



**“This one hour was more impactful than days I have spent in other communications trainings.”**

Dan Nissenbaum, CEO, Low Income Investment Fund

## **Stop Getting “Let Me Think About It.” Start Getting Clear Next Steps.**

Just one EST Persuasive Communication workshop equips you with a proven 4-step framework for turning conversations into decisions. Whether with a funder, a partner, or a room full of stakeholders, you’ll learn to:

- **Move funders and partners from interest to commitment**
- **Make the case for your work with concrete evidence**
- **Ask for — and get — specific next steps**
- **Turn any conversation into a clear decision**

Most communication training teaches you what to say. This one starts with why someone might say no — and how to address that before you speak.

**Recommended by 100+ CEOs and Executive Directors**

Browse all endorsements at [www.est.io/testimonials](http://www.est.io/testimonials)

[www.est.io](http://www.est.io) [contact@est.io](mailto:contact@est.io) (202) 548-7000

## Elevate Your Organization's Communication Culture

The EST Training Package boosts the persuasive communication ability of your entire organization and creates a shared language for impactful communication.

1

**Kickoff Group Training:** A 90-minute virtual session for up to 300 participants. Using EST's proven 4-step framework – Curiosity, Trust, Clarity, and Action – participants learn to anticipate objections, support claims with concrete evidence, and ask for specific next steps. Teams leave with a shared language for turning conversations into decisions, and the framework saved to their phone for real-time use.

2

**One-on-One Training:** A 60-minute personalized session that addresses each participant's specific communication challenges – whether that's moving a funder from "let me think about it" to a clear next step, simplifying complex work for a new audience, or building confidence in high-stakes conversations.

3

**AI-Assisted Preparation:** Before their session, participants can use Elvay, EST's AI-powered preparation tool, to refine their messaging and practice the framework. This ensures every session starts further along and delivers more lasting results.

## Our Clients Report:

- Increased success in fundraising conversations
- More effective policy advocacy and stakeholder engagement
- Improved organizational messaging consistency
- Enhanced ability to simplify and communicate complex subjects
- Greater confidence in high-stakes communication situations

## Pricing

### **Investment in Your Communication Success**

One-on-one training: \$450.

Multiple one-on-one trainings within the same organization: \$450 each up to 20; \$400 each thereafter.

Group training: \$2,400 (up to 300 participants).

One-on-one sessions are one hour, groups 90 mins, all via Zoom.

### **What Makes Our Training Unique**

- **Immediate Impact:** See results after just one session—no lengthy commitment required
- **Evidence-Based Method:** Our 4-step framework is built on the power of concrete evidence
- **Customized Content:** Each session addresses your specific communication challenges
- **Enduring Value:** Participants gain skills they'll use throughout their entire careers

### **Guarantee**

30-day, 100% money-back guarantee if not satisfied.