

International Staffing University

2010 PRODUCT CATALOG



Training Manuals

**Audio CD Training Sets and
On-Demand (*INSTANT*) Training**

Video DVD Training Programs

Bundles of Products

**ASA Continuing Education Provider
UPDATED 1-2010**

ISU

***Simply the best training
for the
staffing industry
since 1992***



International Staffing University

CATALOG CONTENTS:

The Presidents' Message 4

ASA Certified Continuing Education Provider 5

Staffing Millennium DVD Training Series 7

Training Manuals 12

CD ROM Training Programs 17

ON-DEMAND Training Programs 17

Volume Purchase - Bundles of Training Products 24

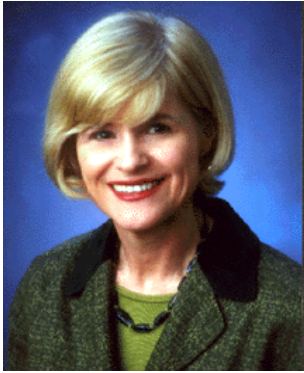
Order Page 26

Return/Cancellation Policy 27

**21st Century Training
For Staffing Industry Professionals!**
www.istaffingu.com

President's Message

Dear Prospective Student or Visitor,



As a 30-year veteran of the staffing industry, I am pleased to know that you are a staffing professional seeking to advance your knowledge - or a representative from a staffing organization considering our educational programs or training products. Welcome!

I started my career in staffing at the age of 26. Since that time, it has never once occurred to me to be involved in any other industry. I founded, built and eventually sold two successful staffing companies and held management roles with 2 of the top 10 staffing organizations in the country.

In 1992, I founded International Staffing University (originally Seminars By The Sea) with the goal of providing "simply the best" educational experience available for staffing professionals and those interested in entering the business. Through the many years of industry changes and challenges, I have never lost my PASSION FOR STAFFING. In hiring our faculty, this is the one "absolute" that I seek in bringing on our educators.

In addition to requiring years of staffing experience and success to qualify for a teaching assignment with us, our teachers must demonstrate a true love for the industry and a desire to pass on their passion and vast knowledge - generously and completely - to our students.

The education that we provide at International Staffing University is truly unlike any available on the planet. Most of our students report that our classes have been the best that they have attended. Our curriculum and programs are carefully crafted and developed by our education team and are based on the very latest tools and knowledge needed to succeed in the industry today.

**American Staffing Association:
Cathy, we thought you gave a truly stellar presentation and brought significant value to our members. We appreciate your contributions to ASA and the staffing industry. Thank you for your gracious contribution.
ANMorgan, ASA**

Staffing company executives can attend or send their professionals to campus classes, attend live web classes; have customized programs developed for presentation at their sites or our facilities; or order our CD ROM, Video or Training Manuals.

Feel free to contact me with any questions that you may have.

Warmest Regards,

**Cathy Vee
President, ISU**



**ASA CERTIFIED CONTINUING
EDUCATION PROVIDER**

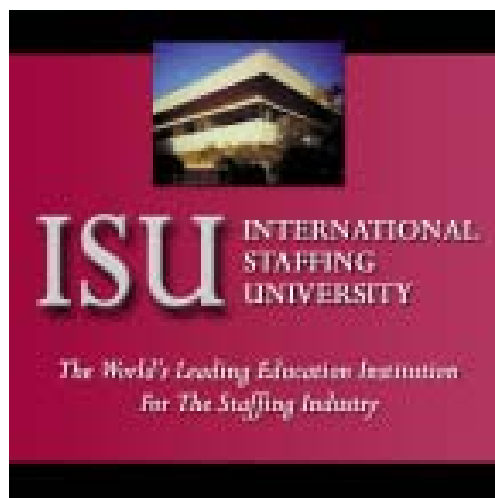
International Staffing University is a division of Seminars By The Sea, Founded in 1992 and now recognized as a world leader in staffing industry education.

Since 1992, over 12,000 students from all parts of the USA and the world have attended our educational presentations throughout the country, and ISU classes at our beautiful Huntington Beach, California campus. Many more have purchased our staffing training tools which include DVD, VHS, CD and Manual training items.

Our mission is to set the highest academic standards of excellence in educational programs offered for the working staffing professionals.

As staffing professionals ourselves and trainers and consultants to well over 700 staffing companies worldwide, we truly understand the nuts and bolts of each of the critical internal positions, as well as the "big staffing picture".

Ongoing, convenient education for the working professional can answer daily questions almost as quickly as they arise, as well as provide a surefire method for growing in responsibility, influence and success at your chosen staffing organization.



**In each communication I've had with International Staffing University, the level of service and professionalism has been of the highest quality.
JKRUSE, ITS**

ISU Training Materials for the Staffing Industry

Welcome...

to the ISU training library which was first started in 1992 and is based on our many years of staffing industry experience and training of over 12,000 students working with over 700 consulting clients!

We know that a successful staffing organization is, in large part, the result of the knowledge and the daily application of staffing best practices! The archive of your organization's best practices is the company training library. We offer you many training tools from the most comprehensive DVD training programs, through CD Programs and Training Manuals. We welcome you to browse our catalog, select and purchase the products most relevant to your needs.

We also know that sometimes you need more than materials -- you need the expertise to tie it all together into a training program or system. We can help! Call or email us to discuss your needs!



Staffing Millennium 16 Hr. DVD Series: The 'Original' and GO GREEN version!

A must for all staffing company libraries because this comprehensive staffing training DVD program - effective for both new hires and experienced staffing professionals - covers virtually all the training basics for sales development, customer service, placement, recruiting and branch management!

The 16-hour Staffing Millennium series consists of four separate volumes: Sales, Staffing Coordinator/Consultant, Branch Manager and Recruiting Manager.

The "Original Version" - Each volume comes complete with DVD's, four participant Workbooks (75-120pp), four Final Exams/Key, Trainer's Comprehensive Manual, and Facilitator Guide; along with the complete "open source" Word electronic files of the materials.

