

# InTouch



Spring 2004 Newsletter

## May we give you a free Howard-Miller desk clock?

See the outside fold of this newsletter for details on this limited-time offer!



## TSOD Celebrates Success with Lower Tuition Rates

On the heels of its most successful year ever, TSOD has announced that it will decrease tuition rates beginning March 1, 2004. The tuition rollbacks average 10 percent, and affect all of the company's most popular courses.

"We're doing much more repeat business than ever before," said TSOD co-founder Frank Whyte. "That's a very efficient type of business, and our bottom line reflects that efficiency."

In January, 2004, TSOD logged record levels of activity and revenue, prompting company leaders to reevaluate tuition rates. "We have tremendous business momentum right now," Whyte said. "Lowering our rates while the sun is shining is an ideal way for us to thank our loyal customers."

TSOD's all-inclusive tuition policy isn't affected by the rate rollback: The company will continue to provide programs at fully bundled rates throughout the 48 conterminous United States.

*"We have tremendous business momentum right now. Lowering our rates while the sun is shining is an ideal way for us to thank our loyal customers."*

*—TSOD co-founder Frank Whyte*

## Graduation Certificates! Get Your Grad Certs Here!

Since your last training program concluded, have your employees had sad, needful faces, as though their lives just aren't complete without graduation certificates?

We seriously doubt it. But your graduates deserve certificates, nonetheless.

This is a quick reminder that you can order grad certs online through [www.tsod.com/gc](http://www.tsod.com/gc). In fact, that's the only way to order them, so please review the instructions.

Courses that require advance completion of MBTI forms (e.g., team building and team leadership) give out graduation certificates at the course, so you don't need to order certificates separately for those programs.



## ***Overwhelmed Employees Boost Demand for Time Management and Stress Training Programs***

The warming economy already appears to have overheated the workforce, with some employee workloads and stress levels rising toward the boiling point. As a result, companies are clamoring to provide time and stress management training for frazzled personnel.

"The demand for time management and stress management training has tripled in the last twelve months," said Tim Sharp, Training Services On Demand time management team leader. "The interest is coming from the bottom up — from employees who are asking their managers for coping solutions."

TSOD finds that many of its new customers have experienced a surge in business, but haven't yet made new hiring commitments. The result is an over-extended in-seat workforce.

"We expect some increase in time management training when the economy is on the rise," Sharp said. "But the interest in time and stress management is stronger now than we've ever seen before. Employees are both digging-out from a heavy workload and trying to cope with the overall anxiety we've all felt in recent years."

TSOD provides half-day time management and related stress management workshops. The two onsite seminars often are combined to give employee teams a day to both de-stress and realign their time commitments.



**Tim Sharp provides time and stress management training to Verizon Telecom managers.**

## ***We Dare You: Top This E-mail***

We often receive very gracious letters and e-mails from our recent customers. But the note from Stacey Taylor of NBS Local Government Services in Temecula, California just blew us away! Thanks, Stacey, for patting hard workers on the back. We hope you don't mind if we share your kind words:

"Wow, what a response I have received from the Management team on the [presentation skills] training they received over the last two days. Practically each and every one of them have trickled into my office and talked about how great they felt the training was.

"Comments such as 'It was by far the best training I have ever attended,' 'It was worth every dime and every minute that I had to be away from my busy desk,' 'Normally all I can think about during training is how much is backing up back at the office but he had my full attention,' and on and on! I have to thank you for making me look good..."

Stacey, thanks for an abounding morale booster... We sure hope you need a desk clock, because one's on the way! •

## ***We Seldom Ask for References, and Here's Why***

In her uncommonly kind e-mail, Stacey also noted that she had one challenge when deciding to work with TSOD: Our reluctance to provide references. We sure understand that.

We occasionally do ask a customer to serve as a reference, but we do so only in conjunction with very large business opportunities (usually in the six-digit range) that are in their final stages. Otherwise, we don't give-out our customer names and phone numbers, ever.

Why? Because we get many, many requests a day for our customer names and phone numbers. And we don't want our good customers' phones ringing dozens of times a day. We view our relationship with you as just that: Our relationship.

