



THE EFFECTIVE COMMUNICATION GROUP

A Cohesive Network of Traditional Communication Practices
Establishing Influence in the Disciplines of Marketing, Sales and Management

**‘Opening Doors’ and
Assisting in the Process of ‘Closing Deals’
via the Deployment of the
Outstandingly Successful
‘Strategic Commercial Introduction Service’
and the associated
‘Opportunities Facilitation Management Service’**

that Secure Significant Meetings with the
‘Decision-Making’ Executives at the **‘Clients of Aspiration’** for those who Commission these Services



FACILITATING COMMERCIAL AND INVESTMENT COLLABORATION BETWEEN



AND SEVERAL ADDITIONAL NATION STATES ELSEWHERE ACROSS THE GLOBE

‘The Effective Communication Group’

The Complete Written and Spoken Communication Service and Sales Generation Practice
incorporating

**‘The Written Word’, ‘The Spoken Word’,
‘The Commissionaire and The Concierge’ and ‘The Silver Sales Bullet’**



THE WRITTEN WORD



THE SPOKEN WORD



THE COMMISSIONAIRE AND
THE CONCIERGE



THE SILVER SALES BULLET

- Opportunities Identified • Interest Established •
- Introductions Conducted • Agreements Executed • Transactions Completed •



THE EFFECTIVE
COMMUNICATION GROUP

‘Opening Doors’ and Assisting in the Process of ‘Closing Deals’

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Introduction

'The Effective Communication Group' was inaugurated to introduce outstanding 'revenue-generation', 'business development', 'cost reduction' and / or 'joint venture' opportunities, throughout the commercial world by acting as a conduit through which 'Opportunities are Identified', 'Interest is Established', 'Introductions are Conducted', 'Agreements are Executed' and 'Transactions are Completed'.

In fulfilling these objectives on behalf of its portfolio of National and International Clients, two of the most effective Services that 'The Effective Communication Group' deploys are its outstandingly successful 'Strategic Commercial Introduction Service' and the associated 'Opportunities Facilitation Management Service'.

The 'Strategic Commercial Introduction Service' and the associated 'Opportunities Facilitation Management Service' that have been cultivated throughout the past couple of Decades have generated considerable success for those Clients that have commissioned the Company to secure their objectives and needless to say, 'The Effective Communication Group' would be delighted to assist every Client Organisation, as each endeavours to pursue its commercial aspirations by promoting its portfolio of products and services extensively throughout the 'United Kingdom', several Nation States across the 'European Continental Mainland', the 'United States of America' and elsewhere across the Globe.

Throughout the 'Private' and 'Public' Sectors across the Globe, numerous entities invest considerable time and vast sums of money in a variety of marketing and sales initiatives, whilst attempting to persuade their 'Clients of Aspiration' to establish lucrative 'trading / commercial' associations.

In understanding and accepting that 'business' is not enjoyed until a transaction is executed and in recognising that in any transaction, one entity 'buys' and the other entity 'sells', one needs to engage with 'Decision-Making' Executives, to ensure that 'money changes hands' !!

Having established that one needs to 'sell' to generate revenue and subsequent profit, hopefully, every entity will have 'Clients of Aspiration' with whom / which they wish to trade. In most circumstances, unfortunately, historical efforts to engage with the 'Decision Making' Executives at their 'Clients of Aspiration' have not generated the desired outcome, since 'e-mails' disappear into congested 'Inbox' Folders and / or 'Spam / Junk' Folders and telephone enquiries rarely succeed in progressing beyond the 'Security Guard' – otherwise referred to as the 'Switch Board Operator' !!

'The Effective Communication Group' and its Four Subsidiary Practices and Brands: i.e. 'The Written Word', 'The Spoken Word', 'The Commissionaire and The Concierge' and 'The Silver Sales Bullet'

'The Effective Communication Group' is a 'Cohesive Network of International Marketing and Management Practices' that assist its portfolio of National and International Clients to 'Enhance Their Profile and Increase Their Profit'.

'The Effective Communication Group' provides a range of services that enables individuals and corporate entities to **capitalise upon the commercial opportunities that prevail across the entire Globe**, currently.

'The Effective Communication Group' comprises a selection of the following traditional and influential Communication Practices: i.e.

'The Written Word'

This particular trading concern is 'An Enterprising Communication Practice' that assists individuals and entities to succeed and thrive by 'Communicating Effectively in Marketing and Management'.

