



**Ecliptic
Consulting
Group**

Persuasive
Communications



Welcome to:

Ecliptic Consulting Group Persuasive Communications.

ECG/Persuasive Communication is a multi industry adult education and training firm. Our mission as a professional development firm is to create comprehensive educational formats where clients worldwide learn practical business skills on a consistent and continuous basis to increase the knowledge and productivity of their people and their organization.

The Ecliptic Group teaches Persuasive Communication in more than 100 different customized seminars organized specifically into a progressive knowledge format for our clients. Progressive knowledge builds on current skills and continually drives the skills into the next level of professional development.

In 1943, Persuasive Communication was born in the management school of Northwestern University in Chicago. Fourteen years later the success of the business school courses launched Persuasive Communication (PC) into the private sector and in 1957,

Persuasive Communication, Inc. was born. Our expanding business motivated PC to merge, in 1995, with The Ecliptic Consulting Group, (ECG) an Arizona corporation, which more than doubled the core areas of instructional expertise.

“With the help of your training we were able to arrest a declining backlog. We did that so well, our backlog is the highest it’s been in several years. With your help, we have gained a deep appreciation for how difficult it is to sell and how long it takes. We know that today’s efforts will pay off in six to nine months so we keep at it.”

Peter Regan, Global CEO
Environmental Resources Management

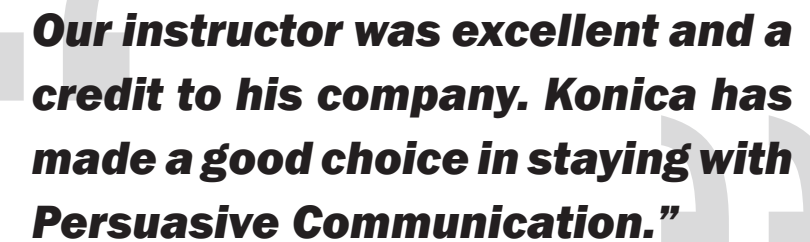
Through our many publications, surveys, newsletters, management briefings, self-paced courses, in print and audio, and by using multimedia technology, ECG/PC is the utmost research and delivery firm in the world in the area of progressive development.

ECG/PC instructors are a hybrid of behavioral researchers, professional speakers, business consultants and adult educators who instruct and consult clients in an exclusively individual manner for the long-term benefit of the companies and the people they employ.

In the United States, seminars are conducted at ECG centers in New York City, Chicago, Washington D.C., Atlanta, and San Francisco; and at hotels in over 200 cities across the World. The full range of ECG/PC instructional products and services is available to meet the growing training needs of the global sales and management community.

Several of our senior instructors are Certified Speaking Professionals, a highly touted distinction earned through years of presentations and public speaking, who are recognized by the National Speakers Association, an association of more than 100,000 members worldwide. Certified Speaking Professionals (CSP) are individuals who have extensive, proven experience as professional speakers. They are educated, committed, and creative professionals who are considered masters in the industry. The National Speakers association developed this certification program to recognize these individuals who have taken significant time, effort and dedication to develop a successful professional speaking career.

The range of ECG/PC programs is broad and multifaceted. It encompasses all of the disciplines of sales and management in every type and size of organization: selling skills, sales management, professional problem solving, selling with technology, behavioral selling, conflict resolution, key account management, listening skills for the professional, negotiation and many others. Within each of these disciplines, programs are geared to various levels of professionalism. There are programs for beginners ready to take the first steps in their careers and programs for mid-level professionals who are seeking to keep their skills up-to-date. We also offer programs for upper level professionals who are interested in learning the latest trends and techniques of professionalism.



Our instructor was excellent and a credit to his company. Konica has made a good choice in staying with Persuasive Communication.”

Brian Curd,
VP Sales for Konica Medical Corp.

Your Path to Enlightenment Using Progressive Knowledge Development to Enhance and Educate

Phase 1:

The Professional

Building blocks of professional
Opening face to face calls
Persuasive Listening
Needs Analysis
Building Value Proposition concepts
blocks to action
Closing calls

Phase 2:

Advanced Business Development Approaches

HBA – The human behavioral approach
Prospect types
Persuading the analytical
Persuading the basic
Refining value concept
Understanding the art of the deal

Phase 3:

Negotiation for Professionals

Opening negotiations for professionals
Using your authority to negotiate
Power roles
Building a proper negotiating environment
Ending negotiations and building
or the next

Phase 4:

**Conflict and Objections/
Customer Complaints**

Handling complaints
Deflection techniques with irate clients
Delivering bad news to clients
Understanding conflict
Growing your company through change
Resolution techniques for conflict managers

Phase 5:

Professional Problem Solving

Effecting the business issues of your clients
Arriving into the inner circle
Selling our problem solving skills
Positioning yourself as a corporate resource
Presentation skills for advanced sales reps
Business economics-understanding the
client’s business

Phase 6:

