



# Customer Service Courses

*"Training is the  
cornerstone of  
success in any field."*  
– Lisa Raven



**Ready to connect?**

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**800-888-4893**

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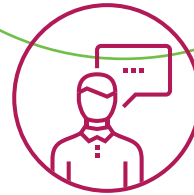
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*"The only thing worse than training employees and losing them is to not train them and keep them."*  
– Zig Ziglar





Named one of  
the Top 15  
Customer Service  
Training Courses  
by COMM100!



## Customer Service Essentials (CSE)

### COURSE OVERVIEW

This training increases the confidence of your team members so they can consistently deliver an exceptional customer experience. This course reflects the best when it comes to proven, reproducible communication techniques that empower your team members to make every interaction a productive and successful one. With these proven communication skills, your team will learn to transform customers into loyal and enthusiastic advocates for your company.

Using customized, real-life examples that go beyond theory, your team will learn how to apply these techniques to any situation. By integrating them quickly and easily into their daily routine, they'll see immediate results your customers will notice and appreciate.

With Customer Service Essentials, your team will know how to transform every interaction into a positive customer service experience. They will learn to talk to customers in a relatable, authentic and professional way. The end result is a consistent, top level service model that creates a spark throughout your company's culture.

*"You've got to start with  
the customer experience  
and work back toward the  
technology, not the  
other way around."*

—Steve Jobs



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.





# LEARNING OUTCOMES

Convey  
positive voice  
tone and  
word choices

Consistently  
create positive  
first impressions

Guide and  
control every  
conversation

Understand  
when and how  
to use empathy

Build and  
maintain  
rapport

Transform  
negative  
messages to aid  
in customer  
cooperation

Skillfully handle  
difficult customer  
interactions

Apply standards  
for internal  
and external  
communication

# BUSINESS OUTCOMES



Improved  
Team Morale



More Self-Reliant and  
Empowered Employees



Consistency of  
Excellent Service



Fewer Customer  
Complaints



Breaking  
Down Silos



Improved Customer  
Satisfaction

## WHO SHOULD ATTEND?

*Any department or team looking to  
improve communication skills with  
internal and external customers.*

***Bottom line, if you talk to people  
anywhere for any reason,  
we can help you!***

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



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*"A leader leads by example, whether he intends to or not."*  
-John Quincy Adams

## Sustain the Training: Customer Service Essentials



*"Leadership is intentional influence."*  
- Tim Cook

### COURSE OVERVIEW

Sustaining training is vital to training results, improving company culture and creating an environment where employees can thrive. Leadership is influence and a great leader is intentional in their behavior. Your leaders have one of the biggest impacts in learning transfer and keeping the training alive, and Sustain the Training: Customer Service Essentials equips leaders to do just that.

This workshop follows one of our frontline training programs - Customer Service Essentials or Sales Essentials. We collaborate with your Leaders to create a customized sustainability plan, which can include:

- Techniques and formulas to coach and motivate teams
- Individual and team development plans
- Ways for your teams to be involved in the sustainability plan
- A structure for implementing side-by-side coaching sessions

Whether a leader operates in a purposeful way or not, either way they are leading and modeling behavior for their staff to follow. Sustain the Training: Customer Service Essentials provides an intentional path to excellence through leaders' consistent support and guidance. It truly is the path to sustaining the training.



*Customized with your real-world scenarios & designed to meet your desired outcomes.*



## LEARNING OUTCOMES

Ask better questions to promote meaningful dialogue

Lead by example to promote success

Give positive and productive feedback

Conduct motivating coaching sessions

Ensure techniques are used consistently

Recognize the impact of positive coaching

Launch a welcomed coaching program

## BUSINESS OUTCOMES



Shared Vision within Leadership



Enriched Company Culture



Improved Team Morale



Self-Reliant and Empowered Employees



Better Employee/Leader Relationships



Confident Leaders

### WHO SHOULD ATTEND?

*Members of management who are in coaching, mentoring or leadership positions and have participated in Customer Service Essentials or Sales Essentials training.*

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



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*"The only thing worse than training your employees and having them leave is not training them and having them stay."*  
– Henry Ford

## Customer Service Essentials Train-the-Trainer & Licensing



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.