'The Spoken Word'

This particular trading concern is 'A Captivating Communication Practice' that educates, informs and amuses the audiences in attendance by 'Communicating Effectively in Public Speaking'.

'The Commissionaire and The Concierge'

This particular trading concern secures appointments with the 'Decision-Making' Executives at the 'Clients of Aspiration' for all and provides an outstanding Service that 'Opens Doors' and assists in the process of 'Closing Deals' !!

'The Silver Sales Bullet'

This particular Brand defines and executes the 'Strategic Commercial Introduction Service' and constitutes an effective strategy in **generating exceptional sales !!**

In summary terms, 'The Commissionaire and The Concierge' executes 'The Silver Sales Bullet' !!



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A Cohesive Network of Traditional Communication Practices

Establishing Influence in the Disciplines of Marketing and Management

incorporating



THE WRITTEN WORD



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THE SILVER SALES BULLET

The Strategic ‘Vision Statement’, ‘Mission Statement’ and ‘ Core Values Statement of ‘The Effective Communication Group’

‘Vision Statement’

‘To improve and indeed revolutionise the economies of those Nation States in which each Client operates, by deploying an extensive spectrum of services on behalf of the portfolio of National and International Clients that prevail at ‘The Effective Communication Group’, throughout the arenas and disciplines of marketing, sales and management across the entire Globe, enhancing the commercial performance and ‘return on investment’ of every Client throughout the World and establishing a reputation as the ‘entity of choice’ at which the identified commercial and investment aspirations of each Client are secured’.

‘Mission Statement’

‘To facilitate the introduction of outstanding **‘Commercial and Investment’** opportunities throughout the **‘Global Retail and Wholesale Sectors’** and indeed, several additional commercial and investment Sectors, on behalf of the portfolio of **‘National and International Clients’** that prevail at **‘The Effective Communication Group’**, by **‘Opening Doors’** and assisting in the process of **‘Closing Deals’**, engaging with influential individuals and entities throughout several **Sectors, Arenas and Disciplines** across the entire Globe, liaising with each in securing their **Marketing, Sales, ‘Strategic Commercial Introduction’** and **‘Opportunities Facilitation Management’** aspirations and indeed, their **Education and Public Speaking** requirements and establishing competitive advantage for every **Client’**.

‘Core Values Statement’

‘In pursuing success on behalf of its portfolio of **National and International Clients**, a philosophy and indeed, culture prevail, in which **‘The Effective Communication Group’** conducts and commits its endeavours in a manner that promotes the principles of **integrity, humility** and **utilitarianism**: i.e. the principle of **securing the greatest good for the greatest number’**.

An Evolving ‘Business World’ and the Commercial Necessity to Commission the ‘Strategic Commercial Introduction Service’

4.1 Securing Meetings With ‘Decision-Making’ Executives at the ‘Clients of Aspiration’ of those Commercial Entities that Commission the ‘Strategic Commercial Introduction Service’

In terms of accounting for the success that is secured on behalf of its portfolio of **National** and **International Clients**, the extremely successful **‘Strategic Commercial Introduction Service’** and the associated **‘Opportunities Facilitation Management Service’** that prevail at **‘The Effective Communiation Group’**, constitute two of the primary foundations upon which its outstanding reputation is based.

The **‘Strategic Commercial Introduction Service’** that has been cultivated throughout the past couple of Decades, has **generated considerable success for those Clients that have commissioned the Company** to secure their objectives.

In terms of enhancing the commercial ‘return’ that is enjoyed by those entities that have commissioned both **‘Services’** throughout the **‘British Isles’**, the **‘United States of America’**, several Nation States across the **European Continental Mainland**, the **‘Middle East’**, **China**, other Nation States across the **‘Far East’** and elsewhere across the Globe, the Company’s **‘Strategic Commercial Introduction Service’** will be deployed on behalf of each entity that **commissions the Service**, to ensure that the most appropriate channels of influence at each **‘Target Client’**, within each **‘Target Market’**, will be pursued. In addition, the most influential individuals at each of these **‘Target Clients’** will be approached and persuaded to attend a Meeting with the appropriate **‘Decision-Making’** Executive(s) at those entities that commission the Service, to commence the process of enhancing their prevailing business fortunes.

In general terms, the **‘Strategic Commercial Introduction Service’** will constitute one of the prominent features from within the Company’s corporate portfolio of services that will assist those entities that commission the Service, to **attract new Clients, establish incomparable sources of revenue generation and establish marked profitability into the organisation’s resources** to enable it to **flourish** as a **thriving** and **indomitable concern**.



