



Real Learning. Real Fun. Real Results.



**The art of Persuasion, Negotiation &
Conflict Perpetual Licensing Proposal
for the
Village of Orland Park**

January 2024

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Introduction

The Village of Orland Park is interested in partnering with Bonfire Training to deliver an onsite advanced-level workshop, **The Art of Persuasion, Negotiation & Conflict**, that will also include a license to utilize Bonfire's proprietary workshop content internally in order to offer the workshop as part of the Village of Orland Park's Leadership Development Program/ Curriculum. Bonfire will certify the Village of Orland Park's approximately 25 trainers to deliver the selected workshop onsite, mimicking the format of the **Customer Service Essentials** training that was delivered onsite in January 2023. Bonfire is pleased to present the following proposal to the Village of Orland Park.

The Art of Persuasion, Negotiation & Conflict Training Program

The Art of Persuasion, Negotiation and Conflict involves mastering communication and relationship techniques to better assert yourself in the world. At Bonfire, we call this an "art form" because taking everyone's different needs, wants, aims, and beliefs into account isn't exactly a walk in the park. It takes some practice (and guidance!).

In any workplace there will always be conflicting demands, differences in opinions, and opposing attitudes when working with clients and internal team members. While this is totally normal and to be expected, it can also pose a rather significant obstacle to progressing relationships. Great news, there are ways to validate each person's unique experience while also bringing them into agreement.

By completing this workshop, participants will learn the following:

- The difference between manipulation and the science of persuasion
- How to reframe "conflict". Remember, not all conflict is bad!
- The mindset of this "art" and how it positively impacts communication
- How to stay open-minded and adaptable in order to build trust

LEARNING OUTCOMES

- Embody the "Compassionate Curiosity" mindset
- Enhance persuasion, communication, and relationships skills
- Upskill the three competencies of great negotiators
- Understand the "Art" with customized case studies relevant to your organization
- Recognize conflict stemming from negotiation
- Understand the "science" of human behavior pertaining to persuasion and negotiation



BUSINESS OUTCOMES

- Enhanced Communication & Relationships
- Improved Employee Performance
- Self-Reliant & Empowered Employees
- Increased Company Metrics
- Improved Customer Relationships

THE ART OF PERSUASION, NEGOTIATION & CONFLICT REINFORCEMENT VIDEOS

Bonfire also offers a series of correlating Reinforcement Videos for **The Art of Persuasion, Negotiation & Conflict** program that will help with program sustainability. Each **reinforcement video** is a micro learning burst (under 2 minutes each) that helps reinforce the topics learned in the workshop. These videos will provide The Village of Orland Park team members with quick reminders, create spaced learning, and are very effective in helping participants sustain and apply the training.

The Art of Persuasion, Negotiation & Conflict Reinforcement Video Topics
Communication Skills
Conflict Resolution
Mindset Reset
Persuasion vs. Manipulation
Three Characteristics of Great Negotiators

Train-the-Trainer Certification

The Village of Orland Park's approximately 25 trainers will participate in a **Train-the-Trainer Certification** process to become certified to deliver Bonfire Training's **The Art of Persuasion, Negotiation & Conflict** workshop. The certification will be delivered onsite and includes trainers participating in the workshop in order to experience the training from a participant's perspective, in addition to a **Train-the-Trainer** workshop. The certification will allow the Village of Orland Park to use the Bonfire Training content and delivery to inform, reinforce, and revisit training topics presented in **The Art of Persuasion, Negotiation & Conflict** workshop. The Village of Orland Park trainers will also be provided with **Train-the-Trainer** materials and instructions to help with additional learning transfer.

The objectives of the **Train-the-Trainer Certification** include:

- Ensure understanding of the customized techniques and content so there is consistency with delivery and brand as well as experience
- Discuss how to present the material and engage the audience
- Practice "stand-up" training and receive immediate feedback
- Learn to use training materials and job-aids and how to order for future classes



Training topics include:

- Mastering the training techniques and philosophies that keep your class and staff engaged
- Ensuring customized techniques, tools and topics are understood and applied consistently
- Aligning Bonfire Training practices to your company and brand's overall vision
- Supplementing your existing program (i.e. new hire, onboarding, etc.) with Bonfire workbooks, job aids and online resources
- Addressing trouble spots and trends to increase your training's effectiveness
- Illustrating techniques with group exercises, plus additional ideas for your unique training
- Integrating teach-backs and feedback

Program Delivery

The Village of Orland Park's 25 trainers will complete a **two-day** onsite **Train-the-Trainer Certification**. The **first day** will include participating in a full-day workshop that will focus on all topics and techniques included in **The Art of Persuasion, Negotiation & Conflict** program. The **second day** will be a full-day **Train-the-Trainer** workshop.