### COURSE OVERVIEW

Are any of these true for you?

You're tasked  
with creating a  
customer service  
program for your  
organization

You have  
high turnover  
& your front door  
has become a  
revolving door

You're not  
sure how to get  
your employees to  
consistently deliver  
great service

**If you answered Yes to any of the above, then you're in luck!  
Keep reading!**

Bonfire Training has a convenient and cost-effective solution to help you keep training going all year long. Our customized customer service training programs can be delivered by your firm at your location at any time, both for existing employees and new hires. With this program in place, you will make exceptional service the standard throughout your organization.

With Trainer Certification and a License Agreement, your organization will have Bonfire's proven Customer Service Essentials program as part of your curriculum. Your trainers can immediately train any of your staff throughout the year, creating consistency of service throughout your organization.

*"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage."*

– Jack Welch





## LEARNING OUTCOMES

Have new methods to keep participants engaged

Understand techniques for great customer service

Deliver training that supports department goals

Know the psychology behind the techniques

Align training with your company values

Have a turn-key program to facilitate

Relate training to real-world situations

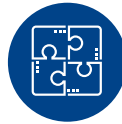
## BUSINESS OUTCOMES



Improved Customer Satisfaction



Improved Employee Performance



Consistency of Excellent Service



Reduced Employee Turnover



Brought Company Values to Life

### WHO SHOULD ATTEND?

*Ideally, this course is for employees with experience providing Instructor-Led Training. For employees with no or limited training experience who have been tasked with Training, our Presentation Skills course is an excellent precursor for this course.*

## PROGRAM FORMAT

One-day onsite instructor-led session following two days of Customer Service Essentials training.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



*"Sustaining high levels of service is a constant effort. Customer Service is a journey, not a destination."  
– Shep Hyken*



# Creating & Sustaining Customer Service Excellence

## Customer Service Essentials, Sustain the Training: Customer Service Essentials, Train-the-Trainer & Licensing

It's said that the path to success isn't always a straight line - but it can be! Whether focusing on a single department or a company-wide initiative, Bonfire will light the way to creating a sustainable and highly successful customer service culture within your organization.

### CSE

The journey starts with applicable observations and assessments to better understand your environment, training goals, unique customer interactions, areas of focus, and desired learning and business outcomes. The next step is taking that information and creating your customized Customer Service Essentials (CSE) training program that will meet your training goals and objectives.

Whether delivered at your location or virtually, your tailored CSE program will equip your team with consistent and exceptional skills to provide your customers with the best service experience. The result will be a positive shift in company culture and engagement for both internal and external customers.

### SUSTAIN THE TRAINING: CSE

Immediately following the delivery of CSE, your Bonfire Trainer will guide your supervisors, managers and other leaders through Sustain the Training: Customer Service Essentials (CSE). This course will equip your leaders with individual and team development plans, techniques and formulas to coach and motivate their teams.

Sustain the Training: CSE is packed with a 24-week plan and ready-to-go tools including huddle agendas, coaching and monitoring forms and quality assurance guidelines tailored to your specific needs and training goals. There are also recommended Spark Videos to help sustain the training – these are 2-minute micro-learning burst videos with topics covered in your CSE training.



*"Building a good customer experience does not happen by accident. It happens by design."  
– Clare Muscutt*



*Customized with your real-world scenarios & designed to meet your desired outcomes.*



## TTT & LICENSING

To complete the journey and ensure that the standards become a core part of your culture, your Bonfire Trainer will deliver Train-the-Trainer (TTT), which will enable your in-house trainers to deliver CSE year-round for your team. After participating in this 1-2 day session, your trainers will understand the CSE concepts and the “why” behind each technique along with facilitation methods and philosophies that will keep your team engaged. With a License Agreement in place, you get a convenient and cost-effective option to providing regular, ongoing, consistent training that will help establish exceptional service standards throughout your organization.

## LICENSE PROGRAM BENEFITS

Ability to deliver  
Bonfire’s CSE  
course an  
unlimited number  
of times per year

Ability to order  
Bonfire workbooks  
and job aids for  
training sessions

Access to Bonfire  
Trainers for  
ongoing assistance  
and support

Alignment of  
Bonfire Training’s  
customer service  
standards of  
excellence with your  
company’s overall  
vision

## WHO SHOULD ATTEND

This training is perfect for anyone who is responsible for training new or existing staff. While we’re happy to work with any trainers, our Licensing & Trainer Certification program is ideally suited for experienced trainers looking to deliver the quality of a Bonfire Training program in-house.

