



Argumentation training and persuasion technique

Confident management of discussions

Seminar objective

In this seminar, the most important argumentation techniques are presented in a practical manner. Both the factual and the emotional side of a discussion situation will be addressed. You will have the opportunity to review and optimize your own argumentation behavior. Both in one-on-one conversations and in larger discussion groups, rhetorical assertiveness and empathy are required to convince the counterpart of one's own interests and points of view. Learn how to argue convincingly and achieve your goals using practical examples.

Seminar content

Convincing through your own impact and body language:

- How do I make an impression on others? - Recognizing personal strengths and weaknesses in a conversation
- Being able to assess the other party in the conversation
- Recognizing body language signals and reacting appropriately
- Where am I too vulnerable?
- How do I deal with my emotional reactions?
- See through manipulations and ward them off
- Active listening, correct interpretation, targeted reaction

Arguing confidently, convincingly and professionally

- 5 rules to argue convincingly
- Behavior in the face of unobjective objections
- 3 tips for defending yourself against personal attacks
- Learning to discuss and lead discussions

Argumentation in different conversation occasions:

- The right preparation for different occasions
- Arguing and convincing in one-on-one conversations
- The positive effect of opposing opinions in group situations
- How can I recognize an unfair discussion partner?

Persuasion techniques for difficult situations:

- How do I make myself invulnerable to aggression: "suppress anger" or "explode"?
- Fair arguing and creative aggression
- How do I see through an unfair argument?
- Tips for making conversations more objective

Methodology

Individual and group exercises Exercises with individual feedback
Practical examples Simulation of performance reviews Moderated
discussion

Target audience

The seminar argumentation training and persuasion technique is

Course ref.

KOM1001

Participants

not more than 9 participants

Schedule

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

Location & dates

Online seminar

18.11.2024 – 19.11.2024
27.01.2025 – 28.01.2025
12.05.2025 – 13.05.2025
26.06.2025 – 27.06.2025
17.11.2025 – 18.11.2025

Münster

28.11.2024 – 29.11.2024
27.01.2025 – 28.01.2025
14.04.2025 – 15.04.2025
19.05.2025 – 20.05.2025
01.09.2025 – 02.09.2025
27.11.2025 – 28.11.2025

Hamburg

07.11.2024 – 08.11.2024
20.03.2025 – 21.03.2025
26.06.2025 – 27.06.2025
06.11.2025 – 07.11.2025

Berlin

19.09.2024 – 20.09.2024
12.05.2025 – 13.05.2025
18.09.2025 – 19.09.2025

Hannover

18.11.2024 – 19.11.2024
17.11.2025 – 18.11.2025

Leipzig

03.07.2025 – 04.07.2025

Cologone

24.03.2025 – 25.03.2025
12.05.2025 – 13.05.2025

Frankfurt am Main

05.12.2024 – 06.12.2024
26.06.2025 – 27.06.2025



aimed at specialists and managers from all areas who would like to be more convincing and react confidently in discussions and situations requiring the skills of argumentation.

04.12.2025 – 05.12.2025

Nuremberg

21.10.2024 – 22.10.2024

05.05.2025 – 06.05.2025

13.11.2025 – 14.11.2025

Stuttgart

16.09.2024 – 17.09.2024

22.09.2025 – 23.09.2025

Munich

14.11.2024 – 15.11.2024

27.02.2025 – 28.02.2025

14.07.2025 – 15.07.2025

13.11.2025 – 14.11.2025

Vienna

14.10.2024 – 15.10.2024

03.04.2025 – 04.04.2025

13.10.2025 – 14.10.2025

Fee

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

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



FAX-ANMELDUNG +49 251 20205-99

Internet: www.kitzmann.biz
E-Mail: info@kitzmann.biz
Telefax: +49 251 20205-99

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Name/Vorname

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Ort Termin

Firmendaten/Rechnungsempfänger

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Datum

2. Teilnehmer

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Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift