

AMI AMERICAN MEDIA
INCORPORATED™
HOW-TO TRAINING PRODUCTS & SERVICES

American Media Incorporated
4900 University Avenue
West Des Moines, IA 50266-6769

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*New how-to video helps you hire the
top-performing salespeople...every time!*

“More Than a Gut Feeling: Hiring Excellent Salespeople”

Based on the world's #1 best-selling video on interviewing, “More Than a Gut Feeling”

“This fast-moving, entertaining video gives you specific, practical tools you can use immediately to make vastly better hiring decisions. It will save you a fortune in both time and money.”

Brian Tracy—Author, *Superior Sales Management*



4900 University Avenue • West Des Moines, IA 50266
800-262-2557 • FAX: 515-224-0256

**There are more than 450,000 salespeople working
in the United States today.**

**But how do you know you're hiring
the right one for the position you want to fill?**

**American Media Incorporated proudly introduces
"More Than a Gut Feeling: Hiring Excellent Salespeople"**

*A NEW how-to video that increases the effectiveness of sales managers and
human resource professionals who interview and hire salespeople...based on
the world's best-selling video on interviewing, "More Than a Gut Feeling."*

**For a FREE preview of this new video, complete and fax the
No-Risk Request Form enclosed. Or call us toll-free at 800-262-2557.**

Dear Executive:

There are almost half a million salespeople working in the U.S. today. But only a small fraction of them are consistently the top performers in their companies.

In *More Than a Gut Feeling: Hiring Excellent Salespeople*, a new how-to video from American Media—the nation's leading producer of *how-to* training videos—you discover the secret successful HR professionals and sales executives use to identify and hire the top-performing salespeople.

You learn: what motivates salespeople...how to determine if the track record they give you is accurate...how to plan an interview...how to objectively evaluate skills...methods for building rapport with candidates...how to probe job applicants for past experiences that effectively predict future job performance...and more. See the enclosed flier for details.

(over, please)

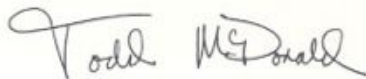


Using the interviewing techniques in *More Than a Gut Feeling: Hiring Excellent Salespeople*, you can ensure that every new salesperson you hire is a top performer who will make a maximum contribution to your company's success over the long term.

How much is the difference in annual sales generated by your current top sales performer compared with your worst salesperson? That's the value of hiring only the best salespeople...and the benefit of putting the methods in *More Than a Gut Feeling: Hiring Excellent Salespeople* to work in your sales force hiring process.

Why not **call toll-free 800-262-2557** or **fax the enclosed No-Risk Request Form to 515-224-0256** today? We'll send the video for your private inspection **absolutely FREE**. There's no risk. And no obligation of any kind. You can't lose.

Sincerely,



Todd V. McDonald
Vice President
American Media Incorporated

TVM:lb
Encls.

P.S. Remember, this really is a **totally FREE offer**. Send no money now. Preview the video in the privacy and comfort of your own office. Then, if you don't want to rent or purchase, simply return the video within 30 days and owe us *nothing*. I can't think of an easier or more risk-free way to discover the secret your colleagues around the country use to find, hire, and keep the best salespeople. Call 800-262-2557 today and we'll rush your free video trial to you.

NEW how-to video increases the effectiveness of sales managers and human resource professionals who interview and hire salespeople...



"There are plenty of videos on 'how-to-sell,' but this is the first and only video I know of that addresses the important but often-neglected area of 'how to hire the right salespeople in the first place.' American Media has found and filled a gap in sales managers' and HR professionals' training needs. Recommended."

—Robert W. Bly, author, *Selling Your Services*

Pricing/Length

Preview:

Regular Rate ~~~\$40~~

Rental:

5-Day Rental: \$225

30-Day Rental: \$445

Lease/Purchase:

\$895

Running Time: 25 minutes

A 2-Day Air shipping and handling charge of \$11.50 will be added to all free trial, rental, and lease purchase orders.

More Than a Gut Feeling: Hiring Excellent Salespeople

NEW!

Based on the world's #1 best-selling video on interviewing, "More Than a Gut Feeling"

Master the techniques used successfully by thousands of interviewers all over the world. This phenomenally effective behavioral approach to interviewing, developed by Dr. Paul Green, teaches hiring staff to probe job applicants for past experiences that effectively predict future job performance.

Now this best-selling methodology has been tailored to interviewing, evaluating, and hiring salespeople who will be top performers and fit in well with your company's corporate culture. The result: More loyal, enthusiastic "team players" who stay with your company longer—and generate more sales—than less effective candidates you might have otherwise hired.

This video includes—at no extra cost—a helpful Course Materials Guide containing exercises and valuable information to ensure that you hire only the best salespeople!