Course Licensing

A license is required to utilize Bonfire's proprietary content of **The Art of Persuasion, Negotiation & Conflict** workshop going forward. Bonfire's materials are fully copyrighted. By obtaining a license with Bonfire, you will have the ability to train our copyrighted modules on an unlimited basis within your organization throughout the license term.

Bonfire Materials

The Village of Orland Park can also purchase workshop materials from Bonfire at a licensed client reduced cost. Pricing for materials and job aid options can be shared upon request.



Investment Information

Description	Investment
Train-the-Trainer Certification Delivery	
Extensive Certification Process (2 Days Onsite): 2 Days Onsite @ \$3,700/Day = \$7,400	\$7,400
Materials & Video Access	
The Art of Persuasion, Negotiation & Conflict: - Materials: \$50/Trainer x 25 Trainers = \$1,250 - Reinforcement Videos: Access to the Reinforcement Videos will <u>be \$2,000 (one-time fee)</u> - TOTAL: \$3,250	\$3,250
Train-the-Trainer Certification Materials: \$350/Trainer x 6 Trainers = \$2,100 <u>\$200/Trainer x 19 Trainers (discounted from \$350) = \$3,800</u> - TOTAL: \$5,900	\$5,900
Licensing	
Perpetual License Fee for Access to The Art of Persuasion, Negotiation & Conflict Workshop Content: \$9,500 (Access does not expire)	\$9,500 One-Time Fee
License Content Package: - All program components associated with a full-day onsite program for The Art of Persuasion, Negotiation & Conflict workshop: - Leader Guide - Participant Guide - PowerPoint Slide Deck - Any Purchased Reinforcement Videos	Included
TOTAL	\$26,050

PRICING NOTES:

- The Village of Orland Park is responsible for any travel expenses; these include airfare, hotel, rental car and per diem. Our trainers are diligent about keeping these costs low; we include all receipts with the final invoice.
- Shipping and handling of workshop materials is additional and will be included in the final invoice.



What Our Clients are Saying About Us

With over 30 years of experience in the customer service and leadership training industry, you can be confident that Bonfire Training can make a difference for your company. But don't just take our word for it, take a look at some of the comments we've gotten from our clients!

Client Testimonials

Fresenius Medical Care

"Congratulations! You have delivered on everything you promised and more. We are very satisfied with your entire program. The material you presented was eye-opening, and your lively and energetic style kept us all involved and invested."

Rocky Mountain Poison and Drug Center

"Bonfire Training helps sharpen the essential customer service skills and foundational elements that all contact centers need to be successful."

U.S. Postal Service

"A wise person once said that if you walk away and have learned one new technique from a conference, it was worth it. In this case, I have learned many more than one to apply to my daily work. The trainer did an excellent job of keeping us involved and informed!"

Workforce Safety & Insurance

"This was an excellent training! I learned a lot more than just telephone skills. The practical examples were very helpful. We had a superb facilitator!"

Gentle Dental

"Very personable approach, easy to work with, very customer service friendly and just a great experience all around."

Tacoma PUD

"The group was very pleased, and I personally heard a couple say that the course was the best and most engaging they had ever attended!"

Whether you're looking to enhance a healthy culture or spark change within your organization, Bonfire Training can help align your front line and management teams for a far-reaching impact!

Getting started is easy! Just call or email us to secure your dates! And if you have more questions, let us know – we love talking about training and are happy to answer all of your questions!



Why Choose Bonfire?

Company Profile

Bonfire Training, formerly PhonePRO, has been a Learning and Workforce Development industry leader for over 30 years. As an experienced provider of high quality training at all levels, Bonfire Training has the capability to meet your training and budget needs within your timeline.

Our instructional designers, training facilitators and coaches collectively represent more than eight decades of experience... not run-of-the-mill experience though! Our course design and delivery are based on adult learning principles including the knowledge that people learn in direct proportion to the amount of fun they are having! With that in mind, our sessions provide a lot of interaction and participation and are presented with humor along with solid, professional techniques. We help team members to Be Their Best, On Purpose, Every Time!

We design and facilitate training that is RELEVANT and INTERACTIVE. It is imperative for the development experience to make a difference. We focus on the comprehension and retention of the participants during the trainings and coaching sessions in order to advance learning transfer into the workplace.

