

### Things to consider when you make your decision about Train-the-Trainer and training tools/materials:

- a) Think about whether you need a Train-the-Trainer at all- e.g., if you are an experienced teacher or business owner, you may just need lesson plans and training tools or industry specific coaching support.
- b) Ask for sample lessons to be sure that the approach to the materials and the content is in fact what you need. It may well be that you want generic ready-to-use lessons that you will simply follow to the letter- some companies offer those. Or, you may want lessons that offer insights into how to mix and match lessons, provide templates and samples so that you can build your own lessons- or combine bits of your own materials with pieces of lessons- some companies, but not all, offer these options.
- c) Consider the reach and longevity and reputation of the company you choose to train with- be mindful that just because a company has been around for a long time, doesn't mean that they are current, and that they offer updated materials etc. Similarly, just because an organization has only been around for a few years, doesn't mean that their programs and materials are not credible.
- d) Remember, etiquette and protocol is different all over the world so consider your market and your business goals e.g., if you only plan to teach in your community, maybe you don't need international materials. And if you are just starting out, maybe you're better off choosing a niche or specialty area, rather than just gobbling up all the different materials and topics you can, e.g., can anyone who claims to be *the* leading image *and* communication *and* protocol *and* civility trainer, for teens *and* business *and* not-for-profit really be credible?
- e) What is it you hope to accomplish? E.g., if your focus will be children or teens, or maybe culture training, etiquette and/or protocol, and/or civility- you may find programs and materials offered by one supplier a better "fit" for you versus the others.
- f) Don't be fooled by gimmicky sales copy, e.g., promises that you will have a "successful turnkey business" with only a \$149.00 investment. Starting a small business is hard work, and it can take years to build a following- and while etiquette training may be a "hot" industry right now- no amount of training materials at any price, large or small, will guarantee you success. The truth is etiquette training is a very competitive business and a harder sell than you might think going in- Civility Experts Worldwide research indicates more than 15,000 self-identified "etiquette and/or protocol training" or related businesses started world-wide in the last 10 years, but less than 5000 of those surviving more than 3 years and less than 250 of them surviving beyond 10 years.
- g) No matter what anyone tells you, there is currently no *official* world-wide governing body that "certifies" etiquette trainers- further, you don't need to be "certified" to be a successful etiquette or civility trainer- while education and credentials of any sort are beneficial, many very successful trainers do not have "certification". Additionally, some organizations give you a "certification certificate" just for buying their materials online, others give a certificate for attending a 3-5 day training session, and others require proven references or exams- the certification that you choose will depend on your personal needs, standards, and definition of "certified". Think about what you as a paying customer would deem credible *before* you buy a program based on certification.
- h) Regardless of what program or materials you choose, you will have to work hard. While it may be true that some business etiquette trainers garner fees up to \$5000.00 or more a day- this doesn't happen over night. These rates are often based on years of prior training, education, or professional speaking experience. And, to maintain those fees, you have to be a tremendously skilled, continuously upgrading and updating your skills and you have to be able to market, promote and sell yourself.