The Go Green Version - Save \$ and save a tree! In this much smaller "footprint" version you receive the DVDs and the complete "open source" Word electronic files of the materials for unlimited reprinting and updating to your company's requirements. Why pay for materials you may not need...or when you may wish to personalize right from the start!

For COMPLETE DESCRIPTIONS of each program see the following pages:

- Branch Manager
- Recruiting Manager
- Staffing Sales
- Staffing Coordinator/Consultant

I've trained two new hires on the Staffing Millennium Staffing Coordinator videos. The videos are fantastic! It's better than having a live trainer because I can play them again and again for the team. We learn something new every time we play them!

Debby Munoz – Partner – San Diego Personnel, CA

Branch Manager DVD Training Program

Branch, Regional and Owner management & leadership is the key to today's and tomorrow's success in the staffing industry. This basic course is a powerful presentation of the nuts & bolts skills and knowledge areas taught in the International Staffing University management classes.

For the new or experienced branch or regional staffing manager, this comprehensive 4 part 4 hour DVD video program containing workbooks, final exams, trainer's manual, and facilitator guide will provide a solid, "best practices" approach to the most important elements involved in managing a staffing business including planning, projections, hiring, opening offices, and building revenues and profits.

Table of Contents:

VIDEO ONE - Staffing Management Basics

Industry History, Overview & Trends
 Understanding Staff Motivation: Ask These Questions
 Solutions to Motivate Staff
 Why Qualified People Fail
 Branch Business & Strategic Plans
 Branch Business Planner
 Sales Forecasting & Budgeting

VIDEO TWO - Internal Staff Issues

Hiring Staffing Superstars
 Key Qualities of a Branch Manager
 Hiring Staffing Personnel
 How to Maximize Your Hiring Success
 Managing Staffing Superstars - 10 Tips
 Five Surefire Tips for Inspiring & Motivating Staff
 Performance Reviews and Rewards
 Developing a Staff Training Program



\$695.00.

Includes Materials:
Workbooks,
Final Exams, Keys,
Trainer's Manual,
Facilitator Guide, &
Electronic Files

VIDEO THREE - Sales & Business Growth

How to Double Sales
 How to Turn Around a Weak or Losing Branch
 How to Make Any Branch More Profitable
 Developing a "Model Plan" for Opening New Offices
 Superstar Multi-Office Management
 Adding Specialty Niches

VIDEO FOUR - Operations & Service

Staffing Software Selection
 30 Questions to Ask Staffing Software Suppliers
 Staffing Administration & Desk Management
 Credit & Collections
 Best Risk Management Tips
 Staffing Handbook/Policies Manuals
 Smart Interviewing & Reference Checking
 Leasing Office Space

FORMS

Interviewing Techniques & Process
 Sample Interviewing Questions
 Performance Reviews
 Sample Training Programs
 Accountability Forms - Sales Weekly Summary
 Accountability Forms - Staffing Coordinator
 Weekly Summary



\$495.00
DVDs & Electronic Files

Recruiting Manager DVD Training Program

Recruiting Manager is "simply the best" basic training program developed for staffing industry and temporary help staffing and Recruiting Managers.

Recruiting topnotch talent is always a challenging issue. This popular seminar presented to professionals all over the world delivers the secrets of Staffing Superstar recruiting for the 21st century. Package comes with participant Workbook, Final Exams, Trainer's Manual, and Facilitator's Guide.

Table of Contents:

VIDEO ONE - Basics of Recruiting Temporaries

- Staffing Industry Past, Present and Future
- Superstar Recruiting Profiles of Ideal Candidates
- Your Ideal Clerical/Office Temporary
- Your Most Requested Clerical/Office Division Temps
- Your Company's "Ideal" Temporary
- Baby Boomer Recruiting
- Recruiting Budgets
- Tracking Inventory
- Measuring Recruiting Results
- Superstar Recruiting Manual & Yearly Schedule

VIDEO TWO - Recruiting & Retaining Niche Candidates

- Recruiting & Retaining Industrial Temps
- Recruiting & Retaining Clerical Temporaries
- What Temps Value in a Staffing Company
- Benefit Packages
- Recruiting Ethics
- Recruiting On The INTERNET
- Key Job-Posting Web Sites
- Your Company Web site
- Chat-Rooms
- Recruiting Professional Temporaries (Professional, I.T. and Medical Temporaries)
- Incentives Important to Professional Temps

FORMS

- Profiles of Ideal Temporaries
- Recruiting Mission & Goals
- Applicant Log
- Monthly Recruiting Log
- Annual Recruitment Planner
- Form to Compare Competitor Phone Book Display Ads

VIDEO THREE - Superstar Advertising Techniques & More Best Recruiting and Retention Ideas

- Superstar Advertising Techniques
- Places and Methods You Can Use to Advertise
- Yellow Page Advertising and Display Ads
- The Principles of Yellow Page Success
- The Critical Elements of an Effective Classified Ad
- Why Do People Change Jobs Today?
- Radio Advertising
- The New Millennium's Best Recruiting & Retention Ideas from Top Temporary Help Pros

VIDEO FOUR - The Recruiting Manager's Role

- Recruiting Mission Statement
- Role of the Recruiting Manager
- Daily Activities of a Dedicated Recruiter
- Interviewing Skills
- Reference Checking
- Hiring, Managing & Compensating a Recruiting Professional

\$695.00.
Includes Materials:
Workbooks, Final Exams, Keys, Trainer's Manual, Facilitator Guide, & Electronic Files



\$495.00
DVDs & Electronic Files

Staffing Sales DVD Training Program

Staffing Saales is "simply the best" training program developed for staffing industry sales/account executive professionals.

Cathy Vee and Jonathan Paul have trained thousands of staffing industry professionals to achieve superstar results in staffing sales. They share their Sales Success Formula in four one-hour trainings. The comprehensive basic training package comes with student Workbooks, Final Exams, Trainer's Manual, Facilitator's Guide, and Word files of the training materials for reprinting or customization to your company!

For the new or experienced staffing sales professional or trainer, this popular program provides all of the proven "best practices" sales training for a staffing company that wants to train new staff or provide staffing industry "best practices" training to their experienced sales team.

