



Argumentation Training and Techniques for Persuasion

Confident negotiating techniques

Seminar objective

The ability of personal persuasiveness and argumentation ability have become critical skills for success. In this course, the range of argumentation techniques are presented and discussed. Participants have several opportunity to improve, revise their techniques and will get immediate feedback. The focus is on practical exercises to ensure an application to the real world challenges of our participants. The goal is to learn and apply the most important concept of persuasion to influence in the business world.

Seminar content

Emotional and Interpersonal skills

- How to control my emotions?
- How do I distinguish an unfair conversation partner?
- 3 strategies of self defense
- Express or suppress anger?
- Identify personal strengths and weaknesses in conversation
- Read intentions and fend manipulations

Taking the positive from the negative

- Behavior in the case of unsophisticated objections
- 3 strategies of self defense
- The positive effect of contrary opinions
- Read intentions and fend manipulations

Argumentation techniques

- Understanding Arguments
- 4 tips for bringing conversations to a more objective level
- Fair arguing and creative aggression?
- Active listening, correct interpretation, targeted reaction
- 5 rules to argue convincingly

Methodology

Targeted exercises Presentation simulation Trainer-input Individual and group feedback

Target audience

The seminar argumentation training and techniques for persuasion is aimed at specialised employees and executives in all sectors who want to convince others and react confidently in conversation and argumentation situations.

Course ref.

ENG8006

Participants

not more than 9 participants

Schedule

Day 1: 10:00 am - 5:00 pm

Day 2: 9:00 am - 4:00 pm

Location & dates

Münster

19.08.2024 – 20.08.2024

24.02.2025 – 25.02.2025

18.08.2025 – 19.08.2025

Frankfurt am Main

06.05.2024 – 07.05.2024

11.11.2024 – 12.11.2024

07.04.2025 – 08.04.2025

10.11.2025 – 11.11.2025

Amsterdam

30.05.2024 – 31.05.2024

29.05.2025 – 30.05.2025

Brussels

02.12.2024 – 03.12.2024

01.12.2025 – 02.12.2025

Warsaw **

06.03.2025 – 07.03.2025

Fee

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

Price includes comprehensive training documents, coffee and tea, and lunch.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

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Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift