



J. J. Keller
& Associates, Inc.

3003 W. Breezewood Lane
P.O. Box 368
Neenah, WI 54957-0368
www.jjkeller.com

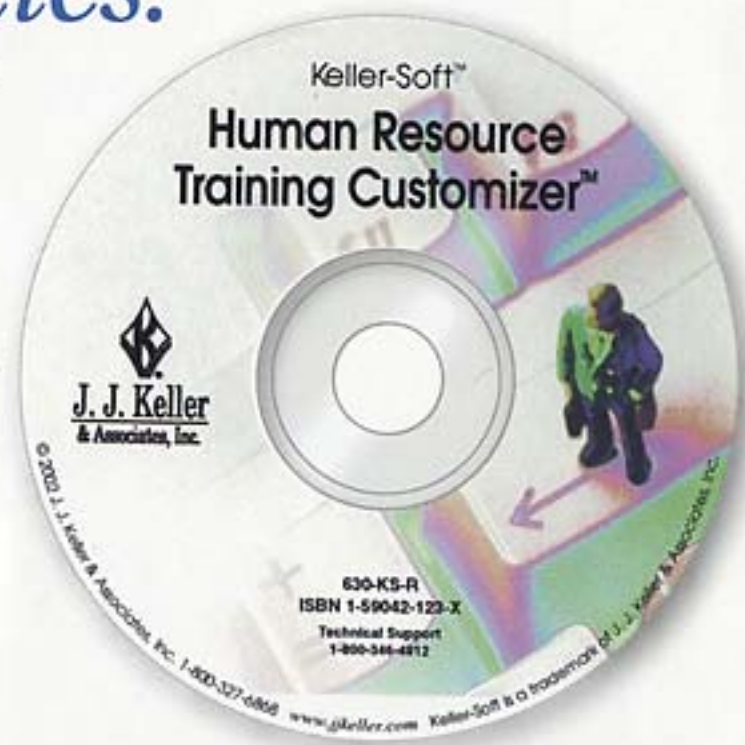
Just pop this CD-ROM into your computer and you can create

HR training programs in as little as 5 minutes!

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J. J. Keller &
Associates, Inc.

- Ready-to-use training programs on 18 key HR topics
- Every program fully customizable
- Dozens of printable handouts and exercises
- Complete PowerPoint® presentations on every topic
- Easy tools for scheduling, tracking, and reporting
- FREE Lifetime Technical Support, and much more ...

LOOK INSIDE



*Try it risk-FREE
and see for yourself!*

**Your Invitation and \$50.00 Savings Voucher INSIDE.
OPEN IMMEDIATELY!**

Risk-Free Invitation

Now HR training for managers and supervisors is as easy as point and click!

With the all-NEW *Keller-Soft™ HR Training Customizer™* you can create fully-customized HR training programs — complete with handouts, exercises, and PowerPoint® presentations — in as little as 5 minutes!

Don't believe it? Try it for yourself risk-FREE!

*Reply before April 30, 2002
And save \$50!*



Dear Friend,

Let's face it.

Creating HR training materials from scratch is a real pain. It's time-consuming and expensive. And canned training programs are not much better. You could spend hours making changes to meet your unique training needs.

That's why I want to introduce you to the *Keller-Soft HR Training Customizer* from J. J. Keller & Associates, Inc., America's leader in training and compliance solutions. It's the fastest, easiest way to create HR training for managers and supervisors — in as little as 5 minutes!

And you're invited to try it risk-FREE. Just return the invitation enclosed or call toll-free 1-800-327-6868. Your satisfaction is 100% guaranteed.

You get 18 complete training programs on key HR topics ... dozens of printable handouts and exercises ... ready-to-use PowerPoint presentations on each topic ... a full set of scheduling, tracking, and reporting tools ... FREE lifetime technical support ... and much more.

No more wasted time struggling with training materials. You just
(over, please)



J. J. Keller & Associates, Inc., 3003 W. Breezewood Lane • P.O. Box 368 • Neenah, WI 54957-0368
Phone: 800-327-6868 Fax: 800-727-7516 Web: www.jjkeller.com

install the *HR Training Customizer* on your computer. Then the next time you need human resource training materials, you simply click on the topic you need. That's all there is to it.