Company	Location	Trainer Programs	Costs	Materials Included	Good to know	Special features	Certification
<p>Civility Experts Worldwide  <a href="http://www.civilityexperts.com">www.civilityexperts.com</a>  <a href="http://www.civilitytrainthetrainer.com">www.civilitytrainthetrainer.com</a></p> <p>Similar programs with CEW materials and costs appropriate to country offered by Train-the-Trainer distributor affiliates:</p> <p><a href="http://www.imageflair.com.sg">www.imageflair.com.sg</a> (Singapore)  <a href="http://www.mariacuci.com">www.mariacuci.com</a> (Australia)  <a href="http://www.civilityinternational.com">www.civilityinternational.com</a> (Hawaii, USA)  <a href="http://www.ojconsulting.com">www.ojconsulting.com</a> (Philippines)  <a href="http://www.etiquetteladies.com">www.etiquetteladies.com</a> (Eastern Canada)  <a href="http://www.alemarroquin.com">www.alemarroquin.com</a> (Mexico)  <a href="http://www.civilityexpertsUSA.com">www.civilityexpertsUSA.com</a> (USA)</p>	<p>Head office Canada with 34 international training offices in 13 countries.</p>	<p>Civility at Work Corporate/Business Trainer©</p> <p>In-house Corporate Civility at Work© Train-the-Trainer (customized to organization- pricing varies, please inquire)</p> <p>Children’s Courtesy, Character and Confidence Coach Trainer©</p> <p>12 a la cart curriculum kits available (Trainer and/or certification/affiliation not required)</p> <p>Culture Coach Trainer©</p> <p>Face-to-face Train the Trainer offered as well, visit <a href="http://www.civilityexperts.com">www.civilityexperts.com</a> for details.</p>	<p>Self-study \$899.00- <b>SALE \$499.00</b>  20 ready-to-use lessons- 1360 pages of curriculum. 138 page Train the Trainer workbook</p> <p>Self-study \$499.00 <b>SALE \$299.00</b>  500 pages of curriculum including Trainer workbook, 3 curriculum kits and support materials.</p> <p>Add-on materials optional at reduced prices.</p> <p>Self-study \$499.00 includes webinar coaching and 7 ready-to-use lessons. 436 pages of curriculum.</p> <p>Ranges from \$2850.00 for 3 days to \$8500.00 for 5-day in-house corporate Trainer.</p> <p>Distribution territories available; based on population base ranges from \$25,000-75, 000.</p>	<p>ALL business/Civility at Work© LESSONS INCLUDE</p> <p>Sample “sell” sheets</p> <p>Sample session outlines</p> <p>Tips for how to combine and multi-purpose the lessons</p> <p>Civility in the News excerpts</p> <p>Notes on current trends and how they impact the topic and applications when teaching the topic</p> <p>Rationale for the lesson; e.g., how you would propose or sell it- why it is important</p> <p>Minute by minute instructor notes for 3 hour sessions that can be easily adapted with the provided content to a full-day session</p> <p>Statistics and facts on the subject- real research that lends credibility and helps you describe the return on investment to your clients</p> <p>Activities and worksheets for participants</p> <p>Answer keys</p> <p>Recommended reading and additional sources to expand your knowledge.</p> <p>Insider tips from the experts who created the lessons about how to use the content effectively</p> <p>Additional a la carte kits and business building kits are available too.</p>	<p>Research based content; free access to online training webinars ongoing; you can customize materials</p> <p>No additional fees.</p> <p>Affiliate relationship option- referral network and you are paid for linked shopping cart sales.</p> <p>Train-the-Trainer (to train other trainers territory license available)</p> <p>You are authorized to post Civility Experts Affiliate logo. And ICTC logo as well.</p>	<p>Free sample lessons provided</p> <p>Includes ICTC exam &amp; Speakers Bureau listing</p> <p>Civility Focus-Etiquette content included but civility is the priority.</p> <p>Bonuses offered with Trainer kit purchases</p> <p>KEY distinguisher: Because organization focuses on civility- the materials have broad applications in related training areas including: etiquette, cultural competence, social IQ, character development, change management and more.</p>	<p>ICTC certified materials; internationally recognized certification available - must pass exam. Face-to-face cert. offered in Singapore, Australia, USA, Canada, Philippines, and Mexico.</p> <p>Recognized World-wide</p> <p>Bundle and Payment plan options.</p> <p>ICTC membership included with Trainer packages.</p>
<p>Protocol School of Washington  <a href="http://psow.edu/">http://psow.edu/</a></p>	<p>Washington</p>	<p>Etiquette and Protocol officer (5 days face-to-face)</p> <p>Corporate Etiquette</p>	<p>\$6800.00 plus expenses estimated at \$2000.00 (only face-to-face available)</p> <p>US citizens \$6800.00 plus</p>	<p>“30 lbs” of workbooks and materials provided along with support materials. (Est. 500 pages overall)</p> <p>Participant materials not to be altered.</p>	<p>\$1500 annual renewal fee required every 5 years.</p> <p>Must use PSOW copyright content “as is” not alterable.</p>	<p>KEY distinguisher: Training provided by polished, experienced professional trainers, venue and</p>	<p>ACCET – US certification</p> <p>Widely recognized in US; accredited by US Dept. of Education</p>

		(5 days face-to-face)	expenses; International registrants \$8800.00 plus expenses		"Protocol" content US centric	presentation is prestigious.	
Gloria Starr <a href="http://www.gloriastarr.com">www.gloriastarr.com</a>	North Carolina	Impression Management, Image and Style five day Certification program  Online Image and Etiquette  Impression Management, Image and Style and Etiquette and the Business and Social Graces for a total of ten days of personal training	\$8500  \$6500  \$16,000	Full Color Training Manual: Your Quick Start Guide Master power point presentations Marketing and powerful networking tips Positioning yourself as the consultant of choice Sample training proposals for clients  CD's and DVD's, Power Point Presentations and Webinars DVD's of each of the training segments Two set DVD's on Dining Etiquette and Tea Etiquette The Entrepreneur in You CD Etiquette Teaching Techniques CD Setting Up Your Business CD Competitive Edge CD CD -Upon Completion of Training...What's Next? Avenues of Income and Profit Margins CD Suggested pricing for the services you offer to your clients CD  PLUS the Modern Day Finishing School hard cover, coffee table size book with over 80 color photos authored by Gloria Starr (retail value \$249.)	Fee includes six months of mentoring by phone and email to further enhance your business growth. Cannot train other trainers	Training updates provided.  Strong presence in Middle East.	Organization has presence world-wide; well-respected in US and in Middle East.  Payment Plan options
Etiquette Moms <a href="http://www.etiquettemoms.com">www.etiquettemoms.com</a>	Osprey, Florida	Firm Builder Program  Children's Etiquette  Teen Etiquette  Business Etiquette  Communication Etiquette	\$1500.00  \$285.00  \$95.00  \$396.00  \$286.00	All programs bundled.  Estimate 700 pages of training materials and supports with Children's, Teens and Business program.  Certificate, podcasts with all programs. Power points with some.	All home/self-study  Member area updates.  Cannot train other trainers  Ongoing consult and supports	Bundled programs available at special cost.	Organization "self-certifies" – Certified by Etiquette Moms/Society of Certified Etiquette Trainers
Etiquette Outreach <a href="http://www.etiquetteoutreach.com/etiquette-certification---training/">http://www.etiquetteoutreach.com/etiquette-certification---training/</a>	New York City	Single track* (Children's Etiquette Expert)  Dual track* (Professional and One-on-One Coaching for Adults)  "World-Class Business Etiquette" and "Etiquette	\$1,200.00 per single track.       2 day professional etiquette training	You'll receive private, coaching from 6-9 hours (based on your track choice) with Lyudmila Bloch. Comprehensive training materials, PP presentations, reading list, templates, samples,	Create your own etiquette brand, center, or program	Teacher's Package or Adult Business Etiquette Trainer available.	A Certificate stating that you have been trained by EtiquetteOutreach.com and authorized to teach their

