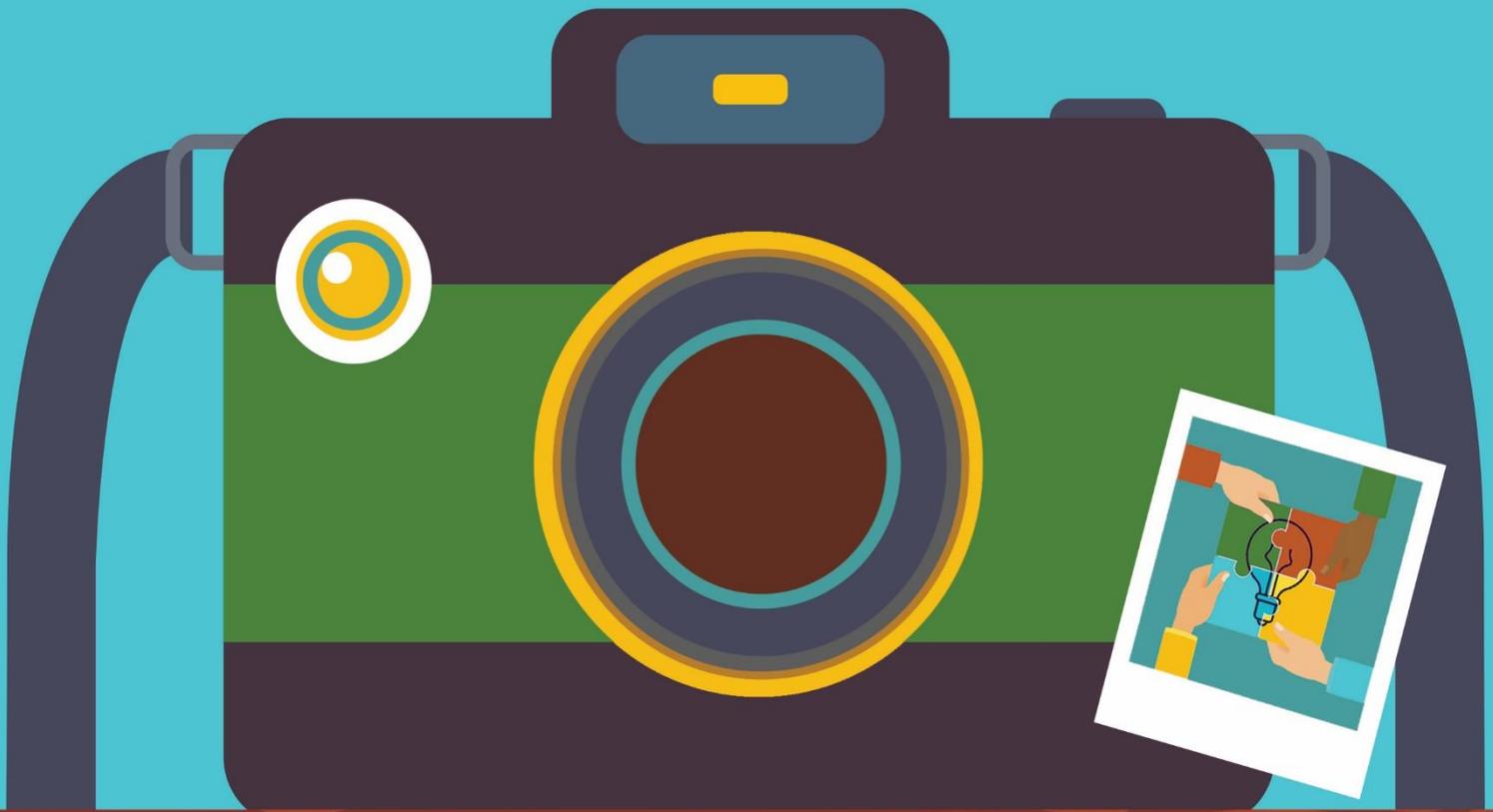




# 2019 Services Snapshot and Pricing Guide



**INSPIRE . ENERGIZE . LEARN**

## Company Snapshot

Business Training Works is a US-based, talent-development firm specializing in facilitator-led soft-skills training and employee education. We opened our doors in 2000 with nothing more than a passion for learning and development, a cell phone, and a laptop. Since then, our company has grown to include a dedicated group of experienced facilitators with strong knowledge of diverse industries ranging from healthcare and hospitality to energy and automotive manufacturing, sales, and service.