Table of Contents:

VIDEO ONE - Temporary Help Sales Basics

Staffing Industry History, Overview and Trends
Five Critical Qualities Needed for Sales Success
Tips for Rookies: 25 Biggest Mistakes Many Staffing Sales Pros Make
Developing a Strategic Sales Mission & Goals
What is Gross Margin?
Tips for Generating More Business
What Temporary Help Customers' Value in Staffing Suppliers
How to Add Value to Your Temporary Help Service
Methods of Selling Temporary Help

VIDEO TWO - Power Phones

Defining & Selling Competitive Advantages
Telephone Sales Objectives
Telephone Sales Skills
Tips to Phone Success
Power Phone Scripts
Handling Tough Objections
Prospecting Skills
Skill Marketing
Obtaining 2-3 Job Orders & Appointments per Day by Phone

FORMS

Prospect/Client Fact-Finding/Qualifying Questions
Superstar Phone Script
Skill Marketing Program
VOP On-Site Coordinator Program Assessment
Prospect/Client Profile
Personality Quiz (Driver, Amiable, Analytical, or Expressive)
Time and Territory Management

\$495.00
DVDs & Electronic Files



VIDEO THREE - Power Presentations

Preparation for a Successful Sales Presentation
The Sales Visual Aide
What to Do After You Finish Your Sales Presentation
Selling to the Four Personality Types
Winning Major Accounts
Selling VOP Programs + Creative Options
Why Should Your Company be in VOP?
VOP Pricing
Sales Tips for Bids & Proposals
Cold Calling & Canvassing
The Most Effective Ways of Cold Calling
Managing & Expanding Business with Existing Accounts
Reasons to Visit Your Clients
The Most Effective Ways to Retain/Expand Business

VIDEO FOUR - Superstar Sales Tips

Work Ethics and Sales Goals
Time and Territory Management
Superstar Teamwork Tips
Meeting & Exceeding Client Service Expectations
Cathy Vee's "Exceeding Customer Expectations" Tips
Smart Sales Tips from the Top Staffing Pros

\$695.00.
Includes Materials:
Workbooks, Final
Exams, Keys, Trainer's
Manual, Facilitator
Guide, &
Electronic Files



Training the staffing industry since 1992

Placement Specialist DVD Training Program

Filled with nuts & bolts service tips for staffing professionals focusing on developing and maintaining Placement, Customer and Candidate Relationships, this is "simply the best" basic training program developed for the service desk professional.

For the new or experienced staffing specialist/coordinator or trainer this excellent, popular and comprehensive 4 part 4 hour video program comes with four student workbooks, four final exams, trainer's manual, facilitator's guide, and MS Word files of the training materials for client customization and free printing. This program will provide all of the proven "best practices" customer and candidate services training for a staffing company that wants to train new staffing specialists or refresh their experienced staff

Table of Contents:

VIDEO ONE - Temporary Help Staffing Basics

Staffing Industry History, Overview and Trends
 Superstar Qualities for Success at the Staffing Desk
 25 Biggest Mistakes Placement Specialists Make
 Developing a Strategic Staffing Mission
 Superstar Time Management
 Desk Organization Tips
 How to Avoid Staffing Desk "Burn-Out"

VIDEO TWO - Client Service & Job Orders

Defining What Temporary Help Customers' Value
 How to Add Value to Your Temporary Help Service
 What is Value-Added?
 Tips for Exceeding Customer's Expectations
 Working with Challenging Customers
 Job Order Taking: Temp, Temp-to-Hire, & Direct Hire
 Job Assignment Questions to Ask & Document
 With New Clients it's Critically Important ...
 Temp-to-Hire or Direct Hire Job Order Questions
 Tips for making the "Nearly Perfect" Skill Match

FORMS

Prospect/Client Profile
 Your Company's Staffing Mission
 Mystery Shopper Competitor
 Job Order Placement Phone Shopping Form
 Job Order & Employment Application Forms
 Recruiting Tracking Forms
 50+ Recruiting Options
 Skill Marketing Program
 Risk MGMT/Cost Containment Self-Audit Form
 Voice Message Outline

VIDEO THREE - Applicants & Temporaries

Superstar Applicant Recruiting, Retention & Referrals
 Superstar Retention Program
 What Temporaries Value in a Staffing Company
 Phone Prescreening
 Key Information to Provide to or Request from Applicants
 Superstar Applicant Interviewing
 Testing Applicants
 How to Resolve Problems with Temporaries

VIDEO FOUR - Client Management & Retention; Administration; Teamwork and Smart Service Tips

Client Management, Facility Visits & Tours
 Great Reasons for Staffing Coordinators to Visit Clients
 Business Expansion Tips
 Methods to Retain and Expand Client Business
 Workers' Compensation
 Loss Control
 Unemployment Claims
 Applicant Eligibility
 How to Build and Sustain a Powerful Team Atmosphere
 Smart Tips and Best Ideas from Top Staffing professionals

\$695.00.
Includes Materials:
Workbooks,
Final Exams, Keys,
Trainer's Manual,
Facilitator Guide, &
Electronic Files



\$495.00
DVDs & Electronic Files

ISU Training Manuals

Welcome to our library of outstanding staffing industry manuals based on our many years of experience in training over 12,000 students throughout the USA and many foreign countries, plus 650+ consulting clients.

LIST OF MANUALS:

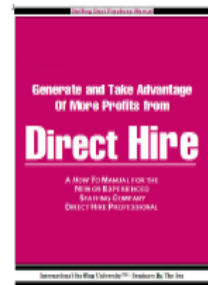
- ◆ *More Profits from Direct Hire, A Manual for New or Experienced Direct Hire Pros*
- ◆ *Building Sales From the Staffing Desk*
- ◆ *Emarketing Sales & Recruiting Programs for Staffing*
- ◆ *Hight Visibility Marketing for Staffing Companies*
- ◆ *Staffing Industry Sales Manual*
- ◆ *VOP & VMS Programs Manual*
- ◆ *Medical Staffing Comprehensive StartUp Manual*
- ◆ *Medical Recruiter Manual*
- ◆ *Home Care in the 21st Century Comprehensive StartUp Manual*
- ◆ *Onsite Staffing Managers ToolKit and Resource Guide*
- ◆ *Staffing Government Contracts User Manual*
- ◆ *Train the Trainer ToolKit and Guide*



GENERATE AND TAKE ADVANTAGE OF MORE PROFITS FROM DIRECT HIRE

For the staffing individual or team this 140-page, easy to understand and user-friendly direct hire manual will help the user to master and apply the principles of creating an effective and highly profitable direct hire staffing business.

