

Attention Salespeople:

Want to gain entry into a new company or get additional business from an existing client? Here's a new tool!

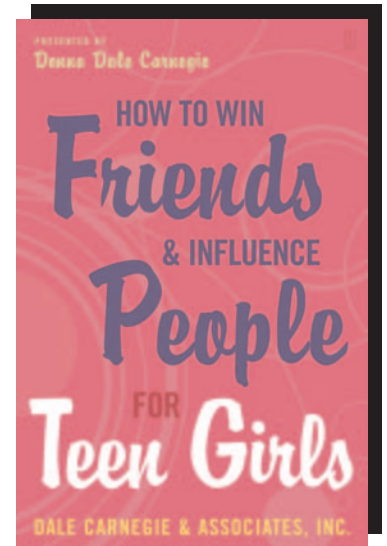
Be the Kind of Person Others Want to Know Workshop

What is it?

A 90-minute workshop aimed to help teenage girls:

- exhibit the behaviors and attitudes which demonstrate self-confidence
- identify those around us who help to increase our self-confidence
- practice a process for building self-confidence

This workshop also ties in to the new *How to Win Friends and Influence People for Teen Girls* book.



How should the workshop be positioned in order to get business results?

The purpose of the Teen Workshop is to gain entry into a company...it's not to enter the teen market, per se. We want franchisees to offer the teen workshop to companies as a benefit to their employees...e.g., invite the teen daughters, nieces, friends, etc. of your employees for a fun-filled, interactive workshop. Then, hopefully, that workshop will allow the franchisees to get additional business from that company.

Who is the Target Market for the workshop?

Human resource contacts in organizations that have programs for employees and their families. You can also target your local chamber, rotary clubs and business clubs. Some questions have arose regarding promoting this workshop within schools. We recommend that your focus is more on corporations and business clubs because they are more likely to yield opportunities for future business.

What materials are used in the workshop?

The participant manual, facilitator notes, and electronic visuals are available on the Product Library. They can be found by going to Curriculum Products and looking under Teen Workshops.

Are marketing materials available?

Promotional pieces are available on www.sales.dalecarnegie.com