

## Business Collection

### Simply Business™: Starting and Running Your Own Company

Many people today are considering starting their own business. Small businesses are the largest growing sector of our economy. However, few of these new businesses succeed. This CD-ROM contains all the information you need to be a successful entrepreneur. Written by Deaver Brown, co-founder of the Umbroller Stroller Company, American Power, and Simply CDs, it also includes video examples of the all important sales calls. You will find Deaver Brown's style fast paced and humorous. More importantly, it will help you discover if you have what it takes to run your own company.

Answers most of your questions with advice that can speed you to success:

- What kind of product or service should you sell?
- Do you have the right temperament for the job?
- Where should you incorporate?
- Where can you get financing?
- How do you make and sell your product or service?
- How should you price, package, and position your product or service?
- What records should you keep?
- How should you cash out?

**Contents:** Preface, Acknowledgments, Chapter 1 -- Getting Started: It Is Easier to Start Something Than Stop It, Chapter 2 -- Formation: Do Something You Know, Chapter 3 -- Running the Business: Boiler Room Work., Chapter 4 -- Marketing: Who You Are., Chapter 5 -- Sales: Sell and Repent!, Chapter 6 -- Finance: Don't Run Out of Cash!, Chapter 7 -- Operations: Dreams Are in Dollars, Profits in Pennies, Chapter 8 -- Professionals & Business Environment: Tread Cautiously, Chapter 9 -- Reports: Expect What You Inspect, Chapter 10 -- Suggested Readings: Reading Helps-Rereading Instructs, Chapter 11 -- Conclusion: When to Get Out!, Footnotes, Bibliography.

**Videos:** # 1: Getting Started in Your Own Business, # 2: Market Selection, # 3: Getting Started, 4: Purchasing Established Businesses, # 5: The Early Days, # 6: Key Tasks and Priorities, #7: Marketing, # 8: The Product Sale, Wrong Way: The Salesman Has Two Mouths and One Ear, Right Way: The Salesman Listens and Puts Fears to Rest, #9: The Mission Critical Sale, Wrong Way: The Salesman Just Doesn't Get It., Right Way: Listen Closely and Give 'em What They Want, #10: The Chevy Sale, Wrong Way: Salesman Does Not Listen to Customer Concern About Money, Right Way: Salesman Listens and Addresses Concern, # 11: Small Business Finance, Raising Money from an "Angel", Raising Money from a Family Member, The Bank, The Venture Capitalist, # 12: Operations, # 13: The Professional Business Environment, and # 14: Learning.

### Simply Legal

This new CD includes contracts, letters, legal forms, business and home legal "checklists" (estate planning, wills etc.). Beat lawyers at their own game!

### Simply Negotiations: Getting What You Want

Everyone faces the need to negotiate every day and every hour, especially business people. Yet, most of us negotiate too much or not at all. Deaver Brown, co-founder of the Umbroller stroller company, American Power, and Simply CDs, guides you through the necessary steps to make you an effective negotiator. Using video examples of good and bad ways to negotiate, you will learn to avoid many of the pitfalls and disasters other fall into. Brown's fast paced humorous style makes it fun. Becoming an effective negotiator will impress your boss and save your own company money. The concepts and skills needed to do that are presented in this installment of the Simply CDs Professional Business Series.

**Contents:** Part I: The Fundamentals, Part II: Negotiate On The Merits, Part III: Negotiation Skills, Part IV: Negotiation Talents, Part V: Advice, Part VI: Don'ts, Part VII: Beware Of These Tactics, Part VIII: Your Negotiating Patterns--Watch Your Back, Jack!, Part IX: Auctions, Part X: Managers, Part XI: When Hiring People, Part XII: Collecting Money, Part XIII: How To Think About The Issues, Part XIV: Bibliography

**Videos:** # 1: People Don't Negotiate Enough, # 2: Ongoing Negotiations, # 3: The Volvo Sale, Status Product (wrong/right), # 4: The Chevy Sale; Value, Money, and Sympathy, # 5: Impact of Me-ness; The House by the Lake, # 6: Positional Bargaining, # 7: Negotiate on the Merits, # 8: Clues, Client Types, and Opportunities, # 9: The Negotiation Skill Set, # 10: Negotiation Talents, # 11: Negotiation Advice, # 12: Negotiation Don'ts, # 13: Beware of these Tactics, # 14: Negotiation Patterns, # 15: Managers, # 16: Hiring People, # 17: PMI Thinking, # 18: Union/Management Case Study

### **Simply Sales: Give Them the Pitch, Go for the Money!**

The most critical skill for business success is sales. If you can sell, you will be on the road to success. Deaver Brown, salesman, writer, entrepreneur, founder of the Umbroller Stroller company, American Power Conversion, and Simply CDs, guides you through all the necessary skills to make you a bang up salesperson. From knowing your deal, to listening to your customer, you can learn from Brown's 20 years experience as a salesman and company builder. Using video examples of good and bad ways to sell, you will learn to avoid the pitfalls and disasters others fall into. Brown's fast paced humorous style makes it all fun. Impress your boss or save your own company with the concepts and skill presented in this installment of the Simply CDs Professional Business Series.

**Contents:** Part I: The Fundamentals, Part II: The Skill Set—General, Part III: Theoretic Reason Why People Will Not Work On Their Selling Skills, Part IV: More On Specific Skills And Knowledge, Part V: Define Your Selling Proposition By What Your Company Does Not Do, Part VI: Personality Traits And Presence--Be Nice; Be Firm; Listen Closely; And Give `em What They Want, Part VII: Learn Your Craft, Part VIII: Strategy And Tactics Of Selling, Part IX: Mechanics Of Selling, Part X: Hiring Sales People, Part XI: Sales And Order Department, Part XII: Reference Information, Part XIII: Bibliography

**Videos:** # 1: Opening Your Mind So the Opportunities Can Flow In, # 2: The Skill Set; Know Your Deal, # 3: Know What You Are; Know What You Are Not, # 4: Personality and Presence; The Mission Critical Sale (right and wrong), # 5: Learn Your Craft; The Product Sale (right and wrong), # 6: Analyze the Situation; The Product Service Sale (right and wrong), # 7: The Volvo Sale; Status Product (right and wrong), # 8: The Chevy Sale; Moderate Income, No Status Issues (right and wrong), # 9: Hiring Sales People.