

Vital Smarts and Franklin Covey Toolkit Pricing Comparison

Vital Smarts Toolkit (physical or virtual)	DES Price	VS Price*
Crucial Conversations	\$186 per kit	\$203-\$265
Crucial Accountability (2 Day)	\$186 per kit	\$203-\$265
Crucial Accountability (1 Day)	\$141 per kit	\$203-\$265
Change Anything	\$152 per kit	\$203-\$265
Getting Things Done	\$154 per kit	\$203-\$265
Influencer	\$186 per kit	\$203-\$265
Franklin Covey	DES	FC Price**
All Access Pass (virtual)	\$152 per AAP	\$200-\$295
Individual Toolkit (physical)	\$55 per kit	\$300-\$450

4 Essential Roles of Leadership, 5 Choices of Extraordinary Productivity, 6 Critical Practices of Leadership, 7 Habits of Highly Effective People, Leading at the Speed of Trust, Speed of Trust Foundations, Unconscious Bias.

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*Vital Smarts kit cost range based on volume purchased, price stated above is range from 999 kits at \$203 per kit, to 1 kit priced at \$265.

** Franklin Covey price range is also based on volume, price stated above is range for 601-1000 AAP at \$200 per AAP, to 1 AAP priced at \$295.