		Around the Globe"	per each track*. 1200 each	questionnaires, and proposals. Receive two (2) PowerPoint Presentations of choice: World-Class Business Etiquette Essentials (45 slides); Business Etiquette Around the Globe (50 slides); Business Dining and Wine Etiquette (45). Each valued at \$ 1000.00 each Receive one complementary Company Profile/ PP (45). Valued at \$395.00 Samples of contracts, proposals, release forms, PR releases and more -- priceless. Hard copies of World-Class Business Etiquette, Class Acts, Complete Idiot's Guide to Etiquette.			copyrighted programs and materials.  Group training or individual coaching is available based on immediate needs and availability.
Juanita Ecker <a href="http://www.professionalimagimgt.com/certification/train-the-trainer/etiquette-essentials/">http://www.professionalimagimgt.com/certification/train-the-trainer/etiquette-essentials/</a>	New York	6 separate modules; certificate for each  Etiquette Essentials Business Dining Telephone Etiquette Workplace Etiquette Casual Dress Connections and Rapport	\$2500.00 per module	8-10 hours coaching (per 4-hour training module)  PowerPoint Slides  Customizable Participant Guide  Teaching Guide/Notes  Teaching Tools  Teaching Exercises  Plus: Four 30-minute coaching sessions for pre or post your first few appointments	You cannot train other trainers.	All sessions are done on the telephone and the internet  No resource centre	Bundle pricing available.  Ms. Ecker
Emily Post Institute <a href="http://www.emilypost.com/">http://www.emilypost.com/</a>  <i>Civility Experts Worldwide is pleased to recommend and refer Emily Post Institute Programs to our American friends who want to attend face-to-face training in the US.</i>	Burlington, VT	Business Trainer  Children's Trainer	Face-to-face 5-day \$5000  Face-to-face 4-day \$3000	Includes materials - PowerPoint's, leader's guides, activities, press release, etc. on a USB stick, in hard copy - and it's on our secure web site which you have access to. After one year, you will receive an invoice for \$500 (or \$300, depending on if you do business or children's) for continued access <input type="checkbox"/> Learn to teach a comprehensive 11-module business etiquette curriculum <input type="checkbox"/> Participate in a one-day presentation and facilitation workshop <input type="checkbox"/> Receive coaching on	Resource centre available After a year \$500  \$500.00 per year renewal fee  Graduates can say that they are "Trained by Emily Post" or "Licensed by Emily Post."	Graduates can say that they are "Trained by Emily Post" or "Licensed by Emily Post."	Longest standing self-certifying organization in US; offers international deliveries.  Partner with many groups that recognize program for CEUs  Recognized World-wide.  Well-respected, constantly updating materials,



				900-page training manuals with lessons for teaching 1st through 12th grades and college students, electronic handouts, video "Dining Skills for the 21st Century," a copy of telephone and safety skills book, Rio Speaks, and a one-year subscription to exclusive etiquette email program.			
The Etiquette Institute <a href="http://www.theetiquetteinstitute.com/etiquette_training.html">http://www.theetiquetteinstitute.com/etiquette_training.html</a>	Missouri, USA	2 day Training and certification for business, social and college etiquette as well as children and teen programs	\$2,300.00	Fee includes: A copy of the book, Panache That Pays, training, 2 certifications, handouts, visuals, a c-d of slides, a DVD of an actual presentation, and a training manual.  Lunch on both days.  Included with the children's training:- a training manual and the book 'I Have Manners'	Materials can be used in classes. If materials are changed copyright needs to be removed	Post program mentorship provided when needed with no additional charge	Certification from The Etiquette Institute.  Lifetime membership of The Etiquette Institute.
The International School of Protocol <a href="http://www.schoolofprotocol.com/http://www">http://www.schoolofprotocol.com/http://www</a>	Maryland, USA	Certified Consultant Training- Teaching Etiquette to Children and Teens  Certified Consultant Training- Teaching Etiquette to Adults and Professionals (By appointment only)	Two day class \$ 775.00  Two day class is offered by appointment only \$2500.00	Participants receive hard and electronic copies of the three 24-29 page workbooks.  Participants receive hard and electronic copies of the materials			Certification to teach using these materials.