	1230
• Compressive Deformation	ASTM - D621	%	0.36		
• Shear Strength	ASTM - D732	psi	10,00	Kg/cm ²	703
• IZOD Impact Strength, notched @ 1/8"	ASTM - D256A	ft-lbs/in	0.414	l/m	22.1
• Rockwell Hardness (M Scale)	ASTM - D785		103		
• Deformation Under Load @ 4,000 psi @ 73° F	ASTM - D621	%	0.36		
OPTICAL					
• Light Transmittance, (0.1" nominal thickness)	ASTM - D1003	%	92		
• Haze		%	< 1		
• Refractive Index @ 77° F	ASTM - D542A		1.49		
THERMAL					
• Heat Deflection Temperature	ASTM - D648	°F	226	°C	108
• Coefficient of Expansion @ 60° F	ASTM - D696	in/in/°F	4.0 x 10 ⁻⁵	mm/mm/°C	7.2
MISCELLANEOUS					
• Water Absorption, Equilibrium, 24 hrs @ 73° F	ASTM - D570	%	0.16		
• Specific Gravity	ASTM - D792		1.19		

For additional information about R-Cast™ products, please contact:
 Reynolds Polymer Technology, Inc. • 607 Hollingsworth Avenue • Grand Junction, CO 81505
 970.241.4700 • 800.433.9293 • 970.241.4747 (fax)

Source: http://www.reynoldspolymer.com/images/R-Cast_Tech-Data-Sheet.gif

Tips

Here are key components to support this section of your Library of Success

Hints, Clues, Secrets or Prompts



Lists of Do's and Don'ts



Step-by-Step Instructions



Techniques, Advanced or Shortcuts



Hints, Clues, Secrets or Prompts

Tips, secrets, and hints are useful pieces of “insider” information that are most commonly derived from experience in an industry. Often times, knowledge of particular tricks of the trade can make a project less difficult or even completed at a faster pace. When working in a team, it is imperative that the environment be both informative and inclusive. Sharing tips, secrets, and hints increases your audience’s perception that you are an expert and trusted adviser.

Ex. The table below gives tips on inserting monetary symbols in Microsoft Word documents:

SYMBOL	NAME	CODE NUMBER (PC)	CODE NUMBER (MAC)
¢	Cent sign	Alt + 0162	Option + 4
£	British Pound	Alt + 0163	Option + 3
€	Euro currency	Alt + 0128	Shift + Option + 2
¥	Japanese Yen	Alt + 0165	Option + Y
f	Dutch Florin	Alt + 0131	Option + F

Source: <http://tlt.its.psu.edu/suggestions/international/accents/codealt.html>



Ex.

5 Tips on Email Signatures

By Christine Banning, SCORE VP of Corporate Relations

Experienced Business Analysts will work on a complex case study to reinforce the following concepts:

1. Create a unique email signature to use at the end of email messages to better brand your company.
2. Make sure your email signature gives clients immediate access to all of your contact information.
3. Define what information your email signature will contain. For example:
 - First & Last Name, Title
 - Company Name
 - Address
 - City, State, Zip
 - Phone: 111-123-4567
 - Fax: 111-123-6789
 - Email: myemail@mycompany.com
 - www.mycompany.com
4. Set your signature to appear on new messages, replies to messages, and forwarded messages.

To do this in Microsoft Outlook (PC Menu):

- a. Open Outlook
 - b. Click on the Tools menu item
 - c. Click on Options from the Tools drop down menu
 - d. Click on the word "Signatures" in the lower right
 - e. Click on the word "new" in the create signature box
 - f. Enter your new signature information then click "ok" on the open pop-up windows.
5. Edit your message anytime. You can even include special promotional messages along with your signature to call attention to something special.

Source: http://www.score.org/5_tips_branding_email.html



Lists of Do's and Don'ts

A list of do's and don'ts provides explicit instructions about a certain area. It is usually written by someone with expertise in the field who has learned, either from common knowledge or first hand experience, what should and should not be done in specific situations.

This list functions more as a tip guide or list of recommendations rather than obligatory rules. Each “do” or “don’t” is often followed by a short explanation of why one should or should not adhere to the suggestion. A list of do's and don'ts is designed with the user's best interest in mind, so following these guidelines could enable one to continue advancing on the right path.