*“Corporate culture is the  
only sustainable competitive  
advantage that is  
completely within the  
control of the entrepreneur.”  
— David Cummings*



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## Above the Line Service

*"Customer service is an attitude...not a department."*  
– Mo Hardy

### COURSE OVERVIEW

To really understand what separates **excellent** service from **average** service, all you need is a line. That's right...a simple line. Excellent service is above the line, and average service is below the line.

While we each have a personal line by which we judge customer service success, there are some behaviors that are undeniably above the line, including problem resolution, a customer care mindset, empathy and resiliency. How we deliver on these behaviors creates a "feeling of service", whether good or bad, and that feeling can impact your relationship with the customer, the company's reputation, and ultimately your company's success.

This course focuses on 4 key skills that are linked to "Above the Line" service.

- **Problem Resolution** – approaching your customer's request in a consultative, solution-focused way
- **Customer Care Mindset** – delivering excellent service requires an "ALL IN" mentality and genuine care for your customer
- **Empathy** – picking up the emotional cues of others and responding appropriately
- **Resiliency** – bouncing back from a tough customer encounter and managing emotions in an effort to respond instead of react

Through skill development and real-world application, each "Above the Line" skill will cultivate a renewed spirit of service excellence and give your team members elevated tools to deliver "Above the Line" service with each interaction.



*"It takes months to find a customer and seconds to lose them."*  
– Vince Lombardi



*Customized with your real-world scenarios & designed to meet your desired outcomes.*





## LEARNING OUTCOMES

Know the impact mindset has on service

Understand that service is a feeling

Learn enhanced problem resolution skills

Learn how to pick up on emotional cues

Know how and when to use empathy

Learn resiliency & self-management tools

Create a custom "Above the Line" service plan

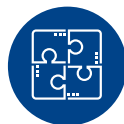
## BUSINESS OUTCOMES



Improved Team Morale



More Self-Reliant & Empowered Employees



Consistency of Excellent Service



Fewer Customer Complaints



Enhanced First-Interaction Resolution



Improved Customer Satisfaction

### WHO SHOULD ATTEND?

*All team members who interact with external and internal customers.*

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.


Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials support additional learning reinforcement.



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*"The highest form of knowledge is empathy."*  
– George Eliot



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# Compassion Fatigue

## COURSE OVERVIEW

Research has shown that frequent exposure to the hardships of others can lead one to become detached, apathetic and numb to the feelings of others. This is known as Compassion Fatigue, which is a condition characterized by a gradual lessening of compassion over time.

The two most common reactions amongst workers who begin suffering from Compassion Fatigue are cynicism and emotional exhaustion. Cynicism is characterized by a general distrust of others and their motives. Emotional exhaustion leaves you feeling drained and tired.

This creates employees who are about as caring as a robot. Obviously, having robots interacting with your clients isn't a recipe for customer satisfaction. In this course, we will identify the warning signs of Compassion Fatigue and explore the techniques to rebound and build resiliency.

When pockets of Compassion Fatigue emerge, employee engagement and morale are negatively impacted. By using techniques involving self-care and reflection, expressing compassion is no longer a burden. This paves the way for your employees to demonstrate a genuine understanding and have an empathetic connection with your customers.

48% of US workforce experiences high levels of personal distress that is directly associated to their job duties.





## LEARNING OUTCOMES

Understand  
the importance  
of empathy

Recognize  
the warning  
signs

Improve  
self-care

Build and  
maintain  
resiliency

Realize that  
everyone  
has a story

Use the  
tools to  
recover



## BUSINESS OUTCOMES



Improved Employee  
Morale



Improved Customer  
Satisfaction



Reduced Employee  
Absenteeism



Enhanced Company  
Reputation

### WHO SHOULD ATTEND?

*Any department or team looking  
to build their empathy muscle  
and improve customer and  
team relationships.*

*Bottom line, if you think you have a team  
of robots, this course is for you!*

## PROGRAM FORMAT

Half-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

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# Customer Service Advantage

## COURSE OVERVIEW

One of the burning questions every leader has asked and contemplated over and over is:

**“How do I equip my employees to provide the best service that also promotes our reputation and customer loyalty?”**

Notice that question spotlights reputation and loyalty rather than customer satisfaction. There is strong evidence that customer satisfaction does not guarantee a good reputation or customer loyalty. Research indicates that there are six skills that give your employees the advantage to creating customer loyalty and a desired reputation.