Use each HR topic as is and you can actually be ready for a training session in as little as 5 minutes! Or if you want to make changes to a topic, the easy editing controls make customization fast and simple.

The *Keller-Soft HR Training Customizer* is a revolutionary new training tool. It saves you time. It saves you money. And most importantly, it saves you headaches.

You get 18 ready-to-use programs on key HR topics!

When you're in a hurry, the *HR Training Customizer* comes to the rescue with absolutely everything you need for professional, high-impact HR training. Just choose your topic. Print the materials you need. And in as little as 5 minutes, you're ready to give your presentation.

The *HR Training Customizer* includes complete training programs on 18 key topics ...

- Americans with Disabilities Act (ADA)
- Benefits
- Communication Skills
- Discipline
- Discrimination
- Facility Safety
- Fair Labor Standards Act (FLSA)
- Family and Medical Leave Act (FMLA)
- Hiring Skills
- Injury and Illness Reporting (Form 300)
- New Employee Orientation
- Performance Appraisal Skills
- Sexual Harassment
- Temporary and Contract Employees
- Termination
- Violence in the Workplace
- Workers' Compensation
- Workplace Crises

Each topic is complete with a point-by-point outline, support information, training tips, ready-to-print handouts and exercises, and a ready-to-show PowerPoint presentation with slide-by-slide speaker notes and a built-in viewer ... you don't even need PowerPoint!



Customize your training materials any way you like!

While every topic included with the *HR Training Customizer* is ready to use, you can easily make changes to suit your company's particular needs. Easy-to-use word processing features give you complete control over every word. You can ...

- Customize your presentations by choosing only the topics and materials you need.
- Customize your content by adding, deleting, or editing information, handouts, and exercises. You can even create customized versions of presentations for different locations.
- Customize your look by choosing the typeface, type size, style, or alignment. This makes it easy to create complete training packages with a consistent and professional design.

Stay organized with scheduling, tracking, and reporting tools!

Of course, HR training is more than creating presentations. It's also about making sure the right people are in the right place at the right time. So the *HR Training Customizer* includes a complete set of management tools to make training a snap. You can ...

- Schedule training sessions and keep track of who was trained on particular topics, who did the training, and when the training took place.
- Track every trainee by full name, company ID, job title, and office location.
- Track training costs, calculate your return on investment, and organize details about your company and multiple locations.
- Create instant reports for the training history of individual employees, scheduled training, training by specific job title, and complete employee lists.

Improve your results with bonus training tips!

The *HR Training Customizer* also includes dozens of training tips and techniques to make you a better session leader. You'll discover how to assess your employees' most urgent needs ... 4 simple ways to customize your training sessions ... how to get a roomful of people involved and interested ... and much more. Dozens of clever ideas and hands-on techniques to make presenting easier and more effective.

(turn the page)



Try the *HR Training Customizer* risk-FREE!

I could go on and on. But there's only one way to see just how quick and easy your training job will be with the *HR Training Customizer*. Try it.

All you have to do is complete, fold, and mail your Risk-FREE Invitation with the enclosed postage-free envelope. Or just pick up the phone and call toll free 1-800-327-6868.

You'll get the complete *Keller-Soft HR Training Customizer* - including all 18 HR topics, plus handouts, exercises, PowerPoint presentations, training management tools, and more.

**Hurry! Order by April 30, 2002
and save \$50.00!**

The *HR Training Customizer* is ordinarily priced at an affordable \$329. But for a limited time, you can have it for just \$279, a savings of \$50.00. That means you'll get 18 ready-to-go, but fully customizable HR training programs for about \$15 a piece.

But you must respond no later than April 30, 2002. I suggest you use our toll-free number and call today to assure you can take advantage of this special, money-saving offer.

**Get FREE Lifetime Technical Support
and a 100% Guarantee!**

As with all our products, we stand behind the *HR Training Customizer*. Not only do we offer free, unlimited technical support for the lifetime of the product, you also have my personal guarantee: If for any reason, you feel that the *HR Training Customizer* does not meet your expectations, please let us know. We will act promptly and courteously to ensure your complete satisfaction.

I urge you to try the *Keller-Soft HR Training Customizer* today. I think you'll agree that it's the fastest, easiest way ever to create custom HR training programs - in as little as 5 minutes!