Ex. The following box shows a list of recommended do's and don'ts for meetings:

MEETING DO'S and DON'TS

DO'S

- Match the frequency and style of your meetings to the rhythm of your business.
- Use the power of the group to keep meetings on track and focused.
- Always know the purpose of the meeting.
- Allocate project responsibilities and time frames.
- Make a pact to resolve issues – they're too costly to carry.
- Minimize the use of jargon – when it appears, agree on a definition.

DON'TS

- Let your fear of asking an obvious question stop you – chances are you're not alone in your confusion.
- Jump to suggesting solutions before you've checked if the others have the same “read” on the problem.
- Make assumptions that you know what something means – push for clarity.
- Edit the feedback that could help the group understand itself i.e. “I'm feeling anxious right now, why is that?”
- Presume your facilitating style is adequate. Check for feedback and look into courses, books and mentors as a way to improve those skills.

Source: <http://www.acuityoptions.com/AOWeb/Doanddont.htm>



Ex. The list of do's and don'ts below presents recommended instructional measures:

DO'S and DON'TS: Starting a Business

THE DO's

1. DO limit your liability to your investment in your company by incorporating your business or organizing it as a limited liability company.
2. DO disclose everything to your attorney about your proposed business venture and past business experiences, both positive and negative.
3. DO discuss with your attorney the advantages and disadvantages of the various forms of business entities.
4. DO discuss with your attorney the “corporate formalities” to which you must adhere in order to preserve the limited liability afforded to you by virtue of having incorporated your business.
5. DO discuss with your attorney the need for a detailed written buy-sell agreement with your business partners.
6. DO discuss with your attorney the need for a written employee handbook and written employment agreements containing confidentiality and noncompetition obligations if necessary.
7. DO apply for a federal tax identification number for your business (necessary for almost all businesses).
8. DO talk to a tax professional and budget for taxes.
9. DO invest in technology.
10. DO prepare a detailed written business plan.
11. DO seek advice from organizations such as Small Business Development Centers (www.sba.gov/sbdc/sbdcnear.html) and the Service Corps of Retired Executives (SCORE) (www.score.org).
12. DO join your local chamber of commerce, local civic organizations, trade groups, and entrepreneurs organizations.
13. DO get to know your customers and suppliers.
14. DO network.

THE DON'Ts

1. DON'T make expensive office space and furnishings a high priority unless you are in an “image” business.
2. DON'T print your stationary, business cards, and promotional materials until you have had a trademark attorney conduct a search of existing state and federal trademarks and pending trademark applications.
3. DON'T ask or permit your employees to breach confidentiality or noncompetition agreements with their previous employers.
4. DON'T spend money required to be set aside for employee and other withholding taxes.
5. DON'T sign company contracts in your individual capacity. Rather, sign them on behalf of the company as an officer of the company.
6. DON'T put off buying insurance.
7. DON'T give up 50 percent of your company to investors in your first fundraising effort.
8. DON'T pass up opportunities for free publicity.
9. DON'T try to do everything yourself. Setting up a business is complicated, and a business law attorney can assist you in making and implementing the right decisions.

Source: <http://smallbusiness.findlaw.com/starting-business/starting-business-overview/starting-business-overview-legal-do-dont.html>



Step-by-Step Instructions

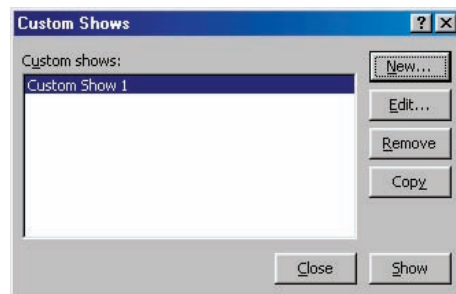
Step-by-step instructions supply clear and organized directions about how to execute a task. Whether delegating assignments to colleagues or releasing a new product, providing step-by-step instructions enables ease and precision in construction and use. These explicit guidelines leave little room for the instructions to be lost in translation. Because each step of the process is thoroughly walked-out and explained, the probability for errors is dramatically reduced. Following step-by-step instructions is beneficial for clarity, accuracy, and a completed end result.

Ex. The box below displays step-by-step instructions about Microsoft PowerPoint:

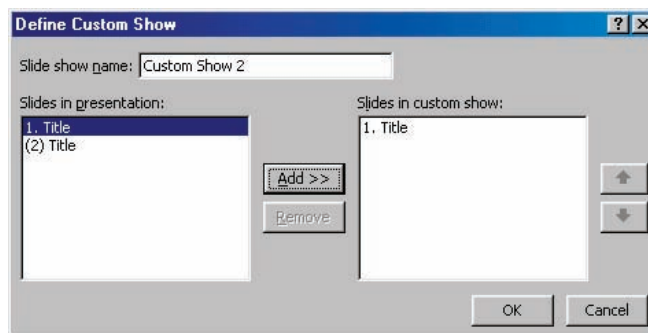
Create a Custom Slide Show

The Custom Slide Show feature allows you to select the slides you want to display in the slide show if not all the slides should be used.