The focus of this course is on building vital behaviors that enable your team to increase customer loyalty while improving morale, teamwork and commitment throughout the workplace. Grounded in DISC\* and key sources of research, this program is focused on advancing participants' capabilities in six specific skills. The value of using DISC reveals each participant's tendency toward each skill. These six skills are:

- **Empathy** – The ability to understand the feelings, thoughts or attitudes of others and express care and concern.
- **Resiliency** – Recover from adversity and discomfort to perform at your best every time.
- **Asking Great Questions** – Formulate questions that extract useful answers.
- **Customer Advocacy** – Actively and proactively support and promote what is good for others.
- **Adaptability** – Modify personal behaviors and emotions to create a receptive environment.
- **Persuasion** – Move others to a belief or action.

*\* DISC is a widely used behavioral assessment tool used to improve teamwork and understand different communication styles.*



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.



*“Go beyond merely  
communicating to  
connecting with people.”*  
– Jerry Bruckner





## LEARNING OUTCOMES

Recognize if they are in a Growth or Fixed Mindset

Analyze their predisposition in each of the six skills

Have a personalized action plan to improve each skill

Increase self-awareness of natural strengths and limitations

Understand how perceptions drive actions



## BUSINESS OUTCOMES



Increased Customer Loyalty



Improved Company Reputation



Greater Competitive Advantage



Increased Revenue

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.

### WHO SHOULD ATTEND?

*Every employee that impacts company reputation and customer loyalty.*

*This course is a great companion piece for attendees of Customer Service Essentials or Sales Essentials.*

*"Always do more than is required of you."*  
– George S. Patton



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desired outcomes.

*"It's what you  
learn after you  
know it all  
that counts."*  
– John Wooden

## Essential Refreshers

### COURSE OVERVIEW

Has it been at least 12-18 months since the initial Customer Service Essentials or Sales Essentials course was delivered? If so, ideally it's time to review, refresh and enrich some of the real-time communication skills initially taught in either or both Essentials courses.

In Customer Service Essentials Refresher we take a deeper dive into some of the more challenging communication techniques that are required to provide next level service. In Sales Essentials Refresher we take it to the next level and further explore all that goes into the art of developing a great offer to ensure that the "pitch" is spot on.

These Refresher sessions are highly customized and most effective when clients provide examples of their specific challenges, and if possible also provide recorded calls to use as a "study" for how conversations could have been improved.

Because people learn by doing, this session is all about individual activity, group exercises, role-play and self-reflection. All of this helps to create or reinforce good habits that will help transform every interaction into a positive and successful one.



*"Positivity is like a  
muscle; keep exercising  
it and it becomes a habit."*  
– Natalie Massenet



## LEARNING OUTCOMES

Have the most current best practices

Be able to identify and improve developmental gaps

Have increased sustainability of techniques

Have elevated consistency in service and/or sales standards

Increase retention of skills and techniques



## BUSINESS OUTCOMES



Enhanced Best Practices



Increased cohesiveness of company standards



Improved reputation through consistency of service



Decrease in employee turnover

### WHO SHOULD ATTEND?

*Those who have previously completed a Bonfire Training Essentials course – Customer Service Essentials or Sales Essentials.*

## PROGRAM FORMAT

Half-to-One-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

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# Field Customer Service Essentials

*"The customer's perception is your reality."*  
– Kate Zabriskie

## COURSE OVERVIEW

Being easy to do business with must be a cornerstone element of every business. This takes on new meaning for the technicians, line people, auditors and other positions your company has out in the field. The exposure field employees have to customers is unique because field reps are always "on". A service technician can be driving to the next customer and everyone who sees him or her during that drive will form an opinion of your organization.

