

**MEMO# 1187**

June 1, 1989

## **GENERIC SALES LITERATURE, AUDIO-VISUALS, AND TRAINING MATERIALS**

June 1, 1989 TO: SMALL FUNDS MEMBERS NO. 3-89 RE: Generic Sales Literature, Audio-Visuals, and Training Materials \_\_\_\_\_ In response to expression of interest at the May 24 meeting of the committee, I am sending you: (1) a catalog that lists all of our generic informational materials that may be used with prospective shareholders--as well as with your own employees, and (2) a list of training programs and materials that you may wish to use in your organization. Please send your orders, with payment enclosed, to Michelle Worthy, Public Information and Marketing Department, Investment Company Institute, 1600 M Street, NW, Washington, DC 20036. Best regards, L. Erick Kanter Vice President Public Information and Marketing

**Audio/Visual Training Aids Available From the Institute**

I. "Trust" "Trust" is an 18-minute videotape produced by the Institute to aid its members in the training and orientation of new employees. A professional actor, playing the role of a fellow fund employee, describes the history of the fund industry and the regulatory structure which governs it. He also describes the fiduciary responsibility of fund employees, as well as the importance of that responsibility to the fund group and its shareholders. "Trust" is suitable for all fund employees, both professional and non-professional. It can be used in the initial orientation and training of new employees or a "refresher" for more experienced personnel. "Trust" is available in VHS or 1/2" Beta formats for \$175 for the first tape ordered by a fund complex, \$90 for the second tape from the fund complex, and \$40 for the third and each additional tape.

II. "Techniques for Handling Mutual Fund Marketing and Service Calls" This three-to four-hour training program is designed to help instruct mutual fund telephone representatives in the basics of handling incoming telephone calls from present and prospective shareholders. Topics addressed in the program include proper telephone etiquette, listening skills, dealing with confused and irate callers, and how to handle callers with questions that telephone representatives cannot legally answer. Materials consist of a 44-minute training videotape, as well as ten trainee workbooks and one leader's guide per videotape ordered. "Techniques for Handling Mutual Fund Marketing and Service Calls" is available in VHS and 1/2" Beta videotape formats for \$800 for Institute members, and \$1200 for non-members. Discounts for multiple-copy purchases and volume discounts for additional workbooks and leader's guides are available.

III. "On the Threshold of New Opportunities" (NEW ITEM) This lively, 15-minute videotape depicts the many opportunities for selling mutual funds in the 1990s and beyond. It begins in the 1920s with a short history of the fund industry, and traces significant industry events through the 1980s which form the framework for new marketing opportunities in the 1990s. This program is ideal for informing new fund employees or motivating more experienced fund personnel. It is an exceptional motivational tool which is also suitable for mutual fund sales meetings. "On the Threshold of New Opportunities" is available in VHS or beta videotape format for \$40.

IV.

**Mutual Fund Training Conference Videotapes** This set of nine 1 1/2 hour videotapes of the Institute's 1988 Training Conference serves as a training vehicle or refresher course for fund employees, their outside counsel, transfer agents, or custodians. Each of the nine videotapes presents an overview of a specific legal or regulatory issue concerning mutual funds, including Federal Registration, State Registration, Transfer Agent and Custodian Issues, Investment Management Compliance Rules, the Role of Fund Directors, Taxation of Mutual Funds, Fund Distribution and Advertising, Accounting and Recordkeeping, and the Role of the SEC. The nine training conference videotapes are available as a set, for \$500 for Institute members and \$600 for non-members, or individually, for \$180 per videotape. Each set comes with one free conference notebook. The conference notebook can be purchased separately, for \$150 each (six to nine books are \$100 each). VHS videotape format only. Please add \$3.00 for shipping and handling.

V. "What is a Mutual Fund?" This 12-minute videotape was developed to help educate consumers on the types and benefits of mutual funds, it has been used very successfully in the training of new fund employees. Please see the enclosed catalog for further details.

VI. "Different Needs and Different Goals: the Basics of Mutual Fund Investing" Comprised of 73 color slides and script or audiotape, this 25-minute slide show is another example of a program that was originally intended to help educate consumers, but has proved to be equally helpful for training new fund employees. Please see the attached catalogue for further details.

**Ordering Information** To order any of the Institute's audio/visual training aids, please complete the attached order form and return it, along with a check made payable to the Investment Company Institute, to: Michelle Worthy Investment Company Institute 1600 M Street, NW Suite 600 Washington, DC 20036 For more information, please call Ms. Worthy at 202/955-3534.

**INVESTMENT COMPANY INSTITUTE AUDIO/VISUAL TRAINING AIDS ORDER FORM**

NAME _____	FUND _____
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ADDRESS _____	
TELEPHONE _____	QUANTITY ITEM ORDERED
COST _____ \$ _____	
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(Payment must accompany order) \$ \_\_\_\_\_ Please include videotape format, if applicable.  
 Return to: MICHELLE WORTHY INVESTMENT COMPANY INSTITUTE 1600 M STREET, NW  
 SUITE 600 WASHINGTON, DC 20036