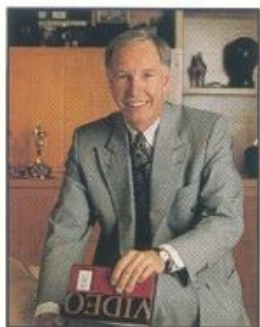
You'll Learn How To:

- Develop the most effective interview questions to ask candidates for sales positions
- Build rapport with applicants
- Objectively evaluate sales skills and track records
- Uncover past personal and work behaviors
- Determine what makes a successful salesperson
- Predict a candidate's future sales performance based on their past actions, rather than your own "gut feeling"
- *And more!*

Preview *More Than a Gut Feeling: Hiring Excellent Salespeople*—FREE!
Call American Media at 800-262-2557 or fax the enclosed Risk-Free Request Form now, and we will waive the regular \$40 preview fee.

Send no money now! You can screen *More Than a Gut Feeling: Hiring Excellent Salespeople* in the comfort and privacy of your own office for a FREE trial evaluation. If you decide it is not for you, simply return the video. There's no cost for the trial evaluation. And no obligation of any kind.





Art Bauer, CEO of American Media Inc., has produced and directed over 500 training films and videos, winning such honors as the Questar Awards, National Educational Association Film Festival Awards, Telly Awards, and Trainer's Choice Awards.

About the producers...

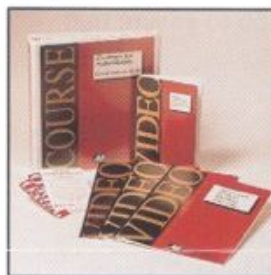
Since 1977, American Media has specialized in producing extraordinarily entertaining, easy-to-follow, and effective videos, books, and multimedia for corporate training. Today, AMI is the largest and most successful source of how-to training products and services on a wide range of "soft skills"—from communication, customer service, and supervision, to legal issues, management skills, teamwork, and more.

American Media videos and books have been used by more than 100,000 organizations worldwide—including 75 percent of the Fortune 1000—to train and motivate over 50 million people. With more than 350 videos, books, and other programs, we offer the broadest line of how-to training products and services in the industry.

More than just "entertaining training," our dramatic how-to videos show trainees precisely what to do in any situation. Course materials and self-study books reinforce the message long after the training is over, and a leader's guide makes it easy to plan and organize workshops on virtually any soft-skill topic—from customer service and sexual harassment, to teamwork, communication, management, and supervisory skills. American Media videos are produced in 20 languages and used in more than 65 countries worldwide.

American Media offers a broad range of training products and services:

- *Over 350 how-to training videos and multimedia programs*
- *How-To Book Series*
- *On-site Training & Consulting*
- *Custom-developed videos & multimedia*
- *Just-In-Time Information—a new performance support system*



AMI's How-To Videos include an extensive line of support materials for both the facilitator and the participant.



AMI's custom production services provide you with the video or CD-ROM that meets your specific needs.



AMI can help you tackle your toughest training problems with custom-designed on-site training.



Cost-effectiveness and reduced learning time are the major benefits of interactive multimedia training. AMI offers over 50 multimedia training programs.



AMI's library of over 40 How-To Books provides solutions to everyday workplace issues.

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Web site: www.ammedia.com • E-mail: ami@ammedia.com



RISK-FREE REQUEST FORM

YES, I'd like to make sure every salesperson we hire has the potential to be a top performer for us. Please send me the new American Media video *More Than a Gut Feeling: Hiring Excellent Salespeople* as follows:

Ordering Is Easy!



CALL 800-262-2557

7:30 a.m. – 6:30 p.m. CST,
Monday–Friday



FAX this completed form to:
515-224-0256



MAIL your order form to:
American Media Inc.
4900 University Avenue
West Des Moines, IA 50266



E-MAIL your request for
a free trial video preview at
ami@ammedia.com

No-Risk Trial. **FREE!***
(Regularly \$40)

* For trainer's private evaluation only—cannot be used for training unless rented or purchased.

5-Day Rental: \$225
 30-Day Rental: \$445
 Lease/Purchase: \$895

Your 100% Guarantee!

If not 100% satisfied, you may return the video within 30 days for a full and prompt refund.*

*Less shipping and handling charges

Your order will be shipped via 2-Day Air Service, unless otherwise specified. A shipping and handling charge of \$11.50 will be added to all free trial, rental, and lease/purchase orders.

Rush My Order Today!

Name _____

Title _____

Organization _____

Total Number of Employees _____

Address _____

City _____

State _____ Zip _____

Phone (____) _____

Required to process order

Fax (____) _____

E-mail _____

Method of Payment:

Bill me: P.O. # _____
(Bill-me orders subject to credit approval.)

Check enclosed (payable to American Media Inc.)

Charge my: () Visa () MasterCard
() American Express

Card no. | | | | | | | | | | | | | | | | | | | | | |

Expiration date | | | | |

Name on card _____

Signature _____

Required to process order



HOW-TO TRAINING PRODUCTS & SERVICES

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