4.2 Defining and Identifying ‘Clients of Aspiration’

A ‘**Client of Aspiration**’ is defined as the ‘individual / entity’ who / that, would **act as the catalyst to generate an immeasurable improvement in the trading fortunes** of the entity that commissions ‘**The Effective Communication Group**’ to deploy its ‘**Strategic Commercial Introduction Service**’ and the associated ‘**Opportunities Facilitation Management Service**’, if a ‘**trading / commercial**’ association was established with just one of the prospective ‘**Clients of Aspiration**’ that have been identified.

The ‘**Strategic Commercial Introduction Service**’ and the associated ‘**Opportunities Facilitation Management Service**’, that prevail at ‘**The Effective Communication Group**’, endeavour to secure Meetings with the ‘**Decision-Making**’ Executives at those ‘**Clients of Aspiration**’ at each concern that commissions ‘**The Effective Communication Group**’, who / that would constitute the same value that is enjoyed currently with those prevailing ‘**trading / commercial**’ associations that are enjoyed with their existing primary Clients. For example, those that feature within the ‘**Top Five**’ of their current ‘**Customers’ League Table**’, in terms of their value to the entity concerned.

4.3 The Dual Processes of ‘Opening Doors’ and Assisting in the Process of ‘Closing Deals’

In securing appointments with the ‘**Decision-Making Executives**’ at the ‘**Clients of Aspiration**’ of those entities that commission the ‘Services’ at ‘**The Effective Communication Group**’, one of the primary purposes of persuading these influential individuals to attend a Meeting, is to crystallise the belief that every Client of ‘**The Effective Communication Group**’ will be established as the ‘**Destination of Choice**’ throughout the ‘**National and International Sector**’, in which each Client operates.

In establishing the aforementioned belief, the dual processes of ‘**Opening Doors**’ and assisting in the process of ‘**Closing Deals**’ for the appropriate ‘**Decision-Making**’ Executives at the ‘**Clients of Aspiration**’ for any commercial entity, is often described as ‘**The Silver Bullet**’ of any ‘**Marketing and Sales Strategy**’, since it is **both direct and overwhelmingly cost-effective**.

Needless to say, however, it is recognised that ‘**Opening Doors**’ constitutes the initial part of the process only to establish a **successful ‘commercial / trading’ association**, since, ultimately, one needs to succeed in ‘**Closing Deals**’, also !!



4.4 Embracing the Principles of ‘Direct Engagement’ and ‘Relationship Management’

In very simple terms, the execution of successful business transactions is based upon the development of **outstanding relationship management skills**. Quite clearly, several factors prevail in determining the establishment of business success. However, an indisputable fact stipulates that business is executed with individuals / entities, with whom an exceptional relationship has been nurtured throughout an extended period of time.

Throughout the ‘Private’ and ‘Public’ Sectors across the Globe, numerous entities invest considerable time and vast sums of money in a variety of marketing and sales initiatives, whilst attempting to persuade their ‘Clients of Aspiration’ to establish **lucrative ‘trading / commercial’ associations**.

Considerable budgets are committed across the Globe in the pursuit of marketing and sales initiatives that are designed to increase both ‘turnover’ and ‘profit’, markedly !! Unfortunately, the process of **converting a ‘Potential Client’** into a ‘Loyal and Avid Customer’ can proceed for several months and years, whilst prohibitive costs are incurred in the process !! In addition, this entire process can conclude in failure !!

Engaging directly with the ‘Decision-Making’ Executives at the ‘Clients of Aspiration’ for those entities that commission the Service and establishing an outstanding management regime that governs the necessary relationships with each ‘Decision-Making’ Executive, constitutes an extremely cost-effective tactic within any ‘Marketing and Sales Strategy’.



***‘Four Pivotal Questions to Pose’
in Commissioning
‘The Effective Communication Group’
and its Four Subsidiary Practices and Brands***

- 5.1 What is the most **‘critical challenge’** that you need to confront in your business, currently ?
- 5.2 Can you define your ideal **‘Target Customer’** and **‘Target Market’** ?
- 5.3 Having defined your ideal **‘Target Customer’** and **‘Target Market’**, have you established an appealing message with which to attract these: i.e. create an outstanding **‘Category of One’** ?
- 5.4 What initiatives are being implemented and pursued currently to address and resolve the three previous questions ?