Direct hires are increasing while the search for talent is heating up. This manual provides an excellent start to beginning or strengthening your direct hire profits! Just think...one \$5000 direct hire placement per month = \$60,000 of gross profit - yum!



\$198.00

3 SALES FROM THE STAFFING DESK

acement specialist this 103 page, easy to understand and user-friendly manual CD set for easy listening helps them to master and apply proven successful building and expansion techniques at the service desk.

pecialists wield the POWER of building or eroding important relationships with s. They are often the most important sales driver, revenue builder and profit- y member of the staffing team. This excellent manual and 2 audio CD set teaches nost 'gun-shy' staffing specialist how to be more productive and a bigger contributor ccess of their staffing company.



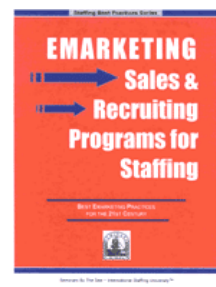
\$215.00

EMARKETING SALES & RECRUITING PROGRAMS FOR STAFFING

For the staffing firm that wants to create a proactive eMarketing sales and recruiting program this 92 page, easy to understand and user-friendly manual contains the necessary knowledge for the reader to develop and implement an ongoing and successful eMarketing program targeting prospects, clients, employees, and candidates.

Why Create an eMail eMarketing program for your staffing company? If you are looking to increase sales, enter new staffing niches, or decrease your cost of recruiting/retention while improving results use email eMarketing!

This manual provides you with all you need to know to get started and manage a powerful marketing tool for your staffing company.



\$139.00

HIGH VISIBILITY MARKETING FOR STAFFING COMPANIES



\$198.00

Marketing is a key business generator that creates the energy to fuel the operations of a staffing business! Marketing opens opportunities for new staffing income; sustains current revenues and instills top-of-mind presence in staffing clients, prospects, candidates and, for want of a better word, "influencers". If accomplished well, this top of the mind presence results in a steady stream of opportunity, revenues and profits for the staffing company.

This manual is for the staffing company desiring to develop a successful marketing program for building their brand and sales, this 110 page, easy to understand and user-friendly manual will provide the marketing and branding know how and samples of successful staffing marketing programs

STAFFING INDUSTRY SALES MANUAL



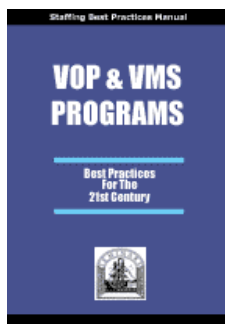
\$215.00

Staffing sales is creative, outgoing work that takes energy, communication skills, a personality that can "advocate," urgency, and persistence. The role of the salesperson is on the front lines to capture the job order, and build / sustain a portfolio of "customers for life."

The Staffing Industry Sales Manual articulates a powerful set of guidelines that can dramatically teach and inspire both the beginning and the experienced staffing account executive to succeed sooner than later. Creating a successful business is about Attitude, Knowledge and Action. If any of these factors is missing or inadequate building a business will be the hardest thing you will ever do.

*This 102-page manual and **audio CD set** is for the new or experienced staffing industry sales person or his/her trainer to help in mastering and applying the vital principals of identifying and developing sales and services opportunities.*

VOP & VMS PROGRAMS MANUAL



\$198.00

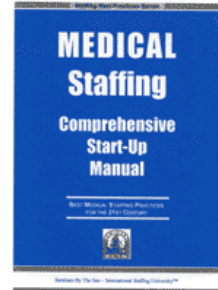
Vendor-On-Premises' programs provide enormous relief and cost savings for larger client users. VOP business now has settled into a double digit pattern of stable growth. It is estimated that VOP revenue accounts for approximately 10% of staffing revenues!

This manual is for the staffing company that wants to sell and develop Vendor-On-Premises programs. It is a 192 page, easy to understand and user-friendly manual containing the key steps and forms for starting and managing a VOP. The manual also provides a primer on VMS (vendor management systems).

MEDICAL STAFFING COMPREHENSIVE STARTUP MANUAL

Medical Staffing is projected to grow in double digits in the foreseeable future.

This manual has been written for the staffing professional/team who wants to startup or build a medical staffing business: (professional, nursing, allied or office); this 384-page easy to understand and user-friendly manual will assist the reader to understand and implement the key elements of starting and managing a successful medical staffing business including start-up, sales and marketing, specialty areas and more.



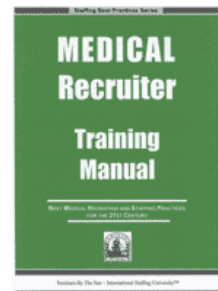
\$395.00

MEDICAL RECRUITER TRAINING MANUAL

An important KEY to making \$\$\$ as a Medical Recruiter is to recognize that you are engaged in a WAR FOR TALENT that you must win in order to obtain your fair share of the placement opportunities.

Don't make the mistake of thinking that because there is a high demand for medical staffing services, your success is a "slam dunk". If you want your share (or more) of the burgeoning opportunities you need to EARN it through hard work, and... your Recruiting & Retention strategies must be the best possible to maximize your success.

The Medical Recruiter Manual has been written for the new or experienced medical recruiter to help them take on a no-stone-unturned approach to recruiting for medical clients.

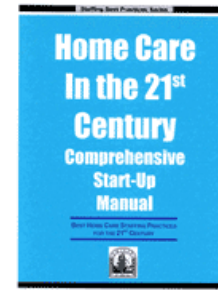


\$345.00

HOME CARE IN THE 21ST CENTURY COMPREHENSIVE STARTUP MANUAL

The first decision to make in setting up a Home Care Staffing Business is to determine what type of agency or service to set up: Home Health Care Agency? Private Duty Home Care Service? Combination Service?

