

Verbal Judo Institute, Inc.[©]

Excellence in Tactical Communication

Sole Source Vendor Letter

- 1. Is Verbal Judo only available from one vendor and how did you determine it was available from only one source?**

The only vendor which teaches Verbal Judo is the Verbal Judo Institute, Inc. www.verbaljudo.com .. They hold the copyrights and trademarks to Verbal Judo Concepts and techniques. There is no other source for instruction in Verbal Judo as designed and developed by Dr. George J. Thompson. The Verbal Judo Institute has a cadre of instructors who deliver their unique and proprietary material all over the globe.

- 2. Why is it the only one that will meet our needs?**

For over 39 years, The Verbal Judo Institute, Inc. has been teaching organizations and individuals all over the world how to de-escalate tense encounters verbally. They show their students how to safely and efficiently gain voluntary compliance with poise and professionalism. This training is especially critical when dealing with the community and each other. They help staff implement verbal strategies which empower and respect all parties involved. Additionally, their concepts promote positive communications between team members and departments within the organization. Often negative incidents begin with verbal encounters gone wrong. One of the many benefits of Verbal Judo is, it increases personal safety by decreasing the likelihood of negative outcomes. If their training can avert one high profile event or lawsuit, it is more than worth the cost. Verbal Judo is an integrated, proven and time-tested de-escalation system which ensures our staff has the de-escalation tools they need to better serve our community.