



Questions to Ask when Selecting a Training Firm

Due diligence before you buy

Does the Training Company:	Peak Performance	Vendor	Other
Offer a clear, simple, unequivocal guarantee of your results and satisfaction? Was it offered freely instead of you having to ask?	✓		
Conduct pre- and post- assessments to make sure you're working on the right topics and can quantify your success?	✓		
Submit a written post-training report with professional recommendations?	✓		
Offer proven participant "take-away" material to help them transfer lessons to organizational success?	✓		
Use a realistic follow-up plan to maximize retention and get your money's worth; not a "flash in the pan" ?	✓		
Have a certificate of accreditation from AEE to guarantee that an objective, external panel of experts has inspected them?	✓		
Curriculum matches specifically identified outcomes for you, not vague generalities? (content vs. methodology driven or What the benefit is vs. How they do it)?	✓		
Have an extensive list of big-name clients , which is credible to you?	✓		
Are honestly concerned that you make/save dramatically more money than you spend?	✓		
Hold national leadership positions and have recognition within the industry?	✓		