

# FYI

Dear Producer/Editor:

If you are fed up with laziness and broken promises, frustrated with bullies, and tired of pompous fools who don't have a clue, stop struggling with difficult people. Try **DEALING WITH PEOPLE YOU CAN'T STAND: How To Bring Out The Best In People At Their Worst.**

We all know people who drive people crazy. But take heart, because difficult people are a fact of life that you *can* do something about! So say Drs. Rick Kirschner and Rick Brinkman, speakers and authors of the international best-seller, **DEALING WITH PEOPLE YOU CAN'T STAND** (McGraw Hill), the award winning interactive CD-Rom and bestselling audio and videotape "How To Deal With Difficult People.

"Knowing what you want is the first element of effectiveness," say Kirschner and Brinkman. "Then it's a matter of paying attention to the signals your problem people send, being flexible enough to do what works, and committing yourself to your outcome before you begin."

Kirschner and Brinkman can talk about:

- \* The Tanks, Whiners, Grenades (to name a few), and how to deal with these pushy, negative and distracting people
- \* Mental Martial Arts: How to stabilize yourself when under attack
- \* Pygmalion Power: How to shape your problem person's responses with words and actions
- \* PLUS: How to prevent misunderstanding, gain trust and cooperation, and take charge over the way a difficult situation turns out

With a large dose of humor, solid good sense, and years of experience counseling problem people and those who must deal with them, Kirschner and Brinkman will tell your audience how to get the results they want when their problem people are behaving badly.

To arrange an interview with one or both of the Drs. Rick, please contact Deb Lilly at (800)556-9996.