The Home Care Comprehensive Startup Manual will help to do either/both. For the staffing professional/team who wants to startup or build a home care staffing business this 315 page, easy to understand and user-friendly manual will assist the reader to understand and implement the key practices to building a successful home care staffing business.



\$395.00

ONSITE STAFFING MANAGERS TOOLKIT AND RESOURCE GUIDE



\$395.00

One of the most important positions in a staffing organization today is the Onsite Staffing Manager. With more and more enterprises relying on staffing companies to handle the procurement and management of their contingent workforce (temporaries), the number and complexity of Vendor-On-Premises and other Workforce Management Solution service programs are growing.

With that growth comes the need for more sophisticated and well-trained Onsite Staffing Managers. For the onsite staffing manager / trainer or staffing firm that wants to master the success ingredients in operating model VOP this 330 page, easy to understand and user-friendly toolkit will provide all of the know how/best practices to ensure that you keep your valuable VOP client(s).

The Goal of this Toolkit and Reference Guide is to help Onsite Staffing Managers become better educated and equipped to be outstanding in their roles.

STAFFING GOVERNMENT CONTRACTS USER MANUAL



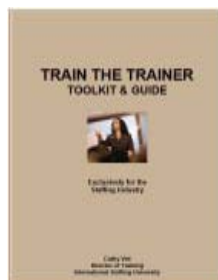
\$395.00

Looking to improve your staffing sales revenues or dramatically enhance the value of your staffing company? Why not pursue the world's largest customer - the US Government!

The U.S government spends over \$200 billion on goods and services each year. State and local governments purchase \$1.3 trillion!

For the staffing company desiring to take advantage of the huge opportunities in government staffing (federal, state and local) this 432-page, easy to understand and user-friendly manual will provide the general and specific details needed to start-up and develop government staffing contract business.

TRAIN THE TRAINER TOOLKIT AND GUIDE



\$395.00

Finally, a comprehensive staffing industry training guide to help every staffing executive who wants to establish or refine their internal training program.

This 400+ page manual includes chapters on training planning and management, training design and development, training preparation for success, training delivery, evaluating training effectiveness, training blueprints for each member of your staffing team and a comprehensive resources guide. Specific topics include setting goals and objectives, training design based on budgets (small, medium and large), authoring and building e-Learning programs, developing training tests and certifications, classroom and eLearning requirements, learning management and course management systems, training style development, training different generations and learning styles, and many, many more key topics.

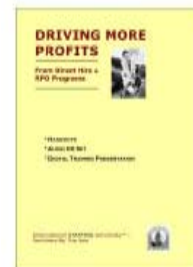
CD ROM Training Programs + On-Demand Training

Welcome to our library of exclusively staffing industry CD Training Programs developed through web training programs delivered to staffing audiences since 2005. These "training bursts" cover a host of topics and are designed to be listened to in CD players or computers. Each CD set comes with a beautifully bound presentation, some of which also include complete presentation notes that help explain some of the finer points.

Many of the programs also have a PowerPoint program synchronized with the audio which can be watched on a lap or desktop computer.

LIST OF PROGRAMS:

- ◆ 21st Century Staffing Accounting/Back Office
- ◆ Customer Service Insanity
- ◆ Driving More Profits from DIRECT HIRE & RPO Programs
- ◆ High Visibility Marketing
- ◆ How to RECRUIT "Champagne" Candidates on a 'Miller Lite' Budget
- ◆ How to Value/Sell Your Staffing Business
- ◆ It IS a BIG Deal, Selling Major Accounts
- ◆ MEGA SALES: Selling & Managing Very Large Staffing Contracts
- ◆ Obtaining & Marketing a GSA Schedule for Your Staffing Company
- ◆ Social Media Marketing for Staffing...Revolution or Fad?
- ◆ Taking STOCK of Your Staffing Company
- ◆ Talent Marketing
- ◆ Ultimate SUCCESS BLUEPRINT for Staffing Sales Management
- ◆ Where Did All The Candidates Go? Fast Track Recruiting
- ◆ Who The Devil Are We Sending NOW?
- ◆ Growing Staffing Gross & Net Profits in an Uncertain Economy
- ◆ The Ultimate Recruiting, Selection and Hiring Process
- ◆ The Ultimate Internal Staff Training Process
- ◆ The Ultimate Management, Motivation and Retention Process



GO GREEN! Many of the CD programs are now available on-demand for instant training - just \$89.00 each. Visit our website and click the On-Demand category to see your choices. Download the audio MP3 file and Adobe Acrobat .pdf file and learn a topic in depth!

21ST CENTURY STAFFING ACCOUNTING/BACK OFFICE CD PROGRAM

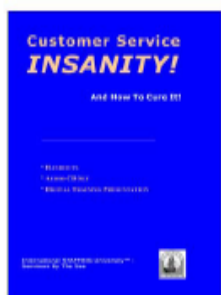


\$129.00

The future looks very bright for the Staffing Industry as the Bureau of Labor Statistics predicts that 'personnel supply' will be the fifth fastest growing industry through 2015.

This program is for staffing professionals who want to apply "best practices" to their back office (including collections) and to be informed about many important opportunities and compliance requirements, this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation provides the nuts and bolts of developing a strong "best in class" back office infrastructure.

CUSTOMER SERVICE INSANITY



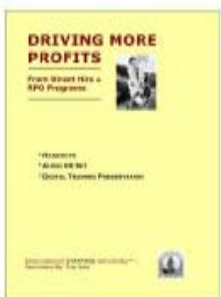
\$129.00

For staffing professionals who want to understand the challenges and apply the "Cures" for "Crazy" customer service practices this 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will train and reinforce staffing industry "best practices" customer service techniques.

The 10 most "insane" things that Staffing Specialists say and do to turn off and lose customers and how to "cure" them - prescriptions for building strong client relationships, sales and profits and more!"