We never telemarket, we never fax market, and we send a newsletter only occasionally. We're uncommonly respectful of our customers' time and communication resources. If we ever do ask you to serve as a reference, please know that we're doing so on a one-time basis, for an important purpose.



**TSOD's traveling trainers logged more than a million miles in 2003.**

## ***Knock Wood Before Reading: TSOD Sets Remarkable Reliability Record***

Imagine that your work involves nonstop nationwide transportation of people and products... a complex, changing, moving matrix of humans and materials being transported by ground and air over an entire continent, virtually nonstop. Picture the gremlins that might impede your success.

If you have a good imagination, you'll be impressed by Training Services On Demand's new record: We haven't missed a training appointment in more than three years!

"This is the sort of thing you hate to brag about for fear of jinxing it," said Frank Whyte, a principal of Training Services On Demand. "We've worked very hard to be reliable, and to have a backup plan for every backup plan. But admittedly, luck and faith have played a part."

The greatest paranoia of the year involved awaiting the arrival of Whyte's first baby. "Victoria found a gap between training programs," Whyte said. "She made her entrance in the week leading-up to Christmas, which is traditionally slow for corporate training. She obviously has great instincts for this business."

### ***Dad Never Brags, But... We're Certain You Wanted to See a Picture***

Victoria Paige Whyte turned four happy, healthy, hearty months old on April 20. She's already made her commitment to our good customers known... She wears Lee Jeans and PUMA shoes while cheering for the Sacramento Kings. She demands that mom and pop use only Morton Salt, ExxonMobil gas, and Sprint long distance. Her career goal is to own a Lennox HVAC franchise, while modeling for Petra Fashions catalogs part-time. Oh, and she's not finished yet (continued next newsletter)...



### ***Short & Sweet Seminars for Convention Crowds***

Training Services On Demand has announced the availability of a series of mini-seminars for convention and conference settings. The condensed programs, titled SmartSessions™, showcase the most popular content from TSOD's corporate training catalog.

"We've provided short seminars for our customers' conventions and national meetings for years," said TSOD's Marcia George. "They've been incredibly well received, and we felt that it was time for us to integrate convention services into our training course catalog."

The SmartSessions inventory includes a dozen of TSOD's most popular training segments, each of which has the elasticity to fit a 45- to 75-minute agenda slot. The complete list of SmartSessions programs, along with rates and scheduling details, is posted in TSOD's web site at [www.tsod.com/smart](http://www.tsod.com/smart).

### ***TSOD's Whyte Honored with TRMA President's Award***

Training Services On Demand received the 2003 President's Award from the Telecommunications Risk Management Association (TRMA). In presenting the award, the association lauded Frank Whyte's presentation to the association's 2003 convention, saying "It is the high caliber, knowledgeable presentations, combined with enthusiastic discussions, which make TRMA a powerful source of information for improving the telecommunications industry credit and risk management capabilities."

In accepting the award, Training Services On Demand principal Frank Whyte praised TRMA's commitment to professional development. "Associations that serve their members through continuing education serve their members in a profound and meaningful way," Whyte said. "We're proud to receive this award, not just because it compliments our organization, but because it emphasizes TRMA's dedication to member education."



Free gifts...  
Unclaimed graduation certificates...  
A picture of the most beautiful baby in the world...  
How much can you ask  
for in one newsletter?

Offices Nationwide  
Administrative Center  
120 W. Church Street  
Frederick, MD 21701



# The Value of Time

**Schedule Summer & Fall  
Workshops by May 31**

**Receive a free Howard-Miller desk clock!**

June is one of our busiest months for scheduling, and it can be challenging for us to keep up!

If you can schedule any of your 2004 training before June, we'd like to show our appreciation with a Howard-Miller rosewood desk clock. These classic timepieces are unquestionably the finest scheduling premiums we've ever offered.

One of these tasteful clocks is yours for each full-day or two-day seminar you schedule before June 1. And of course, if you provide a successful referral in May, we'd certainly consider that a reason for reward, as well.

To order your free timepiece, or to review program details, log-on to [www.tsod.com/clock](http://www.tsod.com/clock).

Thanks!