*Engaging in Discussions that
Relate to these Four Questions,
will Assist us to Secure
Success for You !!*



An Overview of the 'Strategic Commercial Introduction Service' and the Associated 'Opportunities Facilitation Management Service'

The 'Strategic Commercial Introduction Service'

The **'Strategic Commercial Introduction Service'** that has been cultivated throughout the past couple of Decades, has generated considerable success for those Clients that have commissioned **'The Effective Communication Group'** to secure their objectives and it endeavours to extend the portfolio of services that prevails at each Client more extensively across the Globe. In consequence, it enhances their commercial aspirations further. The significant Meetings / appointments, which most companies endeavour to secure with the **'Decision-Making' Executives** at their **'Clients of Aspiration'**, constitute a critical element in their attempts to **secure a broader portfolio of Customers, generate greater sales revenue and establish enhanced profitability** into their business operations. Please note that the task of introducing every new Client to a broader portfolio of potential **National and International Clients / Customers**, constitutes an undertaking that can be **achieved with guaranteed precision !!**

The **'Strategic Commercial Introduction Service'** secures significant Meetings with **'Decision-Making' Executives**, who may have never responded to previous approaches and / or who may indeed, be considered to be **'beyond the wildest dreams of the prospective Client'**. In general terms, the Service **'Opens Doors'** and assists in the process of **'Closing Deals'** that enable every Client to establish **exceptional 'trading / commercial' associations** with their **'Clients of Aspiration'** throughout the **'United Kingdom'**, other **Nation States** throughout the **'European Continental Mainland'**, the **'United States of America'**, the **'Middle East'**, **China**, other **Nation States** across the **'Far East'** and elsewhere across the **Globe**.

'The Effective Communication Group' deploys its successful **'Strategic Commercial Introduction Service'** to secure significant Meetings with influential **'Decision-Making' Executives** at the **'Target Clients'** for all commercial entities throughout their respective **'Target Markets'** and **'Target Geographical Sectors'**.

The 'Opportunities Facilitation Management Service'

The **'Opportunities Facilitation Management Service'** that prevails at **'The Effective Communication Group'** secures the extension of Global brands and enhances revenue generation at each Client Organisation.

'The Effective Communication Group' deploys its successful **'Opportunities Facilitation Management Service'** to identify the **outstanding 'channels of trade'** that should be pursued and along which each Client Organisation should navigate to secure its commercial aspirations.

The outstanding **'Opportunities Facilitation Management Service'** that is executed by the Company, assists those interested individuals / entities who / that, wish to secure the lucrative commercial 'return' that can be enjoyed throughout several **National and International 'Commercial Sectors'**.



A Limited Selection From the Extensive Portfolio of National and International Sectors to Which the Entities that Commission the ‘Strategic Commercial Introduction Service’ Have Been Introduced to Their ‘Clients of Aspiration’



Accountancy



Banking



Business Improvement
and Success Management



Clothes
Manufacturing



Customer Services



Education



Electrical
Contracting



Expenditure
Reduction and
Management



Food
Production



Fundraising



General
Maintenance
Contracting



Health & Beauty



Hotels



International
Sport



International
Trade



International
Chambers of Commerce
and Industry



Investment
Management



Legal Services



Marketing
Management



Physiotherapy



Printing



Product
Development



Professional
Football Clubs



Retail



Sign
Manufacturing



Sponsorships



Surplus Stock
Acquisition



Wholesale

... and numerous further ‘Sectors’ throughout the ‘United Kingdom’, several Nation States across the ‘European Continental Mainland’, the ‘United States of America’ and elsewhere across the Globe.

A Limited Selection From the General and Extensive Portfolio of Globally Recognised Companies, Partnerships and Organisations, From an Unlimited and Inexhaustible Number of Commercial Sectors to Which the Entities that Commission the 'Strategic Commercial Introduction Service' Have Been Introduced and With Which Progressive Liaison is Maintained



... and numerous additional commercial entities throughout an inexhaustible variety of **National** and **International Arenas** throughout both the **'Private'** and **'Public'** Sectors

A Limited Selection From the Specific and Extensive Portfolio of Globally Recognised Retail Companies to Which the Entities that Commission the 'Strategic Commercial Introduction Service' Have Been Introduced and With Which Progressive Liaison is Maintained











... and numerous additional retail entities throughout both the National and International Retail Sectors.