**Key and National Account
Selling and Management**

Building and growing key accounts
Researching and gathering data
Identifying problems and solutions
Developing financial plans of action
Building a strategic plan
The science of keeping long term business
relationships

Phase 7:

**Group Persuasion
and presentations**

Group selling and the psychology
of small decision groups
Presentation techniques for the
professional presenter
Using technology to enhance your
presentation
Perfect opening
Dealing with potential adversaries
in a small group presentation
Endings with memory hooks

Phase 8:

**Advanced Group and
Team Selling**

Group motivation
Cooperation VS Competition
Traits of a real team
Goals for team ownership
The team sales call – Who does what
Pre-cal, during and post call review
Setting and giving team goals

Phase 9:

Strategic Development


Organizing corporate resources
Tactics of management presentation
Partnering to penetrate account
management
Developing key personnel inside your
clients’ business
Gaining commitment on key initiatives
Human behavioral approach to motivate

Phase 10:

Managers Skill Development

The step into management
The manager/coach
Recruiting and selection
Goal setting and planning
Employee discipline and confrontation
Appraisal and counseling
Listening skills for management
Territory management





We begin the process with an extensive customization program that gives our firm a unique perspective into our clients' business challenges.

Our customization is the foremost and oldest in the industry and creatively links our training techniques with your particular business issues and strategies. These capabilities are varied and include organization-need assessments, performance-gap analysis, creative- training designs, delivery and training measurements.

Our dedication to progressive development is the answer to companies that must keep their evolving teams on a professional learning track in order to stay ahead of developing market forces that effect their business.

We begin the processes with an extensive customiiaation program that gives our firm a unique perspective into our clients' business challenges. We live the life of your key people in order to build a bond between instructor and student that last the span of a career. Next, we build a comprehensive development schedule based on the identified needs of our business and integrate the training into all aspects of the company so valuable instruction hours finally equate to behavioral change.

“**One of the few that knew our business.**”

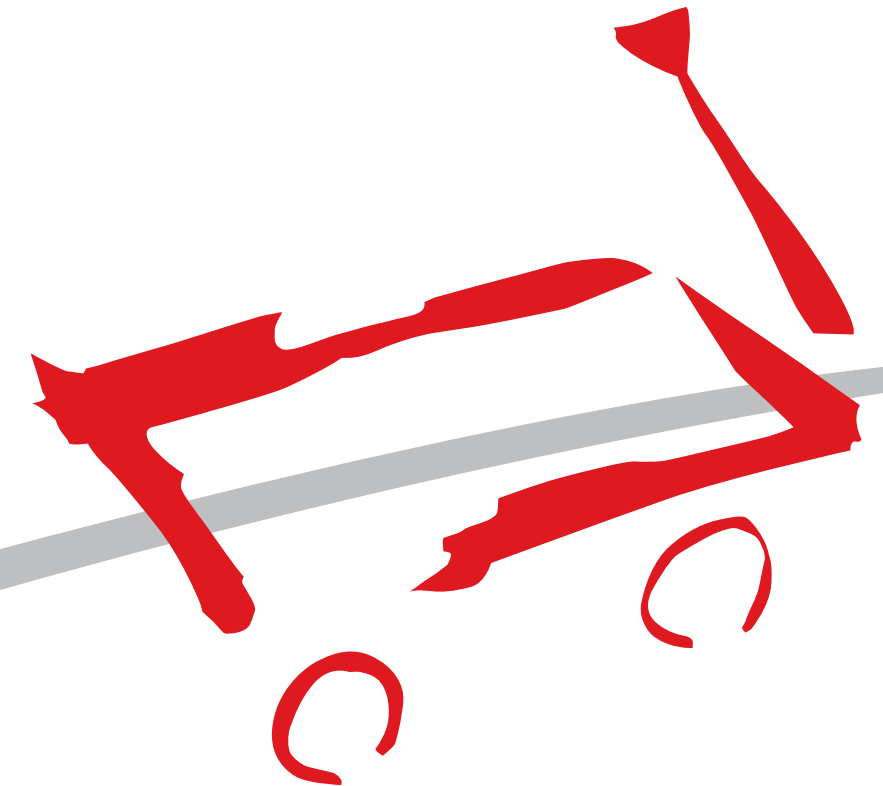
Jeff BehlIng,
National Sales Manager for Power Packer.

As far as I'm concerned, you have become part of our team. We have much more to learn.

Hugh Tansey
VP Sales for Kendro Scientific

The ecliptic by definition is “the path of the sun through the sky” and Persuasive Communication’s red wagon is linked forever with the world of professional development. Together they form a path of professional skills where knowledge is collected, enhanced and carried along the continuous path of career development.

With more than a half century of dedication to custom adult education, ECG/ Persuasive Communication remains at the top of many fortune 500 companies lists of where to turn for assistance in their quest to improve their people who in turn enhance the corporate entity.





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