In this workshop, we turn the switch on for your field reps to Be GREAT at all times. Be GREAT is a quick and powerful acronym that defines how to be the best for the customer as well as the company. Even the smallest interactions have a powerful impact on a company's reputation. Be GREAT equips your field employees with key behaviors and interaction techniques to show a customer-first focus.

The Be GREAT acronym stands for...

- **Greeting:** Research reports that the first impression sticks in the minds of your customer. This section of the training hones in on the first impression being positive.
- **Respect:** Respect and rapport techniques are entwined. These techniques create rapport through respectful actions.
- **Empathy:** Expressing empathy can calm nervous customers and create a connection that helps customers be receptive and cooperative.
- **Accountability:** Taking ownership even during difficult customer situations is doable with these techniques.
- **Talk:** The words we choose as well as our voice tone and body language communicate the full message of what we are saying.

By training both internal team members and the team out in the field, your organization will have a powerful, positive and cohesive brand.



*"The strength of the team is each individual member. The strength of each member is the team."*  
– Phil Jackson



Customized with your real-world scenarios & designed to meet your desired outcomes.





## LEARNING OUTCOMES

Recognize their unique influence on customers

Practice behaviors that instill confidence and comfort in customers

Create a plan to use the Be GREAT techniques

Identify and examine their interaction points with customers

## BUSINESS OUTCOMES



Reduction in customer complaints



Increase in customer satisfaction



Strengthen the company's desired reputation



Create more enjoyment for both customers and field reps

### WHO SHOULD ATTEND?

*Every employee that interacts with customers in the field.*

## PROGRAM FORMAT

Half-to-One-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

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*"Good service is  
good business."*  
-Siebel Ad



## Sales & Service Essentials



### COURSE OVERVIEW

Bonfire Training's Sales and Service Essentials course reflects only the best when it comes to proven communication techniques that will empower your team members to make every interaction a productive and successful one. This class provides your team with the real-time communication skills necessary to turn prospects into customers, and current customers into enthusiastic advocates for your company.

We will show your team how mindset helps or hinders the sales process, how to recognize buying/interest signals, and how to ask the right questions to move the conversation forward. They will understand how to influence the customer's buying decisions and productively gain agreement with the customer on what are the best next steps.

With customized, real-life examples that go beyond just theory, your team will learn how to apply these techniques to any situation, integrating them quickly and easily into a daily routine. We will help your team move what feels like "common sense" into "common practice" for immediate results your customers will notice and appreciate.

*"Our attitude towards  
others determines their  
attitude towards us."*  
- Earl Nightingale



*Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.*



# LEARNING OUTCOMES

Conversation control while ensuring the customer's needs are met and exceeded

Recognize buying/interest signals

Be aware of the importance of Mindset and its impact on success

Gain agreement from the customer to secure the next step, such as closing the sale

Understand the difference between melting resistance and overcoming objections

*"A sale is not something you pursue, it is something that happens to you while you are immersed in serving your customer."*  
- Author Unknown

# BUSINESS OUTCOMES



Enhanced Team Sales & Service Skills Levels



Tools and Tips for Positive Communication



Confidence in Moving the Sale Forward



Increased Revenue



Improved Sales Performance

## WHO SHOULD ATTEND?

*Ideal for any department or team interested in better communication and sales skills with customers over the phone, face to face or online.*

# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

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Materials and job aids support additional learning reinforcement.



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# Serving Self & Others

## COURSE OVERVIEW

Each employee has the ability and choice to show up for customers in an attentive, caring, and considerate way, and this serves both the customer and yourself. This workshop examines how to accomplish this dual goal within each customer interaction, even during tough conversations. Gaining a customer's trust, receptivity and cooperation involves the ability to use the following five skills to serve yourself and others well.

- **Mindset and Perspective:** Recognizing our personal beliefs and how these show up in our actions.
- **Grit:** The ability to purposefully perform at your very best, despite adversity and challenging situations.
- **Empathy:** Caring and creating a connection to help manage customer emotions. Compassion fatigue can emerge when signs of indifference and feeling numb emerge within ourselves, and can be overcome with certain techniques.
- **Messaging:** Making conscious choices with words, body language and voice tone to help the customer's attention and comprehension.
- **Personal Motivation:** Engaging the ability we each have to inspire ourselves into meaningful action.

