

AHTD PRODUCTS / LITERATURE

ASSOCIATION LITERATURE

❖ **AHTD Membership Directory**

This publication lists more than 250 AHTD member companies, addresses, key personnel and product lines. Also includes a quick geographical index.

Members: *Initial copy free, additional \$50 each*, **Non-Member \$500**

❖ **AHTD Camera Ready Logo Sheets**

Take pride in AHTD and incorporate the AHTD logo in your external and internal communications, such as your letterhead and newsletters.

Members: *Free* **Non-Members:** *N/A*

❖ **Profile for a Successful Distributor/Manufacturer Partnership**

This brochure explains in detail how to build a successful distributor/manufacturer partnership selling technology based products.

Members: First 25 are free, after that groups of 25/\$15

Non-Members: Groups of 25/\$20

❖ **Point of Sales Guidelines**

These documents, prepared by AHTD and PTDA outline policy and ethical guidelines for sharing POS data, sample confidentiality agreements and standardized format for transmission of data.

Members: *Free* **Non-Members:** \$25

❖ **Documenting Value Added For Automation Solution Providers**

Learn how you can document the value you add for customers. Examples and sample worksheets included.

Members: *Free* **Non-Members:** \$25

MARKETING COLLATERAL

Brochures:

❖ **"Do What You Do Best...Let Your ASP Do The Rest."**

Promote the value-added provided by the Automation Solution Provider. Custom imprint with your name and logo.

Members: \$325 for 500 minimum/\$15 per 100 additional

❖ **AHTD Posters:**

Three different 11"x15.5" posters, reproductions of Magazine ads promoting ASP value-added

Member: \$10 per set

❖ **CD Rom Custom Presentation:**

Individualized 6 meet specific needs of your company. Generic Sample available.

Member: To be priced individually.

SURVEYS

❖ **Profit Report**

This invaluable annual report gives you the opportunity to measure your company's performance in terms of operating expenses, profitability levels and ROI against other distributors in the industry. Trends since 1991 are included.

Members participating in Survey: *Free*
Non-Participants and Non-Members: \$200

❖ **Compensation Study**

This invaluable annual report gives you the opportunity to measure your company's overall employee compensation plan—not just your pay scales, but your benefits program as well—in comparison to other firms in distribution.

Members participating in Survey: *Free*
Non-Participants and Non-Members: \$200

ELECTRONIC DATA INTERCHANGE

❖ **EDI Operations Manual**

This EDI Planner will provide you with an overview of how EDI works, how costs and benefits can be calculated and how to plan and install to the maximum advantage.

Members/Non-Members: \$50

❖ **EDI Purchase Order Guideline**

This 87-page booklet explores available options for constructing an EDI purchase order message.

Members: \$10 **Non-Members:** \$25

TRAINING VIDEOS/VIDEO KITS

❖ **How to Increase Sales With Hardly Any Effort**

This program helps salespeople to see how each encounter with a customer is an opportunity to sell better quality, greater quantity or related items.

Member: \$75 (Kit includes one (1) video and three (3) workbooks)

❖ **New Directions in Inside Sales**

A five segment video/print based training program that can be used as a self-study for a single inside salesperson or in a classroom situation for all salespeople.

Members: \$149 (Kit includes one (1) video and one (1) workbook)

❖ **Gross Profit-It's Your Job**

This program helps the employee understand why small things reduce gross margin and destroy net profits while also helping people to understand how their jobs and advancement are tightly involved with the company's profitability.

Members: \$75 (Kit includes one (1) video and three (3) workbooks)

❖ **Good Phone Skills**

This kit deals with selling value and overcoming objections, as well as providing an easy method for dealing with an irate caller.

Members: \$75 (Kit included (1) video and three (3) workbooks)

❖ **Selling the Package**

This kit helps salespeople to recognize that they have more to sell than a product and more to sell it with than price.

Members: \$75 (Kit includes one (1) video and three (3) workbooks)

❖ **Winning Sales Management by Mike Marks**

This kit, which includes nine modules on two videotapes, a workbook, a forms package, and a computer disk with spreadsheet templates for Lotus & Quatro, helps sales managers to deal with today's more competitive market including ways to forecast for the greatest effect, how to deal more effectively with the sales force and much more.

Members: \$200

❖ **The Perfect Sales Call**

Learn goal setting, how to plan a call, handle the key issues that must be done to make the "perfect sales call" Video, sales management and participant guide.

Members: \$175 **Non-Members:** \$250

WHOLESALE DISTRIBUTION

❖ **Facing the Forces of Change 2000**

Study Report—This 248 page book gives you complete details and interpretation of the predictions of the panelists, along with a detailed explanation and discussion of each of the 11 new realities in wholesale distribution.

Members: \$130 **Non-Members:** \$200

Workbook—This invaluable planning aid of nearly 100 pages contains questionnaires and forms that you and the others on your company's management team can use to determine the impact of the predicted changes in the industry on your specific company.

Members: \$40 **Non-Members:** \$60

Video—The authors of Facing the Forces of Change 2000 report explain and comment on the highlights of the panelists' predictions in a 70 minute video.

Members: \$180 **Non-Members:** \$260

SET (includes video, workbook and report)

Member: \$315 **Non-Member:** \$470

❖ **Understanding Your ABC's**

A Self Study Guide to Activity Based Costing

This booklet is a guide to the Activity Based Costing system which enables a company to evaluate the profitability and the value of their services.

Members: \$25 **Non-Members:** \$50

AHTD Literature Order Form

	Quantity	Total
AHTD Membership Directory Members: <i>Initial copy free, additional \$50 each</i> ; Non-Member \$500	_____ X	_____
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Documenting Value Added For Automation Solution Providers Members: Free Non-Members: \$25	_____ X	_____
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New Directions in Inside Sales Members: \$149 (Kit includes one (1) video and one (1) workbook)	_____ X	_____
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Workbook Members: \$40 Non-Members: \$60	_____ X	_____
Video Members: \$180 Non-Members: \$260	_____ X	_____
SET (includes video, workbook and report) Member: \$315 Non-Member: \$470	_____ X	_____
Understanding Your ABC's	_____ X	_____
A Self Study Guide to Activity Based Costing Members: \$25 Non-Members: \$50	_____ X	_____
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Payment Information

Return this form with payment to AHTD, N19W24400 Riverwood Dr., Waukesha, WI 53188 or fax (262)-696-3646. All orders must be prepaid. Keep a copy of this order form for your files. Checks should be made payable to AHTD.

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