A Limited Selection From the Specific and Extensive Portfolio of Globally Recognised Football and Additional Sports Organisation Brands, that Incorporate the ‘Global Professional Football / Soccer Sector’, the ‘Global Sports Economy’ in More General Terms and the Broader International Sports Management Arena that Extends Across the Entire World, to Which the Entities that Commission the ‘Strategic Commercial Introduction Service’ Have Been Introduced and With Which Progressive Liaison is Maintained

Professional Football Clubs in England



Professional Football Clubs in a Selection of Nation States Across the ‘European Continental Mainland’



Professional Sports Teams Across the ‘United States of America’



Professional Sports Organisations in England, the ‘United States of America’, China and Elsewhere Across the World

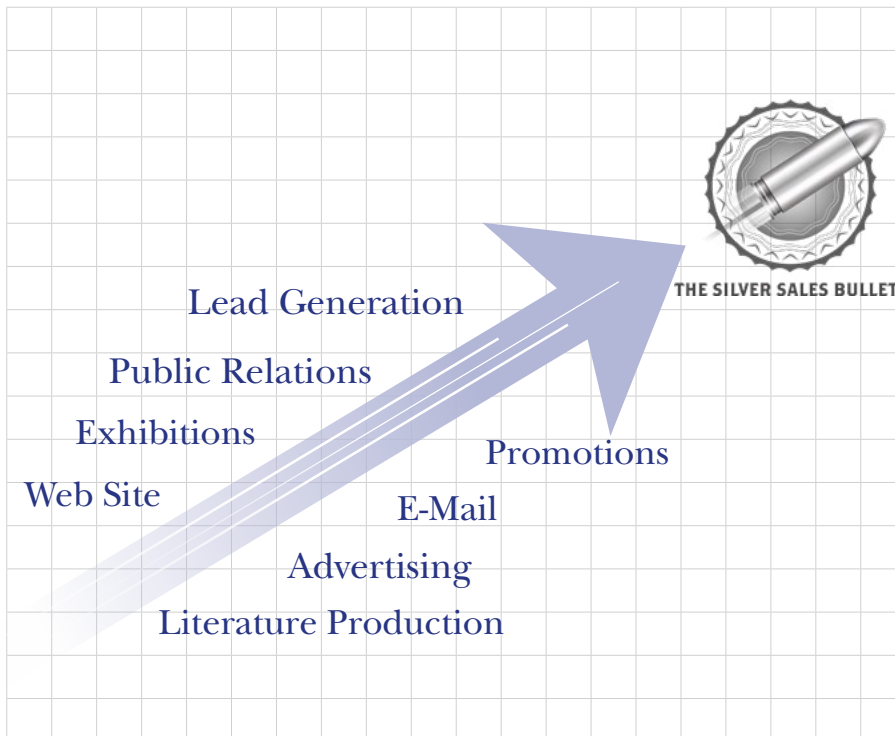


... and numerous additional Football and Sports Organisation Brands throughout the ‘Global Sports Economy’ and the Broader International Sports Management Arena

The Attitude Deployed in Representing Clients Successfully Across the Globe Constitutes 'The Silver Sales Bullet' !!

Incidentally, please note that in accounting for the success of the 'Portfolio of Services' that prevail at **'The Effective Communication Group'**, it is the resourcefulness and tenacity which is applied that constitutes the primary foundations to which its excellence is attributed, as opposed to the **'existing contacts within its little black book'**: i.e. whilst we succeed because of **'who we know'**, we succeed to a greater extent as a direct result of our determination to **'establish liaison with whom we do not know'** !!

THE SILVER SALES BULLET !! *Saving Time and Money !!*



'The Silver Sales Bullet' ensures that success is achieved more quickly, since it supplements the conventional routes that are adopted, ordinarily !!



The Need to Review and Maintain the Attainment of Progressive Success via the Deployment of 'Periodical Business Reviews'

The Importance of Applying the Necessary Discipline to Conduct Periodical Business Reviews to Ensure that Continual Improvement Prevails in Pursuing the Attainment of Excellence Throughout the Commercial Functions of 'Marketing and Sales', 'Operations' and 'Finance'

It is overwhelmingly essential that regular **'Periodical Business Reviews'** are conducted. Essentially, the basis of each review would be to assess the performance of each Client from the standpoints of **'Marketing and Sales'**, **'Operations'** and **'Finance'**.