Making a difference to each customer in a way that connects them uniquely to your organization is possible with intentional use of these techniques. These serve the customer well and help instill healthy behaviors within ourselves.

*"When we are no longer  
able to change a situation,  
we are challenged to  
change ourselves."*  
– Viktor Frankl



# LEARNING OUTCOMES

Be a positive influence on the receptivity and cooperation of customers

Feel motivated and confident to improve customer interactions

Apply tools to cope with the emotional aspects of tough customer conversations

Use techniques to create productive and caring customer conversations

## BUSINESS OUTCOMES



Improve Employee Grit



Improve the Caring Nature of the Organization



Enhance Customer Satisfaction & Loyalty



Improve Employee Performance

### WHO SHOULD ATTEND?

*All front-line employees who are the main contact for external customers.*

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



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## Delivery Methods

### In-Person Training

Whether you're looking for a one-day workshop, a major training initiative or something in between, Bonfire has your solution. From your initial conversation to post-training, implementation and sustainability, we collaborate and partner with you to ensure your long term success.

Our in-person training is:

- Tailored for you
- Engaging for your staff
- A source of continued support



*Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.*

One-to-Multiple-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules. Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

### Live Remote Training

Bonfire Training's Live Remote Training provides your team with customized courses delivered virtually by a Bonfire Trainer. Whether your team is together or participating individually, these live sessions can be accessed from anywhere in the world, allowing you to easily train multiple time zones and schedules.

Every training program and topic is highly customized to your company's goals, culture and unique interactions. Training is also formatted to 60, 90, or 120 minute segments and includes time to practice the techniques on-the-job, making them a perfect fit for complicated schedules and busy team members.

Our Live Remote sessions provide your employees with real time, reproducible skills that can be used throughout your organization and ignite a buzz! Regardless of where your team members are located or how busy workloads have become, it's always the right time to catch the SPARK that a motivated, empowered team can provide your company.

### OnDemand Online Training

Need the flexibility of OnDemand training? Our OnDemand Online Training brings Bonfire's exceptional courses to groups of any size, in any time zone, and in a format that fits into demanding schedules.

Each course consists of interactive modules that will engage the learner while delivering some of Bonfire's best techniques and applicable skills. Learners will receive printable reference and support materials to help them transfer their new skills to the real world.

There are two ways to access our online training:

- **OnDemand:** Learners can sign up, pay, and complete the course through our website.
- **LMS:** The course files are available for purchase and deployment through your own Learning Management System.





# Partner Services

## Customized eLearning

Great training isn't "one-size-fits-all." We will partner with your team to understand your needs and work collaboratively through the development process to create a successful and engaging eLearning solution that supports your unique business environment.

Bonfire's experienced team of Instructional Designers and eLearning Developers will work with you to develop fully customized eLearning courses that will enhance your team members' skillsets and help drive business results.

This is learning convenience at its best! eLearning is accessible 24/7 to meet your scheduling parameters. Whether loaded on your Learning Management System or hosted on our platform, your customized learning experience will speak directly to your team, your client needs and your goals.

## Instructional Design

Creating a relevant learning experience is Bonfire's fundamental focus when designing and developing effective training programs and materials.

Whether we take your existing training content and enhance/elevate the training experience or design and create an experience from the ground up, Bonfire will create the right course for your desired learning and business outcomes. From analysis of your training needs to the creation and implementation of sustainability activities, we are committed to providing relevant and innovative learning experiences that engage learners and makes a difference.

Bonfire's Instructional Design team has decades of experience as well as credentials in Instructional Design with the Association for Talent Development's Master Instructional Design designation. What does this mean to you? It means that we have the expertise, resources and passion for creating a course that achieves your vision and training goals. No matter the training delivery method - classroom workshops, eLearning, live remote or blended learning - we will package the training, materials and job aids to best fit your culture and team environment.

*"One of the most important areas we can develop as professionals is competence in accessing and sharing knowledge."*  
– Connie Malamed



Contact us to explore how we can meet your training goals!  
[info@bonfiretraining.com](mailto:info@bonfiretraining.com) / 800-888-4893



**Bonfire's Mission**  
*To improve lives and transform relationships through positive communication and helping people be their best, on purpose, every time.*

## ABOUT BONFIRE TRAINING

### Igniting Real Change

**We believe in people...and in their unlimited potential after great training.**

We have been building on this belief for nearly 35 years, focusing on the human element of communication while incorporating business functions and technology. We bring this focus and this belief to all of our courses, and our clients see the difference that our training makes in their people, their culture and their customers.