We regularly work with the Fortune 500 and other large businesses, governments, educational institutions, associations, non-profit groups, religious organizations, professional-service firms, hospitals, and small businesses.

## Services

- ✔ Facilitator-Led Onsite Training
- ✔ Web-Based Facilitator-Led Virtual Classroom Training
- ✔ Self-Paced Online Courses
- ✔ Executive Coaching
- ✔ Meeting and Retreat Facilitation
- ✔ Keynote Speaking
- ✔ Organizational Consulting
- ✔ Curriculum Development

## Pricing

Our prices vary depending on the complexity of a project or the time required to prepare and deliver a program.

For basic onsite training programs and instructor-led virtual sessions, you can determine the price of a course by referencing the charts in this guide.

We set executive coaching fees based on the length and format of the engagement. You will find baseline pricing for live and virtual coaching under the section in this guide labeled “Executive Coaching Fees.”

We price keynotes and meeting facilitation by the event, and consulting projects by project stage.

Transparency is a cornerstone of our philosophy. We will always tell you how we calculate what we charge.



## Onsite Training Pricing Schedule Notes

- ✔ Onsite training is training delivered to a private group at their location.
- ✔ Courses are priced per group, not per person.
- ✔ Fees charged for onsite training do not include facilities or catering services.
- ✔ All prices are quoted in United States dollars.
- ✔ Prices quoted on the chart are for training delivered in the continental United States.
- ✔ For Alaska, Hawaii, Puerto Rico, and Canada, the cost is the daily rate plus \$1,500. For all other locations, please contact us.
- ✔ From time to time, our fees include the facilitator's travel. Please contact us about your locations. Where travel is not included, please plan on a travel allowance of approximately \$750 for programs lasting up to one day. For longer programs, add an additional \$250 per day.



## Onsite Training Fees

Number of Participants	Half-Day Session	Full-Day Session	One-and-a-Half-Day Session	Two-Day Session
Up to 6	\$3,500	\$4,500	\$7,200	\$8,100
Up to 12	\$3,900	\$4,900	\$7,900	\$8,800
Up to 18*	\$4,300	\$5,300	\$8,600	\$9,500
Up to 24*	\$4,700	\$5,700	\$9,300	\$10,200
Up to 30* **	\$5,100	\$6,100	\$10,000	\$10,900
Up to 36* **	\$5,500	\$6,500	\$10,700	\$11,600

\* We limit most presentation skills workshops to 12 or fewer participants.

\*\* We limit most writing programs to 24 or fewer participants.

**FOR MORE THAN 36 PARTICIPANTS, PLEASE CALL US.**

# Answers to Questions About Onsite Training

## General Questions

### 1. How long are your onsite sessions?

*Our half-day programs run three hours (e.g. 9 am – 12 pm) and our full-day courses seven (e.g. 9 am – 4 pm). We will work with your scheduling requirements to determine the exact timing for your program.*

### 2. Our workday is 8 am – 5 pm. Can you extend your session to fill that time?

*Only in the rarest of circumstances will we accommodate this request. Experience has taught us that longer days do not equal more effective training sessions.*

### 3. What is the maximum number of participants I can put in each class?

*Over the years, we have learned what size group works best for each of the courses we offer. If you have a large group, please call us so we can learn more about your needs. On a case-by-case basis, we will work with groups larger than those for which we have listed prices.*

### 4. I want to train one group in the morning and another in the afternoon on the same topic. Do I pay for two half-day sessions?

*No. We charge you the full-day rate for the total number of people in attendance.*

### 5. I'm interested in one of your two-day programs. However, my group can only devote a half day to training. What can you do for us?

*A microwaved cake doesn't taste the same as one that has spent time in a traditional oven. Along those same lines, forcing a two-day course into a half-day time slot reduces the likelihood that the program will work as designed.*

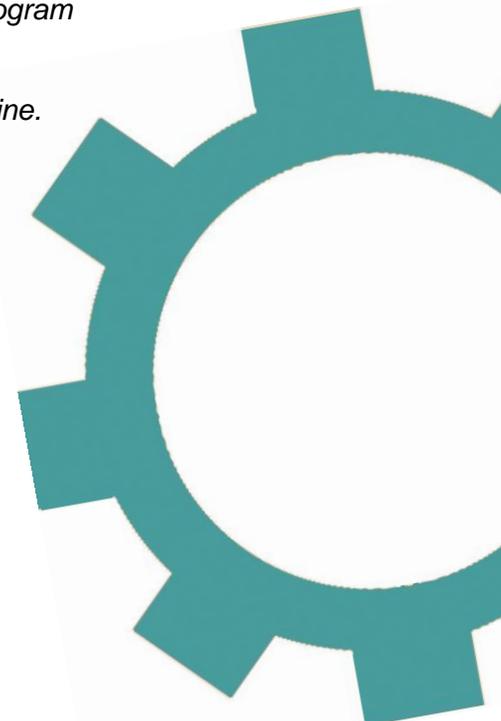
*That said, please contact us to discuss your objectives and timeline. We may be able to modify a course to accommodate you.*

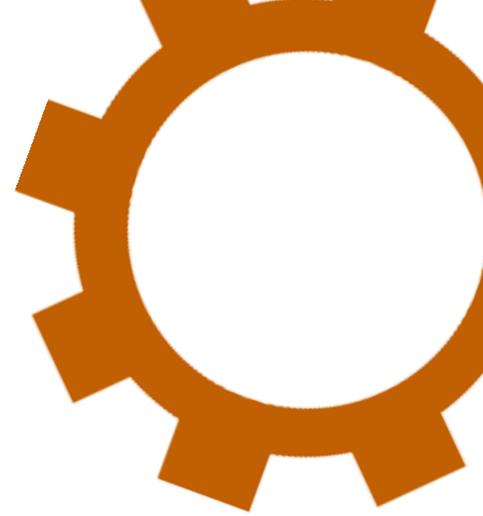
### 6. What do you provide, and what are our responsibilities?

*Depending on the program, we will either ship handouts or send you a short PDF to you to duplicate for your group.*

*To run interactive sessions, we prefer seating configurations that allow for team interaction and problem solving.*

*We also ask that you provide us with flipchart paper, easels, and markers. Your facilitator will work with you to confirm the specifics of your session.*





**7. Do you sell products in class?**

*We are happy to recommend a resource if asked, but we never sell products during classroom time.*

**8. May I speak with the facilitator before the session?**

*A big part of this business is fit. We strongly encourage you to speak with your facilitator before your session.*

**9. I found a course I like, but I only have one person I need to train. Do you offer public programs?**

*We specialize in onsite training for groups and do not offer public courses.*

**10. May I join another organization's group?**

*You are welcome to form your own group comprising members from different organizations. However, we do not make this request of our clients.*

## Tailoring

**1. I've reviewed your outlines, and I want certain elements from a few of them. Can you create something for me?**

*Usually. Your facilitator will work with you to determine your course agenda.*

**2. I want something you don't offer. Can you create a program for me?**

*Please contact us about custom course crafting.*

**3. We refer to our customers as "guests" and our employees as "associates." Will you change your materials to reflect our preferred vocabulary?**

*We can accommodate this type of request for an additional fee.*

## Materials

**1. Where do you get your training materials?**

*We design the bulk of our courses from the ground up. Occasionally, we will use external resources to supplement our offerings.*

**2. I am a consultant, and I would like to purchase your materials to use with my own programs. Do you sell your content?**

*We do not sell our content to other training providers.*

**3. Do you offer a train-the-trainer model to corporate clients?**

*On a case-by-case basis, we offer a train-the-trainer model. For example, a hospital wants to improve its customer service and hires us to develop a solution. As part of that*

process, we deliver the initial sessions and then turn the delivery over to the organization's internal trainers.

## Pricing

### 1. Will you work with me on pricing?

*As with any professional service firm, we do not run specials or discount our services.*

*For less expensive options, consider our online training courses or virtual-classroom programs.*

### 2. Another company offered to do the same kind of work for half of what you charge. Why is this?

*We can't comment on why others charge less or charge more. We can tell you our facilitators are highly experienced and command fees beyond those paid to beginners.*

### 3. Do you offer a discount if we purchase several courses from you?

*Yes. If you schedule and pay for multiple courses in advance, we offer a 5% discount.*

### 4. We are a federal or state government organization. Do you have a GSA schedule?

*We are a registered vendor with the System for Award Management (SAM), but we no longer maintain GSA schedule. We offer our government clients competitive rates and are happy to reply to your RFQ, RFP or market research inquiry.*

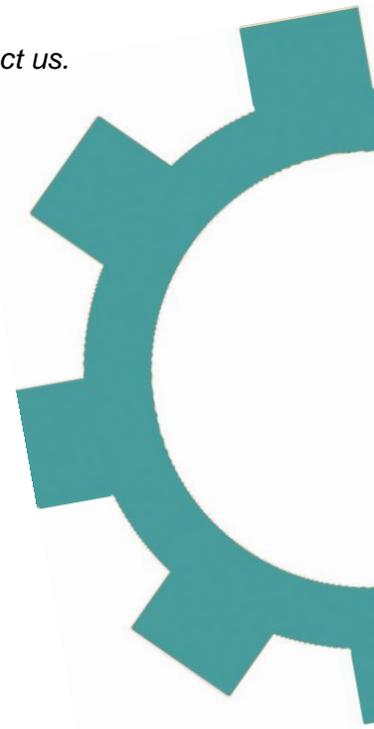
### 5. We are an existing client, and your prices have gone up. Will you honor the rate quoted to us last year?

*Usually. Our goal is to maintain relationships with our clients. Please contact us.*

## Ownership

### 1. Once you've delivered a program for our organization, do we have the right to continue using your content to deliver our own training sessions?

*No. The fees shown on the pricing chart are for course delivery. They do not cover content ownership. Without prior permission, it is not okay to hire us for the purpose of copying our work. Please ask about our train-the-trainer models.*



## Virtual Classroom Training Pricing Schedule Notes

- ✔ Virtual classroom courses are facilitator-led programs delivered via Adobe Connect.
- ✔ We price our web-based training courses by the segment.
- ✔ A segment runs between 90 minutes and two hours.
- ✔ While most of our virtual classroom courses consist of one segment, some include as many as six. Please reference specific course outlines to determine a program's length.
- ✔ All virtual classroom programs must be paid for in advance of delivery.

## Virtual Classroom Training Fees

Number of Participants	Virtual Training Segment
Up to 6	\$1,500
Up to 12	\$1,625
Up to 18	\$1,750
Up to 24	\$1,875

## Answers to Questions About Virtual Classroom Training

### 1. How long are your virtual training sessions?

*Virtual session segments run between 90 minutes and two hours. While most courses are single-segment offerings, a few of our programs comprise multiple segments.*

### 2. What are the technology requirements?

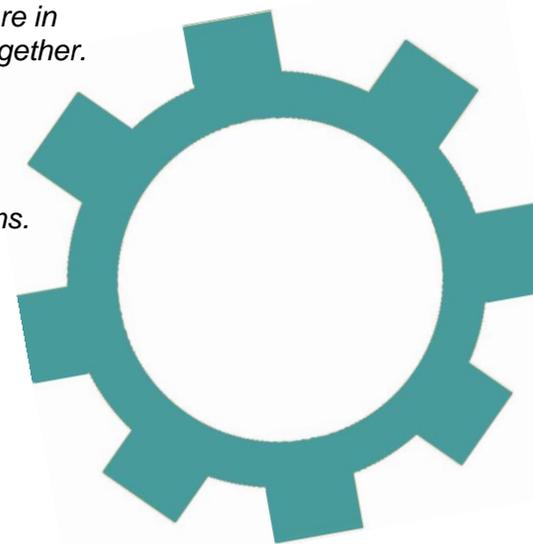
*For optimal results, each participant needs a computer with a high-speed internet connection and speakers. Ideally, those computers will also have a microphone and webcam. For groups located in the same office, we find the experience works best when people are in the same room, have individual laptops, and are on camera together.*

### 3. I do not have a group. May I join a scheduled session?

*As with our onsite training programs, we do not ask our clients to open their sessions to people from other organizations.*

### 4. Am I able to download a recording to use in the future?

*We will provide you with 30-day access to a recording of your program. Please note, due to the interactive nature of our sessions, a recording is not interchangeable with live training.*



## Online Courses

For learners seeking a self-paced solution, we offer several training programs online. They range in price from \$50 to \$250. To determine the cost of a particular course, please refer to the course’s page on our website.