Cathy Vee, industry consultant/trainer and 28 year staffing veteran, tells Staffing managers: "The reality is that customers have become more selective than ever in choosing staffing suppliers with whom to do business. Staffing managers need to train their people to really CONNECT with the customers. Some of the things that Staffing Specialists say and do when I place orders with them - border on INSANITY!"

DRIVING MORE PROFITS FROM DIRECT HIRE & RPO PROGRAMS



\$129.00

The big ticket profit margins are found in direct hire fees and the hot new kid on the block RPO, (Recruitment Process Outsourcing).

Has your staffing firm's focus been on temporary or contract placement? If so, the good news is the outlook for revenue growth in that sector is strong, but not so positive for sustained/increasing profitability.

Designed for staffing executives, owners or managers involved in strategic decisions and business revenue growth of their staffing operations, this 80 min. audio (plus audio-visual) program accompanied by a 50+ page PowerPoint Bound presentation focuses on business generation through strengthening direct hire (permanent placement) operations and establishing an 'RPO' division.

HIGH VISIBILITY MARKETING

So many staffing companies do not reach their true potential because they are invisible to their clients and prospects. Marketing is creating, enhancing, and growing your company's positive visibility so that your chosen market will think of and buy your services first when they have a need for your specific expertise.

This 80-minute CD presentation will provide you with the know-how to create a powerful "lighted path" for prospects and clients to spend \$\$\$ with you.

For staffing professionals who want to create "buzz" about their staffing company this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will provide the nuts and bolts of effective and proven staffing marketing and branding techniques including providing several actual programs that will make your company more "visible" to its clients/prospects and field employees.



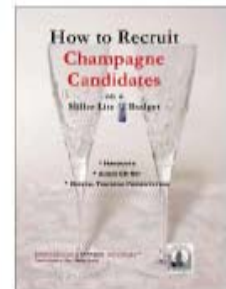
\$129.00

HOW TO RECRUIT "CHAMPAGNE" CANDIDATES ON A 'MILLER LITE' BUDGET

Are you struggling to recruit the quantity and QUALITY of candidates that will put your staffing firm in the 'go to' position with company decision makers and hiring authorities?

With the economy growing and unemployment low, it has become both a creative and monetary challenge to recruit the top-flight people that customers seek.

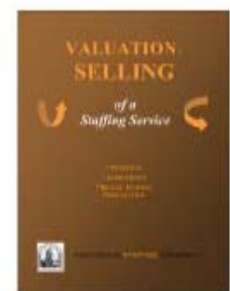
For staffing executives, owners, managers, recruiters and talent managers who are looking for 'smart money' ideas on recruiting top-flight candidates, this 80 min. audio (plus audio-visual) program accompanied by a 90-page PowerPoint Bound presentation focuses on delivering critical knowledge on establishing a recruiting program using the most effective current methods of recruiting "champagne" candidates.



\$129.00

HOW TO VALUATE/SELL YOUR STAFFING BUSINESS

For the staffing owner who wants to learn the nuts and bolts of valuating and selling their staffing business, this 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation by Cathy Vee (accompanied by industry M&A professionals) who has sold her own staffing companies and consulted with other staffing owners to sell their businesses provides the essential tools to make informed decisions and maximize the value/ \$\$ of their company.



\$129.00

IT IS A BIG DEAL, SELLING MAJOR ACCOUNTS



\$129.00

The percentage of staffing sales generated from large Contract, VOP and VMS accounts is growing at a faster rate than other staffing segments! Currently, over 30% of Fortune 500 companies are using some type of VOP or VMS.

Does your sales team have the knowledge & skills necessary to capture your share of the 'Big Deal' / large staffing contract accounts? A growing and successful MASS (Major Account Staffing Sales program) requires Strategic Focus, Planning and Major Account Selling Skills.

This program is for staffing professionals who want to generate "large user" sales. This comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation provides the nuts and bolts of effective, professional-level selling to large accounts as well as describes the large user purchasing approaches including VOP, VMS, Diversity Programs and others.



\$129.00

MEGA SALES: SELLING & MANAGING VERY LARGE STAFFING CONTRACTS

Fortune 1000 companies are now spending an average of 10% of their operating budgets on contingent labor. In some companies, 30-70% of their workforce is contingent.

Do you need to get SMARTER about selling and managing very large staffing contracts? Selling to a very large staffing user can be a tough 'nut' if you are not trained to crack it.

For staffing company sales executives, owners and professionals involved in sales strategy and/or training for their company, this 90-minute audio (plus audio-visual) program accompanied by a 50+ page PowerPoint Bound presentation will provide the essentials to creating and implementing a large account development strategy.

OBTAINING & MARKETING A GSA SCHEDULE FOR YOUR STAFFING COMPANY



\$129.00

Uncle Sam is the world's largest customer and he's buying more staffing services today than ever!

But did you know that more than 1/4th of all federal government's procurements are processed through government wide acquisition contracts (GWACS) or GSA Schedules?

There are GSA Schedules relevant to office, legal, professional, industrial, technical, information technology, medical and other types of staffing services.

Consulting firms charge upwards of \$10,000 to write a GSA Proposal. Why pay high fees to obtain a contract award from the GSA? In this 90-minute audioweb CD program, Cathy Vee, 28 year industry veteran and expert in the area of government contracting for staffing companies, walks you through what you need to know to obtain a GSA Schedule award.

SOCIAL MEDIA MARKETING FOR STAFFING ... REVOLUTION OR FAD?

Today we exist in an ocean of advertising clutter competing for our attention. You know what I'm talking about.... computer banners, popups, TV, radio, magazines, direct mail, etc, etc. And ... YOU KNOW that mass direct messaging is less and less effective as we go into the future.

This 79min. program is for you if you are new to "social media" and want to know if it's all hype - or if it is something you should do...and if so...how??

Enter Social Media Marketing! May the CONVERSATIONS BEGIN! (on demand only)

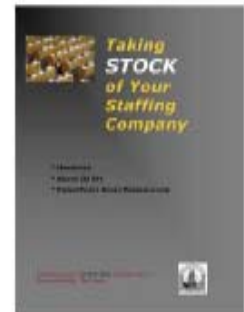


TAKING STOCK OF YOUR STAFFING COMPANY

Do you have a good-to-great business model? What are your company's core capabilities? Value propositions? Cost structure? Target customers/markets? Revenue streams? Growth strategies?

