

HART & BENJAMIN

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Mailing List

HAB-2010

MIN #64844
SRDS #618764-000

REALITY-BASED™ MANAGEMENT SEMINARS-CORP. Business & Corporate Management Team Training Masterfile

Masterfile Database of 80,926. 97% At Business Address. 54% Female.

RBM's low-cost seminars (\$50-\$89) have been presented in dozens of US cities throughout the year. Their practical, hands-on presentations helped supervisors, managers and owner/managers learn how to deal with problem people, difficult situations and conflict, employee morale, team spirit, and supervisory skills. Seminar leaders are recognized experts in their fields. RBM prides itself on practical sessions that feature real-life examples, tested solutions and strategies, and a high level of participant involvement. They have successfully presented seminars since 1982.

Because RBM seminars are low-cost and hands-on, many companies and business owners have sent their entire staffs or teams to be trained. This helped them increase teamwork and morale. As a result, RBM seminars became a valuable employee perk for many regularly attending corporate and business clients.

Select Description Total Count 80,926

1	BUSINESS OFFICE MANAGERS	9,110
2	TRAINING & DEVELOPMENT	5,565
3	HUMAN RESOURCES & PERSONNEL	8,187
4	MANUFACTURING PLANT MANAGERS	7,597
5	SECRETARIES & EXECUTIVE ASSISTANTS	11,081
6	SMALL/MID-SIZE BUSINESS OWNERS/PRESIDENTS	15,086
7	EMPLOYEE HEALTH & SAFETY SPECIALISTS	9,265
8	GOVERNMENT, NON-PROFIT ORGANIZATIONS	5,889
9	SOHO MANAGERS/OWNERS	9,146

Terms & Conditions

Base Rental Rate is \$110/M. The following selects, where available, are \$5/M: Geo, Gender, SIC, Employee Size, Sales Volume, Title. 3-Month Recency is available at \$15/M; 6-Month Recency at \$10/M. Key coding is \$5/M. Media charge of \$50 flat includes one of the following: E-Mail, FTP, Disk, FedEx Shipping & Handling. Pressure-sensitive labels are \$15/M. Orders cancelled after shipping will be billed at \$50 flat plus \$15/M running charge. Minimum order is 5,000 addresses.

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