1. Select Slide Show > Custom Slide Show from the menu bar.



2. Click the New... button in the Custom Shows window.
3. In the Define Custom Show window, type a name for the slide in the Slide show name field.



4. Add slides to the custom show by selecting them in the Slides in presentation window and clicking the Add >> button. Those slides will then appear in the Slides in custom show window.
5. To remove slides from the custom show, highlight their names in the Slides in custom show window and click the Remove button.
6. To reorder slides in the custom show, highlight the slide that should be moved and click the up and down arrows to change its order in the show.
7. Click OK when finished.
8. Click the Show button on the Custom Shows dialog to preview the custom slide show and click Close to exit.

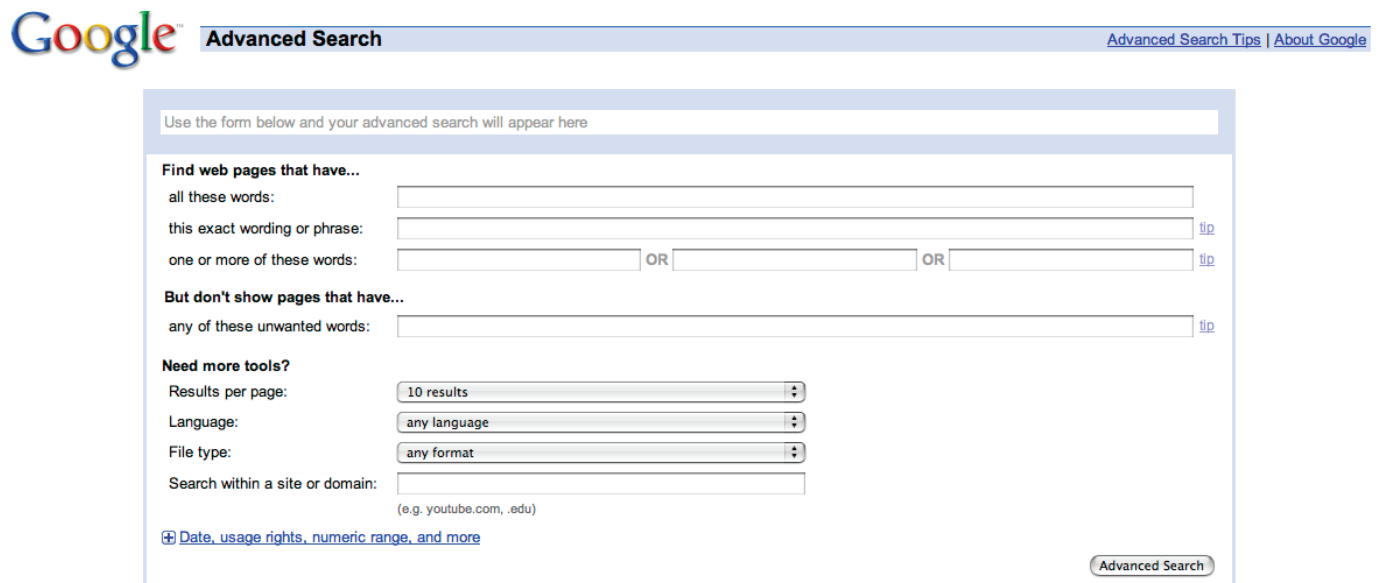
Source: <http://catalyst.washington.edu/help/documentation/powerpoint/slides.html>



Techniques, Advanced or Shortcuts

A technique is a skill found in a specific area. An advanced technique signifies a higher level of proficiency that has been acquired after conquering the beginning and intermediate stages. A person's techniques advance through practice, knowledge, and time. Application of these techniques allows an audience to exercise their skills to improve their quality of work and advance further in the field.