Your Bonfire trainer will design a program that incorporates the **real-life situations** and conflicts that your team already encounters on a daily basis. We'll show them new ways of handling old problems, emphasizing practical skill acquisition and their applications to everyday scenarios. Rather than having to listen to a boring lecturer talking at your staff, your team will instead enjoy opportunities for frequent questions, feedback, group exercises and plenty of practice. There's a reason our trainers are often asked at the end of a workshop, "How long have you worked here?" Only Bonfire's OnSite Training provides a **deep dive approach** to your challenges and strengths. We offer the support and rapport that comes from face-to-face, in-person interactions and a personalized curriculum.

About Us

We were PhonePRO for a happy 30 years and we listened to the feedback from our clients that our programs go beyond the phones, so we've changed our name to Bonfire Training. Though our name and logos have changed over time, our mission and values remain the same.

Our company has made leaps and bounds from its modest start in 1985, and we're proud of our continuous growth. Because we offer programs that are about Real Learning, Real Fun, and Real Results, we have clients all around the world that return to us year after year for continued education and training.

From coaching corporate leaders, to reenergizing management teams, and empowering company frontline staff to be the best communicators in their business, we have a 30+ year history of training high profile organizations, and it's our firm belief that effective communication builds upon the success of any company, in any industry.



What Makes Us Different?

- **Program Customization:** Beginning with the critical onsite observation, our training process allows for real-life scenarios and examples to be used as teaching tools throughout the training. Our trainers will learn your business and be able to speak “your language” in a way your reps can relate to and learn from.
- **Interactive Training Style:** Bonfire’s course design, development and delivery techniques are based on the principle that adults “learn by doing” and what they learn and retain is also related to the amount of fun they are having in the process! Our courses incorporate a sense of humor along with solid, professional techniques. What a winning combination!
- **Our People:** Quite simply, our trainers are the best in the business! They conduct our courses using an interactive and hands-on approach and train with the best interest of both the client and the frontline reps they are working with. They have a passion for helping companies and reps deliver the best possible customer service and to help create an overall “customer service culture” that will remain long after the original training has been completed.
- **Ongoing Support and Follow up:** With our Leadership Development Essentials training, we teach your managers and supervisors to reinforce what was learned in the classroom to make sure the training techniques become a part of your culture long after the training is completed. We believe that “Training is an Event” and “Learning is a Process”, so our coaching program will go a long way in setting your company up for long-term success!

Our Training Process

1

Tailor

Beginning with a pre-training conference call with your trainer, we will learn about your group and your needs to ensure the training agenda is spot-on with your goals and objectives prior to the training visit. The first day your trainer is OnSite is the Observation and Assessment Day where they will spend most of the day observing staff by listening to calls and observing in-person interactions, interviewing staff members, and gathering specific examples and case studies they can use throughout the training to encourage immediate application of the techniques learned. We will end the day meeting with management to share observations at the end of the day and make a recommendation for the training going forward.

2

Train

This is where we really shine – in delivering training specific to your needs. Our time-tested program is a full day which can be delivered in a single 7-hour day or in two half-day sessions over a 2-day period, which is recommended. The training is interactive and fun, with hands-on activities and application and practice built throughout to ensure retention and long-term results. We recommend a maximum class size of 20 participants per session.

3

Sustain

After the training is completed, the real work (and fun!) begins as we provide Leadership Development Essentials training for the Leadership Team to teach them how to coach their teams, provide feedback, create and follow up on an individual development plan for each of their team members as well as an overall team development plan. Bonfire’s Sustain the Training SPARK video series is a great tool that will help them to keep the spark burning with their teams for 24 weeks after the training takes place and our eLearning can help bring new hires up to speed as well to provide Refresher training as needed.



Partial Client List

Automotive

BMW of North America
California Pacific J Bugs
Cooper Tire & Rubber
Company
Indmar Marine Engines
Mercedes-Benz USA
Schomp Automotive
The Thompson Organization

Banking/Financial

Global Payments Canada
Golden 1 Credit Union
IU Credit Union
Michigan Schools & Govt
Credit Union
Morgan Stanley
Northwestern Mutual
NW Farm Credit Services
OneAmerica
Phase II Systems
Regions Bank
Royal Bank Financial
Group/Canada

Clothing/Accessories

Clarks Companies, NA
New Balance
Oakley USA
Reebok
Venus Fashion

Education

American University
Troy University
University of Phoenix
Wayne State University

Entertainment/Recreation/

Sports

Big Fish Games
NCAA
United States Bowling
Congress

Food/Restaurant/Grocery

Coca-Cola
Costco Wholesale
Dean Foods
Dot It Restaurant
Fulfillment
Publix Super Markets