How would (or does) a stock analyst 'rate' your staffing company? 'Best of Breed'? A 'Buy'?, 'Hold' or 'SELL'?

Staffing industry consultant Cathy Vee delivers a dynamic presentation encapsulated in a comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation. This highly researched program is designed to help owners, executives and managers evaluate and improve their current business model for the purpose of developing a "best of breed" staffing company.

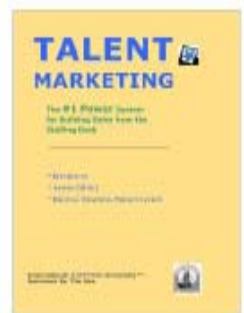


TALENT MARKETING, THE #1 POWER SYSTEM FOR BUILDING SALES FROM THE STAFFING DESK

This is an absolute must "hear and see" for every staffing professional who wants to become truly great at their critical job. Talent Marketing is a mentality - not merely a new technique!

This outstanding program will teach your staff why and how to sharply upgrade their recruiting and placement skills today to take advantage of every opportunity presented by an Applicant/Candidate and Client -- and to proactively create their own opportunities!

For staffing professionals who want to generate more placements and maximize the "return" on their candidate pool this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will train and reinforce staffing industry "best practices" skill/talent marketing techniques.



ULTIMATE SUCCESS BLUEPRINT FOR STAFFING SALES MANAGEMENT



\$129.00

Does your Sales Program need a 'facelift'? Are your Sales Development / Management processes, and approaches to Hiring & Managing salespeople as structured, low-maintenance and results-oriented as you would like?

The Ultimate SUCCESS BLUEPRINT for Staffing Sales Management. For staffing company executives who have people who sell report to them or ... want to know how to develop a sales manager for their branch or region.

In this 75-minute program, industry sales trainer Jonathan Paul lays out easy-to-implement planning, hiring and sales process formulas to help you establish/manage your sales program to achieve pinnacle success in the coming year ... and beyond.

WHERE DID ALL THE CANDIDATES GO? FAST TRACK RECRUITING



\$129.00

One of the toughest staffing jobs in the foreseeable future will be recruiting and retaining qualified candidates for your clients.

The world is facing enormous shortages of talent in the next 25 years; and this is in the face of escalating needs for skilled talent. Don't let your business fall behind!

For staffing professionals who want to strengthen their recruiting program in the age of increasing candidate scarcity, this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will provide the nuts and bolts of developing and tracking a 21st century targeted approach to finding, recruiting and 'on-boarding' the best candidates available.

This ninety minute - comprehensive - CD program will be just the ticket for your and your staffing organization to understand the challenges you will face, and how to take charge of your recruiting program in order in order to satisfy your client's needs and to take advantage of the coming opportunities in staffing.

WHO THE DEVIL ARE WE SENDING NOW?



\$129.00

How many times have you lost a customer by sending out a temp or candidate who behaves like the "devil"?

Would you like to learn some techniques to help you and your staff WOWO in the area of successful interviewing (Weeding Out Weird-Ohhhs!)???

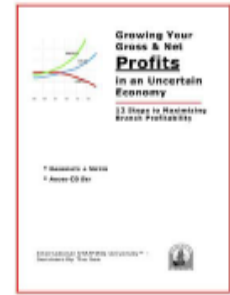
This program is designed and presented for staffing professionals who want to be more effective in their hiring and interviewing responsibilities this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will train and reinforce staffing industry "best practices" interviewing and hiring techniques.

GROWING STAFFING GROSS & NET PROFITS IN AN UNCERTAIN ECONOMY

Is it time to revisit every line of your income statement and planning process to clear out the profit killers and infuse your business with "growth hormones?"

The key to increasing the Value of your staffing business is a laser-like focus on PROFIT creation - Gross and Net...and the power to grow Profits is linked to establishing strong Margins. With solid profits, the value of your staffing business increases; your business can add capital improvements, new technology, attract better clients and candidates - plus hire and retain the best staff!

Many variables under your control influence your healthy - or un-healthy - profit development. Isn't it time to make the move and increase your profits?



\$129.00

THE ULTIMATE RECRUITING, SELECTION AND HIRING PROCESS FOR STAFFING CO.S

Hiring the right staffing team to achieve your business goals is a VERY important step to being successful in staffing or any business.

The best training or sales and marketing plans will fail if your staff isn't: loyal or ethical; motivated to obtain enough of the right business opportunities – and matching workforce; manageable and a team player; savvy enough to handle client and candidate conversations to achieve "win-wins"; working with the right amount of urgency and professionalism.

The key is developing and adhering to your hiring "doctrine" which should attract the right staffing players to your staffing company and team. This outstanding presentation by Jonathan Paul, VP of International Staffing University delivers the critical knowledge to hire right!

\$325.00 for three programs



THE ULTIMATE INTERNAL STAFFING TRAINING PROCESS FOR STAFFING CO.S

Once you have hired the internal staff for your company, maximizing their effectiveness with client and candidate is essential to taking advantage of the opportunities that are presented daily! A great hire cannot be retained if their competence and confidence is not strengthened through ongoing training. The best laid business plans will be unsuccessful if your staff isn't continuing their growing process or sees a long-term home with your company. Training facilitates staff growth, production and retention!

Cathy Vee, President and Training Director of International Staffing University conducts this presentation designed to deliver the know-how that will inspire you to deliver world class training to your staffing team in 2008 and beyond!



THE ULTIMATE MGMT, MOTIVATION & RETENTION PROCESS FOR STAFFING CO.S

While hiring and training your internal staff are key elements of developing a worldclass staffing company, the daily management, motivation, evaluation and "retention mentality" applied to your staff is critical to stabilizing and maintaining the momentum of your business.

What is your management and motivation "doctrine?" Are you obtaining the results you want? Does your management approach focus the staff and remove barriers to progress?

