



# 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

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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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

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Rechnung (Name)

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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