As soon as the review has been completed for all three of these commercial functions and an assessment is undertaken in terms of determining how each has compared with the strategic and budgetary objectives that are established at the commencement of each financial year, **a series of recommendations can be cast that will enhance the profile of the Organisation and increase the generation of revenue and subsequent profit.**

Having established the recommendations, these should be implemented without delay.

In addition to this process of implementation and in simple summary terms, the purpose of each review would be to understand the reality of the **'80 : 20' rule** and eradicate the influence of those factors that disrupt the fluent operation of the Organisation: i.e. acquire the resolve to **'Lance the boil'** when necessary !!



One Central Feature From the Few Terms and Conditions of Engagement that Prevail

The ‘Strategic Commercial Introduction Service’ is Commissioned via the Principles that Underpin the Concept of ‘Partially-Reimbursable Retained Representation’

‘The Effective Communication Group’ represents its portfolio of **National and International Clients**: i.e. any interested **‘Commercial and / or investment’ individual, Family Office, Corporate Entity and / or Sports Club**, most effectively, when these entities are commissioned within the framework of **‘Partially-Reimbursable Retained Representation’**. Please note that this particular concept is becoming increasingly accepted within the prevailing discussions with both existing and prospective Clients, since it is recognised that the **‘Seven Foundation Features’** that underpin the **‘Principles of Partially-Reimbursable Retained Representation’** are indisputably equitable !!

‘The Effective Communication Group’ recognises that an element of risk needs to be shared by both entities within this proposed commercial association. Therefore and with reference to the aforementioned statements that the **‘Monthly Marketing and Management Retainer Fees’** are **‘partially-reimbursable’**, it is proposed that 50% of the **‘Monthly Marketing and Management Retainer Fee’** will be deducted from the **‘Commission Fee’** that is earned, ultimately. Please note that in the extremely unlikely event that a transaction is not completed during the aforementioned period, **‘The Effective Communication Group’** will continue to represent each Client, in the absence of receiving the aforementioned **‘Monthly Marketing and Management Retainer Fee’** and until a **‘Commercial and / or Investment’ transaction** is completed.

In very simple terms, the task of either **attracting ‘Commercial / Investment’ interest in the prevailing opportunities, on behalf of the ‘Selling Entity’** and / or **securing access to each ‘Commercial / Investment’ opportunity, on behalf of the ‘Buying Entity’**, does not constitute a ‘free of charge’ service from the outset !!

Incidentally, the primary and fundamental **‘Partially-Reimbursable Retained Representation’** principle, upon which **‘The Effective Communication Group’** establish agreements, in which it represents and assists Clients by either **attracting ‘Commercial / Investment’ interest in the prevailing opportunities, on behalf of the ‘Selling Entity’** and / or **securing access to each ‘Commercial / Investment’ opportunity, on behalf of the ‘Buying Entity’**, is enshrined in the second ‘foundation feature’ that is highlighted on the next page of this Brochure. In summary terms, **‘The Effective Communication Group’**, recognises that **‘commercial insanity’** would prevail, in those instances when its portfolio of Services is deployed to secure the attainment of an aspiration, with which it is not able to cast significant influence in relation to the outcome !!

To facilitate ease of clarification and transparency, the principles that are enshrined within the **‘Seven Foundation Features’** that underpin the Concept of **‘Partially-Reimbursable Retained Representation’** are highlighted below: i.e.

‘The Seven Foundation Features that Underpin the Principles of Partially-Reimbursable Retained Representation’