Sincerely,



James J. Keller
Executive Vice President (COO)

*P.S. You must reply by April 30, 2002
to save \$50. Call 1-800-327-6868
today to guarantee your savings.*



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J. J. Keller & Associates, Inc. has been registered by UL to ISO 14001. File No. A9284.

Introducing the all-NEW Keller-Soft™ HR Training Customizer™

**The revolutionary new tool that lets you create customized
HR training programs for managers and supervisors in as little as 5 minutes!**

You know your managers and supervisors need thorough training on human resource issues. The question is, do you have the time to research, write, and create programs from scratch? A presentation on just one topic can take you hours or days to prepare. But now the *Keller-Soft HR Training Customizer* gives you a simple way to create effective training for your managers and supervisors ...

You get everything you need for instant HR training!

- 18 complete HR training programs – each on a different key topic, fully prepared and ready to use, with point-by-point outline, support information, ideas for discussion, and more.
- Printable handouts and exercises – to save you hours of prep time and make training more stimulating and memorable.
- Ready-to-use PowerPoint® presentations on each topic – with slide-by-slide speaker notes to help you organize sessions and hold the attention of trainees. Works without PowerPoint, but if you have it, you can customize the presentations. Plus, you can print out the slides as transparencies for professional overheads in seconds.
- Dozens of training tips and techniques – including the key ingredient for a successful training session, 11 secrets for answering questions effectively, special demonstration techniques to get your point across quickly, and much more.

In a hurry? Just click, print, and present!

Every HR program is complete and ready-to-go. Just click on the topic you want, print out the materials you need, and give your presentation. You can literally create a training program on any topic in as little as 5 minutes.

Need a customized training program? It's a snap!

Simple editing controls make customization easy! Choose only the topics you need. Move details around however you want. Delete information that doesn't relate to your workplace. Add information specific to your company's HR policies. Choose the typeface, type size, style, or alignment. Design customized training programs for different locations. It's up to you.

Handy tracking and reporting make your job a breeze!

Schedule training sessions and track who was trained on what topics, when, and by whom. Track every student by name, ID, job title, and location. Track training costs, calculate ROI, organize company and location details. Create instant reports for employee training history, scheduled training, training by job title, and employee lists. It's a complete training system on your desktop.



Turn the page to see how it works ...

18 complete HR programs, all ready to go when you are:

- Americans with Disabilities Act (ADA)
- Benefits
- Communication Skills
- Discipline
- Discrimination
- Facility Safety
- Fair Labor Standards Act (FLSA)
- Family and Medical Leave Act (FMLA)
- Hiring Skills
- Injury and Illness Reporting (Form 300)
- New Employee Orientation
- Performance Appraisal Skills
- Sexual Harassment
- Temporary and Contract Employees
- Termination
- Violence in the Workplace
- Workers' Compensation
- Workplace Crises

Take it with you on your PDA or laptop!

The *HR Training Customizer* works with PDAs, such as Palm®, and also works on laptops for easy reference and convenient training in classrooms.



Try it risk-FREE!
Call toll free today

1-800-327-6868

Or if you prefer...

MAIL your order with the
postage-free envelope enclosed.

FAX your order toll free to
1-800-727-7516.

Order *ONLINE* quickly and securely at
www.jjkeller.com.

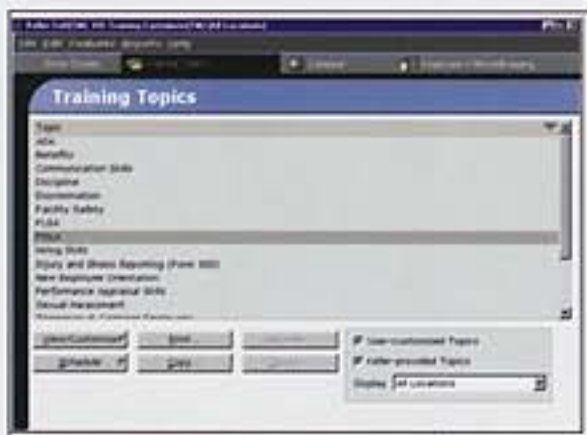
**FREE Lifetime Technical Support
and a 100% Satisfaction Guarantee!**

Minimum System Requirements: IBM® PC or compatible computer, Pentium® or equivalent, Microsoft Windows® 95 or higher, 32 MB RAM, 40 MB available disk space, CD-ROM drive, compatible printer.