Ex. An advanced search is a specialized way to obtain information:



The image shows the Google Advanced Search page. At the top is the Google logo and the text "Advanced Search". To the right are links for "Advanced Search Tips" and "About Google". Below the header is a light blue box containing the search form. At the top of the form is a placeholder text: "Use the form below and your advanced search will appear here". The form is divided into several sections:

- Find web pages that have...**
 - all these words:** A single text input field.
 - this exact wording or phrase:** A single text input field with a "tip" link to its right.
 - one or more of these words:** Three text input fields separated by "OR" text, each with a "tip" link to its right.
- But don't show pages that have...**
 - any of these unwanted words:** A single text input field with a "tip" link to its right.
- Need more tools?**
 - Results per page:** A dropdown menu showing "10 results".
 - Language:** A dropdown menu showing "any language".
 - File type:** A dropdown menu showing "any format".
 - Search within a site or domain:** A text input field with a small example "(e.g. youtube.com, .edu)" below it.

At the bottom left of the form is a link: "Ⓜ Date, usage rights, numeric range, and more". At the bottom right is a button labeled "Advanced Search".

Sources: <http://www.unf.edu/~alderman/BLISS2/images/google.jpg>, http://www.google.com/advanced_search?hl=en



Ex. Training to advance techniques:

Experienced Business Analysts will work on a complex case study to reinforce the following concepts:

- Learn to build a requirements package for a maintenance project
- Learn to help subject matter experts write specific, measurable project objectives
- Learn to analyze a business area's strategic strengths and weaknesses
- Increase the quality of your data requirements by managing:
 - Data ownership issues
 - Complex data relationships
 - Data generalization
 - Gap analysis
 - Data conversion requirements
- Learn the difference between Business Use Cases and System Use Cases
- Improve the quality of your Use Case Descriptions by using consistent structured language
- Learn to create traceability matrices to link requirements components
- Learn the importance of requirements management including:
 - Reusability of requirements components
 - “Check in” and “check out” procedures
 - Role of a requirements librarian

Source: <http://www.b2ttraining.com/page/Advanced-Business-Analysis-Techniques>



About the Author

Nance Rosen is CNBC's "Top Job Coach" and an Investors Business Daily featured expert in its Managing for Success column, among other media roles. She speaks around the world to audiences on business communication, social media, consumer buying behavior, sales, marketing trends and customer satisfaction. She coaches CEOs, authors, experts, executives, business owners and people at all levels of their careers on how to be more effective at work, make career transitions and get the visibility they deserve. She is a faculty member at UCLA Extension, Business, Management and Legal Programs and the UC Irvine Accelerated Marketing Certificate Programs for International Executives.

Formerly, Nance was a marketing executive at The Coca-Cola Company, president of the Medical Marketing Association, first woman director of marketing in the Fortune 500 technology sector, host of International Business on public radio, an entrepreneur and a general manager at Bozell Advertising and Public Relations (now Omnicom).

Her new book, *Speak Up! and Succeed: How to Get Everything You Want in Meetings, Presentations and Conversations*, springs forth from her rich business and personal background, offering readers access to her vast experience, intimate knowledge of the ins and outs of marketing and communication and her in-the-trenches understanding of how people work. As supplements to *Speak Up! and Succeed*, Nance authored the *Library of Success*, among other workbooks, e-books and multimedia presentations.

Be sure to visit www.NanceSpeaks.com for a wealth of additional information and resources. Meeting planners may be interested in her business communications packages, including customized keynotes, seminars and workshops plus materials and web content for association meetings or corporate audiences, including your sales force, technical staff, company employees, project teams and senior executives. For information about training, visit www.NanceSpeaks.com.

Nance's firm, NAX Partners, produces research and analysis on new markets and product portfolio expansion; a full range of communications including web sites, social media, brochures, advertising, sales support, seminars, events and marketing programs; and employee training programs along with other human resources support. For more information, visit www.NAXpartners.com.

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“If you can say it, you can live it.”

–Nance Rosen

**THE DIFFERENCE BETWEEN FAILURE AND SUCCESS
IS KNOWING WHAT TO SAY AND WHEN TO SAY IT**

This book teaches you how to...

- Engage decision-makers and win their enthusiasm approval
- Rapidly advance your career by becoming a trusted advisor
- Gain control of any meeting, presentation and conversation
- Be perfectly prepared for every opportunity that comes your way

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NANCE ROSEN is CNBC’s “Top Job Coach” and an Investors Business Daily featured expert in its Managing for Success column, among other media roles. She speaks around the world to audiences on business communication, social media, consumer buying behavior, sales, marketing trends and customer satisfaction. Nance is a former marketing executive with The Coca-Cola Company, and a faculty member at UCLA Extension, Business Management and Legal Programs.

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