## Volume Discount Table

Number of Learners	Discount from List Price
25 - 50	5%
51 - 75	10%
76 - 100	15%
101 - 200	20%
201 - 300	25%
301 – 400	30%
401 – 500	35%
501 Plus	40%

## Answers to Questions About Online Training

- 1. I have multiple people who want to take the same course. Are they able to share a registration?**

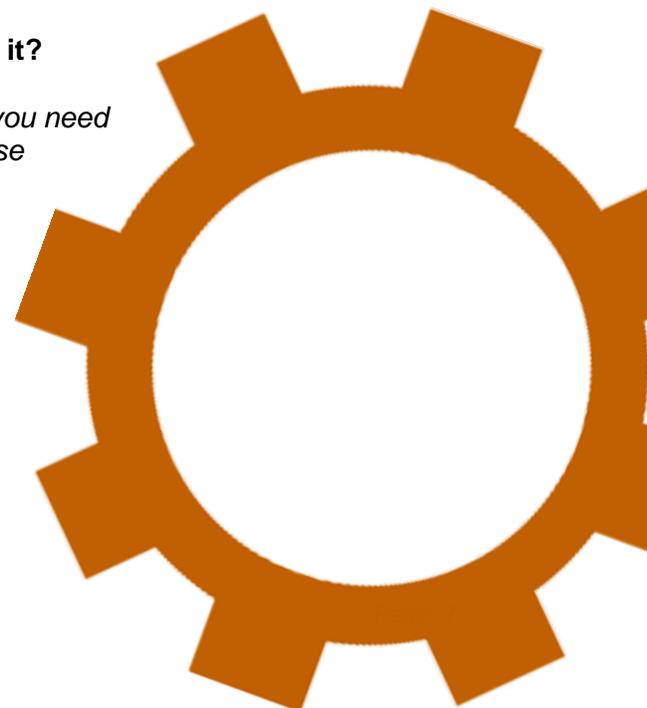
*Online courses are priced per seat. Each participant should have his or her own seat in an online course.*

- 2. How long do I have to take a course after I pay for it?**

*Most of our courses have a 30-day access period. If you need additional time, you can purchase an extension. Please reference our individual course registration page to confirm the access period for the program in which you are interested.*

- 3. Will I receive a certificate?**

*After successfully completing a course assessment and earning a passing score, you can download a certificate.*



## Executive Coaching

We conduct our coaching programs either virtually or in a combined format of in-person and virtual meetings. Pricing depends on the format you choose and the length of the program.

- ✔ The fees quoted below do not include travel expenses or the assessments your coach may recommend.

## Basic Executive Coaching Fees

Length	Virtual Coaching	In-Person and Virtual Coaching
<b>Three Months (Scheduled Monthly Calls)</b>	\$3,200	\$4,800
<b>Six Months (Scheduled Monthly Calls)</b>	\$4,500	\$ 6,000
<b>Twelve Months (Scheduled Monthly Calls)</b>	\$8,500	\$10,000
<b>Twelve Weeks (Scheduled Weekly Calls)</b>	\$8,500	\$10,000
<b>Twenty-Six Weeks (Scheduled Weekly Calls)</b>	\$15,000	\$16,500
<b>Fifty-Two Weeks (Scheduled Weekly Calls)</b>	\$24,000	\$25,500

## Facilitation

Executive retreats, strategic-planning meetings, and gatherings to address workplace change often require a skilled facilitator to craft a framework and guide discussions. We provide this service at a rate of \$5,000 per day.

## Keynote Speaking

If you are looking for a keynote speaker for your next event, we can pair you with someone who will engage, entertain, and educate your group. Keynote presentations range from 45 minutes to an hour. We provide keynote speakers at a rate of \$7,500 per event.

## Consulting

Sometimes clients have needs not addressed by training, coaching, facilitation, or keynote speaking. For those clients, we offer a broad range of consulting services. Fees for consulting depend entirely on the complexity of the project and are handled on a case-by-case basis.

