



# Convincing-Guiding-Influencing

## How to manage every conversation

### Seminar objective

In our professional environment, we are constantly talking, arguing, and negotiating. In the process, employees and colleagues often try to influence us - it's about strategic or other company- or customer-specific topics. Likewise, we also consciously and unconsciously influence our interlocutors. If we can see through these processes, we can deal more successfully with customers, employees, colleagues and superiors and communicate our ideas - and of course also assert them.

### Seminar content

#### Basics:

- Listening well, an important basis of conversation control
- How do customers and colleagues influence us?
- Why do we sometimes like to be influenced?: Influence or be influenced? - The psychology of influence
- Recognizing subtle signals or words

#### Influence or be influenced?:

- Recognizing contradictory signals
- When do body language and content not match?
- What builds up resistance? What reduces it?
- The unbeatable effect of authenticity, spontaneity, genuineness and simplicity
- The glasses of one's own prejudices
- Successful convincing and good presentation of your own arguments

#### Developing expertise: "seeing" and "hearing" the other person:

- How do I become a better listener?
- Charisma presence and attention
- Awakening emotions through suggestive communication
- What qualities do you use to win others over?
- Recognize the benefits of silence - listening helps you focus better
- Win customers through persuasion

#### Develop your own path:

- Finding a framework: constructive conversation culture
- Finding your own style - listening and asking the right questions
- Balancing good interview preparation & spontaneity

### Methodology

Simulation of appraisal interviews Moderated discussion Individual and group exercises Video examples Interactive and experiential exchange

### Target audience

#### Course ref.

KOM1015

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

26.09.2024 - 27.09.2024  
04.11.2024 - 05.11.2024  
27.02.2025 - 28.02.2025  
25.09.2025 - 26.09.2025  
03.11.2025 - 04.11.2025

##### Hamburg

28.11.2024 - 29.11.2024  
16.01.2025 - 17.01.2025  
27.11.2025 - 28.11.2025

##### Berlin

13.06.2024 - 14.06.2024  
29.08.2024 - 30.08.2024  
12.06.2025 - 13.06.2025  
28.07.2025 - 29.07.2025

##### Frankfurt am Main

05.05.2025 - 06.05.2025

##### Munich

10.03.2025 - 11.03.2025

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



**MANAGEMENT-INSTITUT  
DR. A. KITZMANN**

Seminare für Fach- und  
Führungskräfte

The seminar convincing-guiding-influencing is aimed at specialists and managers from business enterprises of all sizes and sectors as well as from public administration.



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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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Anmeldebestätigung (E-Mail)

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Unterschrift