Cathy Vee presents the know-how to inspire you to manage your staffing team in a way that will solve problems before they become problems and provide a structure for the delivery of world class management to your team in 2008 and beyond!

Volume Purchase! Bundles of Training Products saves you 15%!

RECRUITING TRAINING IN A BOX - ~~\$882.00~~ \$749.00
Save \$133 plus receive Free Shipping!

Volume purchase saves you \$133.00! plus FREE SHIPPING! This recruiting education package is perfect for training how to most effectively recruit temporary/contract staff in the 21st century.

Package includes:



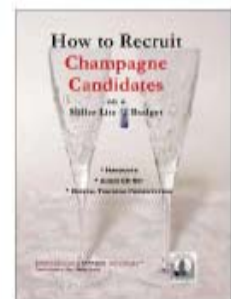
Recruiting DVD Video Training - Includes four one-hour trainings and electronic "open source" Word files where you can reprint and personalize as needed! Student Workbook, Final Exam/Keys, Trainer Manual, Facilitator Guide. For the new or experienced recruiting specialist/manager, this comprehensive program will provide proven staffing "best practices" recruiting "thinking", including tracking methods, advertising/analysis and preparation instruction, plus a comprehensive list of successful recruiting programs/approaches.

Where Did All the Candidates Go? Fast Track Recruiting CD Program. For staffing professionals who want to strengthen their recruiting program in the age of increasing quality candidate scarcity, this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will provide the nuts and bolts of developing and tracking a 21st century targeted approach to finding, recruiting and 'on-boarding' the best candidates available.



Talent Marketing, The #1 Power System for Building Sales from the Staffing Desk CD Program. For staffing professionals who want to generate more placements and maximize the "return" on their candidate pool this comprehensive 2 audio CD program with PowerPoint handouts and PowerPoint video/audio presentation will train and reinforce staffing industry "best practices" skill/talent marketing techniques.

How to Recruit Champagne Candidates on a Miller Lite Budget CD Program. For staffing executives, owners, managers, recruiters and talent managers who are looking for 'smart money' ideas on recruiting top-flight candidates, this 1 hour 19 min. audio (plus audio-visual) program accompanied by a 90-page PowerPoint Bound presentation focuses on delivering critical knowledge on establishing a recruiting program using the most effective current methods of recruiting "champagne candidates."



Visit our 'Bundles' Page on the Web

POWER SALES BUNDLE - ~~\$1,193.00~~ \$995.00
Save \$198 plus receive Free Shipping!

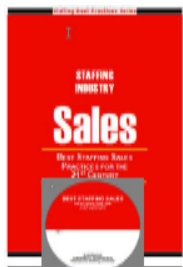
Volume purchase saves you \$198! PLUS FREE 3-DAY SHIPPING! This outstanding assortment of the latest training manuals and CD training packages includes five popular sales-building products including:

Staffing Sales DVD Video Training - Includes four one-hour trainings and electronic "open source" Word files where you can reprint and personalize as needed! Student Workbook, Final Exam/Keys, Trainer Manual, Facilitator Guide. For the new or experienced recruiting specialist/manager, this comprehensive program will provide proven staffing "best practices" sales creation "thinking", including telesales, client meetings, questioning techniques and executive sales time management practices.



MEGA SALES: Selling & Managing Very Large Staffing Contracts CD Program For staffing company sales executives, owners and professionals involved in sales strategy and/or training for their company, this 90-minute audio (plus audio-visual) program accompanied by a beautifully bound 50+ page PowerPoint will contribute to their understanding about how to develop large account sales.

Emarketing Sales & Recruiting Programs For Staffing Companies Manual. For the staffing firm that wants to create a proactive eMarketing sales and recruiting program this 92 page, easy to understand and user-friendly manual contains the necessary knowledge for the reader to develop and execute a sound outreach program to develop sales, sustain relationships and even recruit!



Staffing Industry Sales Manual w/CD Set. For the new or experienced staffing industry sales person or his/her trainer this 102 page, easy to understand and user-friendly sales manual helps the user to master and apply the key principals of generating staffing sales. The manual articulates a powerful set of guidelines that can dramatically teach and inspire both the beginning and the experienced staffing account executive to succeed sooner than later.

Building Sales From The Staffing Desk w/CD Set. For the placement specialist this 103 page, easy to understand and user-friendly manual with audio CD set for easy listening helps them to master and apply proven successful business building and expansion techniques at the service desk.



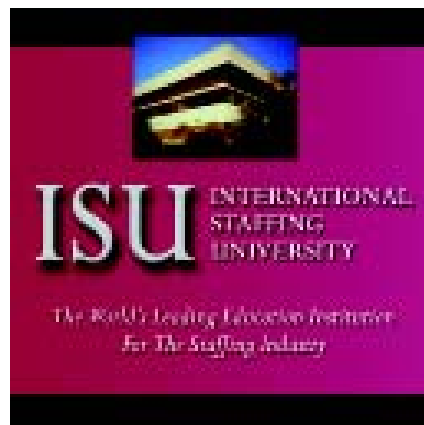
Return / Cancellation Policy

Return Policy. Due to the nature of the Products offered - CD, DVD packages and Manuals - we offer a limited return policy. Only unopened CDs, DVDs, manuals or workbooks or exams will be accepted for return. An item(s) in saleable condition may be returned for a STORE CREDIT if prior authorization/Authorization Number is issued within 7 days of receipt by customer. There WILL be a restocking charge applied of 20% | no returns are available after 7-days. Freight to and from the customer must also be prepaid. On-demand "digital downloads" (audio and .pdf files) may not be returned.

Webinars/Web Class (Virtual Classroom) - No RETURN/CREDIT permitted if attended. For non-attendance a STORE CREDIT may be issued if prior authorization/Authorization Number is issued within 7 days of the Webinar or Web Class (Virtual Classroom).

Classes - No RETURNS/CREDITS permitted if attended. For non-attendance a STORE CREDIT may be issued if prior authorization/Authorization Number is issued within 7 days of the Class.

To review our Terms and Conditions policy please visit [TERMS AND CONDITIONS](#).



**ASA CERTIFIED CONTINUING
EDUCATION PROVIDER**