## Partial List of Clients

- ✔ AAA
- ✔ Accenture
- ✔ Adobe
- ✔ Aetna
- ✔ Air France
- ✔ Alstom Power
- ✔ American Bar Association
- ✔ American Electric Power
- ✔ Analytic Partners
- ✔ Annapolis Yacht Club
- ✔ AREVA Med
- ✔ Arizona State University
- ✔ ARRI
- ✔ Atlantis Hotel and Casino
- ✔ Aultman Hospital
- ✔ Avaya
- ✔ BAE Systems
- ✔ Bain & Company
- ✔ Baltimore County Revenue Authority
- ✔ Bank of Oklahoma
- ✔ Blue Cross Blue Shield
- ✔ BMW
- ✔ BNP Paribas
- ✔ Boehringer Ingelheim
- ✔ Bon Secours Richmond Health System
- ✔ Books-A-Million
- ✔ Boulder Community Hospital
- ✔ BP
- ✔ Broward County Public Schools
- ✔ Bucknell University
- ✔ Cancer Treatment Centers of America
- ✔ Cantex Senior Communities
- ✔ Cedars-Sinai Medical Network Services
- ✔ Chevron
- ✔ City of Hialeah
- ✔ City of Hope
- ✔ City of San Jose
- ✔ Clarion Corporation of America
- ✔ Comcast
- ✔ Consumer Product Safety Commission
- ✔ Crane Pacific Valves
- ✔ Cushman & Wakefield
- ✔ CSL Behring
- ✔ Cutanea Life Sciences
- ✔ Daiwa Capital Markets America
- ✔ Deloitte
- ✔ Department of Agriculture
- ✔ Department of Homeland Security
- ✔ Department of Justice
- ✔ Disney
- ✔ Duke University
- ✔ Dupont
- ✔ Erie Insurance Group
- ✔ EPA
- ✔ Equifax
- ✔ Fashion Institute of Technology
- ✔ FBI
- ✔ FDIC
- ✔ Federal Home Loan Bank of Des Moines
- ✔ Federal Retirement Thrift Investment Board
- ✔ First American Title Insurance Co.
- ✔ First Republic Bank
- ✔ Fitch Ratings
- ✔ Flushing Bank
- ✔ Food and Drug Administration
- ✔ Franklin Templeton Investments
- ✔ Georgia State Lottery Corporation
- ✔ General Dynamics
- ✔ General Electric
- ✔ George Mason University
- ✔ Georgetown University
- ✔ Grand Bahama Shipyard Limited
- ✔ Grand Prairie Casino
- ✔ Grow Financial
- ✔ Gulf University for Science and Technology
- ✔ Gulfstream Casino
- ✔ Hamburg Sud North America

- ✔ Hilton Hotels
- ✔ Hospice of San Joaquin
- ✔ Hostess
- ✔ Hyatt Hotels
- ✔ InformedDNA
- ✔ Investcorp Bank
- ✔ Johnson & Johnson
- ✔ Kaiser Permanente
- ✔ KMG Chemicals
- ✔ LA Law Library
- ✔ LifeLink Foundation
- ✔ Lincoln Center
- ✔ Lockheed Martin
- ✔ L'Oreal
- ✔ Marriott International
- ✔ MedImmune
- ✔ Mercedes
- ✔ Milliman
- ✔ MTV
- ✔ Murphy Oil Corporation
- ✔ NASA
- ✔ National 4-H Council
- ✔ National Kitchen & Bath Association
- ✔ National Park Service
- ✔ New Haven Housing Authority
- ✔ New York City Economic Development Corporation
- ✔ New York Presbyterian Hospital
- ✔ Noble Hospital
- ✔ North Brevard Charities
- ✔ Northrup Grumman
- ✔ Nuclear Regulatory Commission
- ✔ Nurture Nature Foundation
- ✔ Outward Bound
- ✔ Oxfam
- ✔ Paramount Group
- ✔ Patterson UTI
- ✔ PayPal
- ✔ Proskauer Rose
- ✔ Rohde & Schwarz USA
- ✔ Russell Stover
- ✔ Sandia National Labs
- ✔ Santee Cooper
- ✔ Simon-Kucher & Partners
- ✔ Singapore Tourism Board
- ✔ Social Security Administration
- ✔ Society for Human Resources Management
- ✔ Sony
- ✔ South Florida Water Management District
- ✔ Southern Maryland Electric Cooperative
- ✔ SSM Health Care
- ✔ Synergy Flavors
- ✔ Tarsadia Hotels
- ✔ Texas Tech Law Library
- ✔ The Brookings Institution
- ✔ The George Washington University
- ✔ The Ladders
- ✔ The Richard Nixon Presidential Library
- ✔ Toyota
- ✔ U.S. Tsubaki Power Transmission
- ✔ UHY Advisors, Inc.
- ✔ United Educators
- ✔ United States Air Force
- ✔ United States Army
- ✔ United States Coast Guard
- ✔ United States Marines
- ✔ United States Navy
- ✔ University of Maryland
- ✔ University of Wisconsin
- ✔ UPS
- ✔ USPTO
- ✔ Verizon
- ✔ Viacom
- ✔ Volkswagen Credit
- ✔ Waste Management
- ✔ Watson Wyatt
- ✔ WeddingWire
- ✔ Wells Fargo
- ✔ Westhampton Free Library
- ✔ Yakima Casino
- ✔ Yum! Brands

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