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*Incorporating Olympic Communicators  
Under licence from the Australian Olympic Committee*



# ELLIOT EPSTEIN

OK...your business is not broken; revenue and profit figures are not bad but you're now concerned at what's over the horizon – new competitors, staff retention or the board's expectation of higher growth still next year.

Elliot Epstein enables senior managers and sales teams to master the next level of persuasive business communication in order to drive those bottom line results.

**You want behavioural change in your team, not material that is 'feel good and forgotten'.**

At your conference you will uncover new, advanced communication techniques and the secrets of persuasive business communication that you can use immediately to help achieve your business goals.

Elliot speaks passionately on the key areas of persuasive communication that affect your bottom line including:

- ◆ 'Win, Grow and Retain more clients' - How to build an emotional connection to strategically win more business and outbid the opposition every time
- ◆ 'Leadership communication' – how to ensure your people buy in to your vision and then walk over hot coals for you
- ◆ 'The secrets of masterful persuasive presentations' - How you can be a powerful presenter who is guaranteed to build rapport with audiences in high stakes, high pressure situations e.g. major sales bid presentations corporate conferences, road shows, analysts briefings, employee seminars
- ◆ 'Negotiation' – It's about your real, bottom line outcome, not some idealistic Win-Win philosophy

## BACKGROUND

As CEO of Salient Communication, Elliot has coached over 2000 people including CEOs, senior management and successful sales teams throughout Australia and Asia including Hong Kong and Singapore.

After successfully conducting over 200 conferences, workshops and breakout sessions, he is experienced at tailoring each event to suit your need for behavioural change.

The 20 years of Elliot's business life has included senior roles in communication consulting and the IT industry in strategic sales and management.

In addition, he is a Board Member of generation–e, one of Australia's fastest growing IT networking companies.

Previous history also includes experience with NEC, Remington, Ipex ITG and Rogen International.

## CASE STUDIES

**Persuasive Leadership Communication and new sales initiatives for a major global IT company**

The Executive Management Team (EMT) of this multinational company needed to change the attitudes, methods and approaches of over 400 staff to attracting new business. Elliot Epstein was engaged to enable the EMT to connect with staff members so that they not only adopted new ways of working and interacting –they WANTED to do it.

**Bottom line result:** The EMT's stature has grown in the eyes of its staff and 15 major new opportunities have been uncovered and closed.

**Business Development Managers of an Australian Financial Services company that needed to move to selling at CEO, CFO and CIO level**

This successful company had reached a plateau in a market with fewer major deals and diminishing margins. The BDMs engaged at Mid Level Manager level, rather than with the CEO or CFO. Elliot developed the BDM's ability to engage face to face with these 'C' level executives in order to uncover their clients' real business drivers and therefore position themselves as trusted advisors ahead of their competition.

**Bottom line result:** The BDMs now have the confidence and ability to liaise face-to-face with 'C' level management which has already led to 30% growth in year one.

**National Manager, Engineering and Pre-Sales Technical Specialists (Manufacturing)**

A team of pre-sales engineers with excellent technical expertise was not transferring its knowledge to its clients. As a result, the hit rate of 'wins' was low, despite having technically superior products and services. Elliot developed the team's key messages, face-to-face selling skills and persuasive whiteboard presentations in order for its clients to truly understand the advantages this company was offering.

**Bottom line result:** Hit rate increased by 32% within three months.

**CLIENT FEEDBACK**

*'Sceptics will become believers – Elliot Epstein actually delivers positive results'*

**Western Bulldogs Football Club**

*'Elliot's understanding of what it takes to win business elevates him above traditional consultant-speak because he delivers real bottom line results.'*

**Intel Corporation**

*'Elliot's style and methodology was extremely effective...we will have better sales management capability within the business as a result.'*

**SEEK Ltd**

*'It really made the night to have you there'*

**Dimension Data**

*'Outstanding ...from your reputation my expectations were high...you delivered'*

**Hitachi Data Systems**

*'Excellent...well facilitated...highly relevant...great topics'*

**The CEO Institute**

*'Outstanding ....Elliot has made a significant difference to our most senior executives' ability to communicate powerfully and persuasively'*

**Computershare Ltd**

*'Following the presentation, in one account we didn't have to negotiate on any of our pricing and we had the order the following week'*

**Commander**

*'Elliot's lively and entertaining presentation left us with real information and knowledge we could use to help prepare our leaders for major communication events and to inspire and move audiences.'*

**International Association of Business Communicators**