

Vermont Women's Business

Center

Catalog of Lending Library: Videos by  
Title

<b>Title</b>	<b>Producer</b>
<b>Sales and Marketing</b>	
High-Tech High-Return Marketing	Microsoft
Karvey Mackay on Customer Service	Inc. Magazine
How to Manage your Sales Strategy	Inc. Magazine
Effective Follow-Up	Inc. Magazine
Preparing for Successful Sales Relationships	Inc. Magazine
How to Find New Customers	Inc. Magazine
How to Develop Superior Customer Service	
How to Deal with Buying Objections	Inc. Magazine
Closing the Deal	Inc. Magazine
How to turn your entire organization into a lean, mean marketing machine	Inc. Magazine
How to create an online shopping center	Inc. Magazine
Six Steps to Improving Customer Service	Inc. Magazine
Making Effective Sales Calls	Inc. Magazine
Creating a winner: the real secrets of successful marketing	Inc. Magazine
Boost Your Sales 100%	Inc. Magazine
Marketing - Small Business Library	
Home-Based business and promotion	
Marketing - Winning Customers with a Workable Plan - Vol. 1	Small Biz Library
<b>Finances</b>	
Your First Bond	IRS
Maximize Cash Flow	Inc. Magazine
Millenium Money Matters - Management	Edward Jones

How to Survive and Profit in Tough Times  
Computerized Tax Preparation Service

Inc. Magazine  
Inc. Magazine

### **Women In Business**

Winning Strategies for Women  
Guide for Entreprising Women  
Women in business: risks, rewards, secrets of running your own company  
Across the Fence: Women's Agricultural Network

Edward Jones  
Fortune Magazine  
Inc. Magazine  
9/16/1996

### **Communication Skills**

Powerful Presentation Skills  
Taking Charge! With Mrs. Fields

from BIC  
Edward Jones

### **Time Management**

Smart Solutions for managing your time

Inc. Magazine

### **Starting Your Business**

How to Succeed in a Home Business  
How to Start and Run a Small Company (2 copies)  
How to Run a Successful Family  
Business  
Small Business Planning: The Critical Issues  
Starting and Growing a Small Company  
Serets to Small Business Success

Inc. Magazine  
Inc. Magazine  
Inc. Magazine  
Yellow cover

### **Growing Your Business**

Growing the Company

Inc. Magazine

### **How To Handle Your Employees**

Building Loyalty: One Customer & Employee at a  
time  
Managing People: Recruiting Employees

Video Publishing House  
Inc. Magazine

## **Learning From Successful Businesses**

Moments of Truth with John Carlzon	Video Publishing House
Real-World Lessons 1993 Vol 1:Medical products, Rehab, Self-serv laundry, Furniture Gallery	Blue Chip Enterprises
Real-World Lessons 1993 Vol 2: Software, Hydraulics, Rubber, Office Furniture Retail, Leasing	Blue Chip Enterprises
Real-World Lessons 1993 Vol.3: Toner recycling, Wholesale garment steamers, Cargo, Software	Blue Chip Enterprises
Real-World Lessons 1994 Vol.1: Wholesale seafood; Research, Retail, Book Publishing	Blue Chip Enterprises
Real-World Lessons 1994 Vol. 2: Heat treating equipment, Moving & Packing, Dry bulk feed	Blue Chip Enterprises
Real-World Lessons 1994 Vol.2: Manufacturing, Resort, Retail, Service, Flower sales	Blue Chip Enterprises
Real-World Lessons 1995 Vol. 1:Sport clothing retail; Electronics, Data processing	Blue Chip Enterprises
Real-World Lessons from America's Small Businesses	Blue Chip Enterprises
Real-World Lessons for America's Small Businesses	Blue Chip Enterprises
Real-World Lessons Vol.2: Publishing, Food (VT), Ad Agency, Appliances, Lighting	Blue Chip Enterprises
Real-World Lessons for America's Small Businesses - Vol. 3	Blue Chip Enterprises
Strengthening Competitiveness Vol. 1: Soups, Energy, Calculator distributor, Railroad contractor	Blue Chip Enterprises
Strengthening Competitiveness Vol. 2: Health Club (VT), Turck lines, Bronzing, Restaurant	Blue Chip Enterprises
Strengthening Competitiveness Vol. 4: Shipyard, Admin. Services, Printing, Telemarketing	Blue Chip Enterprises
Strengthening Competitiveness Vol. 4: Water conditioning, Wiring; Smoked foods, Apparel	Blue Chip Enterprises
How Businesses Succeed Vol. 2: Computer Programs, Software, Temp. Staffing, Engineering	Blue Chip Enterprises
How Businesses Succeed Vol. 3: Packaging, Product Assembly, Athletic Bag, Log Homes	Blue Chip Enterprises
H. Ross Perot - Focus for Success	Inc. Magazine
Venturing - How to do Business in Vermont - four tape series	Vermont Public Television

## **Focus on Specific Kinds of Businesses**

Auto Detailing	Entrepreneur Magazine
Ministry of Defense - Small Business Innovation Research Program	
Events Planning	Entrepreneur Magazine
Basics of Exporting	SBA/Bank of Boston
Silk Flower Arranging	Entrepreneur Magazine
The Art of Gift Baskets	Entrepreneur Magazine
Wedding Planning Viedo	Entrepreneur Magazine

Venturing - How to do business in Vermont (4 tapes series)

Vermont Public Television

**Audio Tapes - Motivational Speaker**

Anthony Robbins - Personal Power

Anthony Robbins - Powertalk

12 tapes in series

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updated 5/5/03