Government

City of Aurora, IL
City of Dayton, OH
City of Naperville, IL
City of Sacramento, CA
City of Tacoma, WA
City of Vancouver, WA
DC Department of Human
Services
Florida Dept of Children &
Families

Government (Cont'd)

Indiana Department of
Transportation
Maryland Transit
Administration
National Guard Family
Programs
Social Security
Administration
U.S. Dept. of Homeland
Security
State of Wyoming
U.S. Forest Service
U.S. Patent and Trademark
Office

Home Goods/Garden/Pet

Becky's Pet Care
Bob Mills Furniture
Burpee Seed Co.
Natural Balance Pet Foods
Newell Rubbermaid
Pier 1 Imports
Potpourri Group
Shur-Gain

Insurance

Aegon Insurance
Allstate
American United Life
Benefits in a Card
Encharter Insurance
Falcon Insurance Group
Forethought Life Insurance
IAM National Pension Fund
Indiana Farm Bureau
Insurance
Kaiser Permanente
Kemper, A Unitrin Business
Northwestern Mutual
State Compensation
Insurance Fund of CA

Manufacture/Distribution

Aero Products
American Fuji Seal
American Standard Brands
A.O. Smith
Beltone Electronics
Celadon Trucking
Columbus McKinnon
CommScope
Dematic
Dichtomatik Americas
Display Pack
Evergreen Packaging
FinishMaster
Gerstel
LG Electronics
Pasternack Enterprises
Pelco by Schneider Electric
Symmons

Medical Equipment/Supplies

AGFA HealthCare
Fresenius Medical Care NA
GN Resound
Hill-Rom
Intuitive Surgical
McKesson
Sivantos (formerly Siemens
Hearing Instruments)

Medical Facilities/

Hospitals/EMT

Boston Heart Diagnostics
Catholic Health East
Community Health Choice-
TX
ElderServe Health
Gentle Dental
Indiana University Health
Johns Hopkins Healthcare
Konica Minolta
Olympic Medical Physicians
Option Care
Providence St. Joseph
Health
Riverside Health System
Rocky Mountain Poison &
Drug Center
ORA Orthopedics
Riverside Health System
Roche Diagnostics
Swedish Health Services
Swedish Medical Center
Virginia Mason Medical
Center

Pharmaceutical/Biotech/

Research

AbbVie
Amgen-US, Canada, Europe
and Australia
Astellas
Bayer Corporation
Bayer HealthCare
Pharmaceuticals
Biologics
Bio-Rad
Eli Lilly and Company
Mallinckrodt
Pharmaceuticals

Real Estate/ Construction/

Material

Benjamin Moore
Biesse America
Citi Realty Service
Co-Star
DuChateau
Grohe America
Liberty Reverse Mortgage
Simon Property Group
Thompson Thrift
True Homes

Tech Support/IT/Software

Amadeus IT
AstroNova
CommScope
Interactive Intelligence
Salesforce -formerly
ExactTarget
Sungard HTE
SunGard Public Sector
Vertex, Inc.
WebLink International

Travel/Hospitality

Aspen Travel
Hyatt Hotels
Norwegian Cruise Line
Starwood Vacation
Ownership
Travel-On

Utilities/Energy

Benton PUD -WA
Central Maine Power-ME
CH Energy Group -NY
Citizens Energy Group -IN
Clark Public Utilities -WA
Consumers Energy -MI
Duke Energy -IN, NC, FL, OH
Duquesne Light Company
Eaton Corporation
Franklin PUD-WA
Great Lakes Energy-MI
Idaho Power- ID
KAMO Power-OK
Kiamichi Electric-OK
Middle TN Electric
Membership Corp-TN
NY State Electric & Gas -NY
PECO Energy/Exelon -PA
PNM-NM
PSEG -NJ
Rochester Gas & Electric -NY
Sam Houston Electric-TX
San Francisco Water
Department-CA
Seattle City Light-WA
Tacoma Public Utilities-WA
Toho Water Authority
Umatilla Electric Cooperative

And more...

Angie's List
Briggs Equipment
Eagle's Wings Air
Healthcare Resource Group
Hull Lift Truck
Johnson Controls
Indiana Limestone Company
NorthStar Memorial Group
Ohio Tuition Trust Authority
Orange Business Services
Renaissance Dental
Rose Hills Memorial
Sensaphone
Shutterfly