#### **So....Why "Bonfire"?**

After decades of success as PhonePRO, we rebranded to Bonfire Training.

We decided on the name because a bonfire is a bright, inviting circle where people gather to communicate, have fun and where they feel comfortable sharing ideas. Around a bonfire, the sparks draw your gaze upward, the heat and light are welcoming and the circle keeps everyone connected. It's a positive, relatable image that makes everyone feel included. And that's how we feel about our training – it's for everyone and the skills light up their potential.

Though our name and logos have changed, our mission and values remain the same – **we are here to help people be their best, on purpose, every time.** And 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. For those of you who have stayed with us through the years, Thank You! And to our new clients, **Welcome to Bonfire Training!**

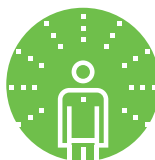
## OUR CORE VALUES



**Consider Team  
Before Self**



**Be Easy to  
Work with**



**Create Positive  
Energy**



**Practice What  
We Teach**



# REAL LEARNING

*Exceptional, enlightened training sets us apart.  
And it will set you apart too.*

# REAL FUN

*Truly effective training is enjoyable and fun;  
your team will be fired up in no time!*

# REAL RESULTS

*Our holistic approach produces long-term results  
that keep the fire burning.*



## WHAT MAKES US DIFFERENT?

### Program Customization

Customization is one of the things that sets us apart. After an onsite observation day at your location, we incorporate your real-life scenarios and examples throughout the training. This paves the way for your team to more easily relate to and learn from the training. This deep dive approach to your company's challenges and strengths is why our trainers are often asked at the end of a workshop, "How long have you worked here?"

### Interactive Training Style

Bonfire's course design 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! Based on that idea, our courses incorporate humor and fun along with solid, professional techniques.

### Our People

Quite simply, our trainers are the best in the business! They facilitate our courses using an interactive and hands-on approach that incorporates the best interests of both the client and the individual team members they are working with. They have a passion for helping companies deliver the best possible training and to help create an overall "service culture" that will remain long after the training has been completed.

### Ongoing Support & Follow up

With our Sustain the Training: CSE workshop, your managers and supervisors will learn to reinforce what was learned in the classroom to make sure the training techniques become a daily habit. We believe that "Training is an Event" and "Learning is a Process", so this leadership program will go a long way in setting your company up for long-term success!



*Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.*

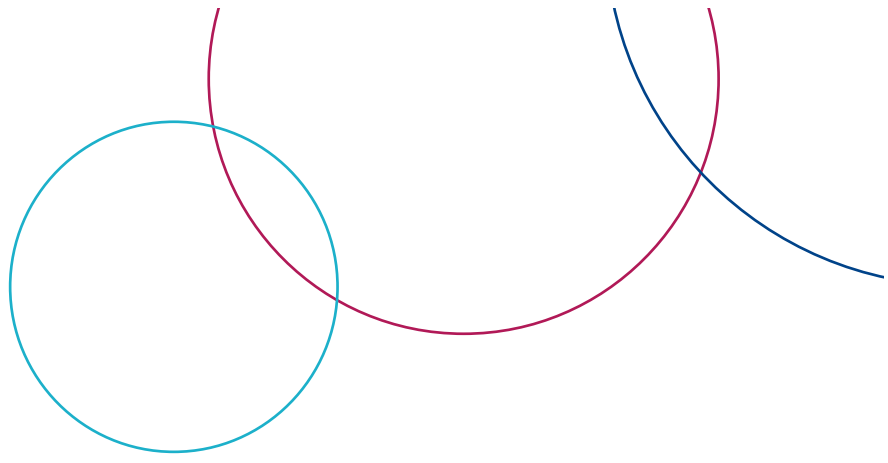
## ACCREDITATIONS



ACCREDITED  
BUSINESS







# Come join us around the bonfire!

[info@bonfiretraining.com](mailto:info@bonfiretraining.com)

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