



**PROFESSIONAL DEVELOPMENT CONTENT AVAILABLE  
IN FEATURED PLAYLISTS BY JOB FUNCTION  
(August 23, 2021)**

**Content is typically delivered in a series of short 8-10-minute videos. Some video courses do require a short assessment at the end.**

**CUSTOMER COMMUNICATIONS FEATURED PLAYLIST (13 Titles)**

Assertive Communication Skills:

- Introduction
- Module 1 - Three "V's" of Communication
- Module 2 - Aggressive vs. Passive
- Module 3 - Passive
- Module 4 - Passive-Aggressive
- Module 5 - Lesser-Known Styles; Assertive Techniques

Perfecting the Customer Experience

Perfecting the Customer Experience

- What is Customer Experience? (Part 1 of 6)
- The Importance of Convenience (Part 2 of 6)
- Think Small to Win Big (Part 3 of 6)
- The Two Essential Ways to Market to Your Customers (Part 4 of 6)
- Providing Meaning to Your Customers (Part 5 of 6)
- The Four Parts of the Perfect Customer Experience (Part 6 of 6)

**DRIVER SAFETY FEATURED PLAYLIST (Advanced) (12 Titles)**

DOT: Reasonable Suspicion of Drug and Alcohol Abuse

DOT In-Depth HAZMAT Security

DOT HAZMAT Security Awareness

DOT HAZMAT Safety Training

DOT HAZMAT General Awareness

Commercial Driver's License:

- Vehicle Inspections
- Transporting Hazardous Materials
- Hazardous Driving Conditions
- Transporting Cargo Safety
- Basics
- Basic Vehicle Control

- Accident and Fire Procedures

## **DRIVER SAFETY FEATURED PLAYLIST (Beginning) (10 Titles)**

Safe Driving

- Avoid Aggression
- Don't Drive Distracted
- Minimize Risk
- Winter Weather
- Driving Defensively

Equipment Safety Essentials: How to Avoid Distracted Driving

Driving Safety: The Basics

Driving Defensively

Distracted Driving

## **HUMAN RESOURCES FEATURED PLAYLIST (11 Titles)**

HIPAA Rules and Compliance

Ethical Expectations: Code of Conduct and Compliance Training (5 Sections)

HR Strategy and Management

Working with the Five Generations

Diversity: Seeking Commonality (Employee Version)

Discipline, Documentation, and Termination - the "TAKEAWAY" for Managers™

The Interviewing Process

## **MARKETING FEATURED PLAYLIST (Beginner) (12 Titles)**

Internet Marketing 101

Marketing, Brand, and Reputation:

- Brand Marketing
- Creating Your Brand Proposition
- Building Brand and Reputation

Marketing Environment Basics

What is Marketing?

Marketing Ethics

Marketing: Selecting Target Markets

Effectance: The Key to Motivation

Using Emotional Intelligence

Effective Writing Skills

The Top Five Marketing Mistakes Businesses Make

## **MICROSOFT FEATURED PLAYLIST (9 Titles)**

Microsoft 365

- PowerPoint Online – Create a Presentation
- Word Online – Create a New Document
- Word Online – Open and Edit a Word Document Online
- Excel Online – Create a New Workbook with Excel Online
- Excel Online – Edit a Workbook Simultaneously with Another Person

- Excel Online – Open and Edit an Excel Online Workbook
- Excel Online – Video Course
- Video – Access a Video

## **SALES FEATURED PLAYLIST (Advanced) (9 Titles)**

Level Up Sales Success

Insight Based Selling:

- Earning Prospects' Time
- Five Sources of Customer Insight
- Is the Traditional Sales Call Obsolete?
- Leveraging Insight in Sales Calls
- The Value of Insight to Prospects

WACTEO:

- What is WACTEO?
- WACTEO Internal Customer Service Series
- WACTEO Recap

## **SALES FEATURED PLAYLIST (Beginning) (10 Titles)**

Know Your Organization's Mission and Your Role

Communicating with Senior Leadership

Perfecting the Customer Experience

Closing Sales with Confidence:

- Negotiating Sales
- Negotiation as a Collaborative Effort
- Sales Follow-Up
- Successfully Closing Sales
- Basic Closing Techniques
- Building Customer Loyalty
- Closing Sales with Confidence

## **WORKPLACE SAFETY: BLOODBORNE PATHOGENS (9 Titles)**

Bloodborne Pathogens in Commercial and Industrial Facilities

- Accidental Exposure Procedures
- HIV and Hepatitis
- Housekeeping and Regulated Waste
- Infection and the Exposure Control Plan
- Methods of Exposure Control
- Personal Protection and Vaccination

Bloodborne Pathogens

- Introduction
- Methods of Control
- Exposure Incidents

## **WORKPLACE SAFETY: FIRST AID (9 Titles)**

Burns and Minor Eye Injuries

Cold Stress  
Emergency Basics  
First Aid  
First Aid: Until Help Arrives, Concise  
Heat Stress  
Minor Wounds, Sprains, and Strains  
Requirements for Workplace First Aid Programs

## **WORKPLACE SAFETY: FORKLIFTS AND PALLET LIFTS (10 Titles)**

Forklift Safety Lessons for the Safe Operator  
Forklift Safety Lessons for the Safe Operator, Concise  
Forklift Safety Lessons for the Safe Pedestrian  
Forklift Safety Lessons for the Safe Pedestrian, Concise  
Forklift Safety: Industrial Counterbalance Lift Trucks  
Forklift/Powered Industrial Truck Safety  
To the Point About: Safe Forklift Operation  
Manual Pallet Jack Safety  
Motorized Pallet Truck Safety  
Operating Electric Pallet Jacks Safely