1. A constituent element of the **‘Strategic Commercial Introduction Service’** and the associated **‘Opportunities Facilitation Management Service’** that prevail at **‘The Effective Communication Group’**, is that a **nominal and partially-reimbursable ‘Monthly Marketing and Management Retainer Fee’** prevails when these **‘Services’** are commissioned.
2. Please note that **‘The Effective Communication Group’** will secure lucrative **‘Commercial and Investment Opportunities’** on behalf of its portfolio of both **National and International Clients**. However, having secured access to these **‘Commercial and / or Investment Opportunities’**, it is possible that during the discussions and negotiations to agree the terms of the **‘Commercial / Investment Transaction’**, the transaction may not be concluded for a multitude of factors that might be cast by either the **‘individual / entity’**, who / that is wishing to attract interest in the **‘Commercial / Investment Opportunity’**: i.e. the **‘Selling Entity’** and / or the **‘individual / entity’**, who / that wishes to capitalise upon the **‘Commercial / Investment Opportunity’**: i.e. the **‘Buying Entity’**. Needless to say, the prevailing factors that will have underpinned the cause of the failure to conclude the transaction, would not be attributable to **‘The Effective Communication Group’**. Therefore and despite the fact that **‘The Effective Communication Group’** will have introduced the **‘Commercial / Investment Opportunities’**, it will not benefit financially from the execution of its endeavours in executing the **‘Strategic Commercial Introduction Service’** and / or the associated **‘Opportunities Facilitation Management Service’**, if the source of its remuneration is based upon a **‘success fee’**, only.
3. Any preference to establish a proposed commercial association on the basis of **‘a success fee’** only, does not **recognise the value of the success that is generated from both of these ‘Services’**. Please note that the execution of the **‘Strategic Commercial Introduction Service’** that prevails at **‘The Effective Communication Group’**, enjoys an **outstanding portfolio of historical success and continues to generate prominent successes**, currently, on behalf of the extensive portfolio of **National and International Clients** that is represented by **‘The Effective Communication Group’**. A further concern is that the aforementioned preference does not acknowledge the **‘risk-free’ element of the Proposal** and the **‘Services’**.
4. **‘The Effective Communication Group’** deploys considerable effort from the commencement of deploying its **‘Services’** and the **‘endeavour in executing the Services’** constitutes a **valued commodity** to the commercial entity that commissions **‘The Effective Communication Group’**. As a direct result of this particular fact, the aforementioned **‘Services’** **cannot be acquired ‘free of charge’**, since each of these identify the **‘Commercial / Investment Opportunities’** upon which the **‘individual / entity’**, who / that commissions the **‘Services’**, is able to capitalise.
5. The **‘Intelligence’ / ‘Network of Contacts and Influence’** supplied, constitutes a **valued commodity** for any commercial entity to acquire and as a direct result of this particular fact, these two **‘Services’** **cannot be acquired ‘free of charge’**, since each of these features, **secure access to the ‘Commercial / Investment Opportunities’** that have been identified by the **‘individual / entity’**, who / that commissions the **‘Services’**.
6. Representation in the absence of a **‘Formal Commercial Association’** in which a nominal and **partially-reimbursable ‘Monthly Marketing and Management Retainer Fee’** applies, does not secure a **dedicated service** from **‘The Effective Communication Group’**. The **‘Strategic Commercial Introduction Service’** that prevails at **‘The Effective Communication Group’** is deployed most effectively when it is **commissioned on a dedicated and exclusive basis**, ideally, since when the **‘Services’** are deployed in a **‘scattergun approach’**, alongside other service provision entities, the process is destined to become protracted and less successful, ultimately.
7. **Successful commercial relationships** are established when both entities are prepared to share the **‘triumph of reward’** with the **‘liability of risk’**. Whilst tremendous confidence prevails in securing the **‘Commercial / Investment Opportunities’**, a period of time could ensue before the aspiration is achieved and an unnecessary sense of pessimism may emerge, prematurely. The **nominal and partially-reimbursable ‘Monthly Marketing and Management Retainer Fee’** ensures that an element of risk is incurred by **‘The Effective Communication Group’** and the **‘individual / entity’** who / that commissions these uniquely successful **‘Services’**.

In summary terms and by its very definition, the concept of providing services on a **‘Free of Charge’** basis, in a commercial context, has **‘No Value’**, whatsoever !!



THE EFFECTIVE
COMMUNICATION GROUP

A Cohesive Network of Traditional Communication Practices
Establishing Influence in the Disciplines of Marketing, Sales and Management

Contact Information

The Exponent of the Unique and Internationally Acclaimed
'Strategic Commercial Introduction Service'

'Opening Doors' and
Assisting in the Process of **'Closing Deals'**

Securing Significant Meetings / Appointments with the
'Decision-Making' Executives at the **'Clients of Aspiration'** for
All who operate in both the **'Private'** and **'Public'** Sectors



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'The Effective Communication Group'

The Complete Written and Spoken Communication Service and Sales Generation Practice
incorporating

'The Written Word', 'The Spoken Word',

'The Commissionaire and The Concierge' and 'The Silver Sales Bullet'

- OPPORTUNITIES IDENTIFIED • INTEREST ESTABLISHED •
- INTRODUCTIONS CONDUCTED • AGREEMENTS EXECUTED • TRANSACTIONS COMPLETED •