Keller-Soft is a trademark of J. J. Keller & Associates, Inc. IBM, Palm, Pentium, PowerPoint, and Microsoft Windows, are registered trademarks of their respective owners.

Here's how you can use the *Keller-Soft™ HR Training Customizer™* to create a complete training program in as little as 5 minutes ...

All 18 HR topics are complete and ready to present, so you really can create a training program in as little as 5 minutes. It's as easy as clicking and printing the topic of your choice. And if you want to customize a program, it only takes a little longer. But not much. Here's an example of how easy it is to create a complete presentation on a key HR topic.



Pick a topic.

Let's say you need to train some new managers and supervisors on the Family and Medical Leave Act. Just click on FMLA to call up the resources for that topic.

**Try the
HR Training
Customizer
for yourself
risk-FREE!**

Your satisfaction is
100% guaranteed.

Call toll-free now

1-800-327-6868



Skim the background information.

You start with a brief introduction to the topic. Then you click on training support for detailed information and training objectives. When you're ready, click to move on the training program.



Review the training program.

You get the content you need, notes on your presentation, and simple class exercises. You can use it as is, or customize the information and look of your program. When you're ready, just click on print.



Choose your handouts and exercises.

Want to create more involvement in your class? Handouts and exercises are just a click away. Choose what you want and click print.



Click through your PowerPoint® presentation.

Want to organize your training session and hold the interest of your class? Just click to see the PowerPoint presentation. The slides are specifically organized to follow the information in the training program point-by-point. You don't even need PowerPoint because a viewer is built in.

That's it. You're ready to present!

Turn the page to see everything you get ...





This risk-FREE offer expires:
April 30, 2002

Call toll free **1-800-327-6868**

Regular price: ~~\$329~~
Now only \$279

Keller-Soft™ HR Training Customizer™

\$50.00 off

Savings Voucher

Here's how to get

\$50.00 off

*if you order by
April 30, 2002...*

Keller-Soft™
**Human Resource
Training Customizer™**


**J. J. Keller
& Associates, Inc.**

Dear Friend,

The *Keller-Soft HR Training Customizer* is the fastest, easiest way to prepare effective HR training for managers and supervisors. And it's the most affordable, too, at just \$329.

But to give you a little extra incentive to try it, we're slashing the price to just \$279. That's a full \$50.00 off.

Think about it. You'll get ready-to-go training materials on 18 key HR topics, plus handouts, exercises, PowerPoint presentations, and more for about \$15 per topic. Where else could you possibly get such complete training for so little cost?

But hurry! This offer is only good through April 30, 2002. So try the *Keller-Soft HR Training Customizer* risk-FREE today!

Sincerely,



Robert L. Keller
President (CEO)

Savings Voucher

\$50.00 off

your Keller-Soft™ HR Training Customizer™
when you order by
April 30, 2002.

To try the *HR Training Customizer* risk-FREE at the special price of just \$279, your order must be received or postmarked by the deadline. After April 30, 2002, the price returns to \$329. Place your order now to ensure your savings.

Try it risk-FREE today!

Call toll free **1-800-327-6868**



Mail this Risk-FREE Invitation. Or call toll-free 1-800-327-6868.

YES! I'd like to create customized HR training programs for managers and supervisors in as little as 5 minutes. Please rush me the *Keller-Soft™ HR Training Customizer™* on CD-ROM (630-KS-R) for just ~~\$329~~ **\$279**. There is no risk and my satisfaction is 100% guaranteed.

Complete, fold, and mail this form in the postage-free envelope enclosed.

Save \$50 if you order by April 30, 2002!




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E-Mail
Type of Business

Your Satisfaction is 100% Guaranteed!

If, for any reason, you feel that a Keller product or service does not meet your expectations, please let us know. We will act promptly and courteously to ensure your complete satisfaction.

Payment enclosed. Include \$7.30 shipping & handling. Add all state and local sales tax except if shipping to AK, DC, DE, HI, MT, NH, NM, OR, or WY.

Please bill my company. Subject to credit approval. \$7.30 shipping & handling plus the actual freight charge will be added to your invoice. We reserve the right to add sales tax where required.

Charge my credit card:   

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We reserve the right to add sales tax where required.

Account Number

Expiration Date -

Authorized Signature

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