



# 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

13.05.2024 – 14.05.2024  
27.06.2024 – 28.06.2024  
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

10.06.2024 – 11.06.2024  
02.09.2024 – 03.09.2024  
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

27.06.2024 – 28.06.2024  
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

13.05.2024 – 14.05.2024  
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

04.07.2024 – 05.07.2024  
03.07.2025 – 04.07.2025

##### Cologone



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.

13.05.2024 – 14.05.2024  
24.03.2025 – 25.03.2025  
12.05.2025 – 13.05.2025

**Frankfurt am Main**

27.06.2024 – 28.06.2024  
05.12.2024 – 06.12.2024  
26.06.2025 – 27.06.2025  
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**

15.07.2024 – 16.07.2024  
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.



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Mobilnummer

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Veranstaltung                      Seminarcode

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Ort                                      Termin

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Firma

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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Kundennummer

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Anmeldebestätigung (E-Mail)

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Unterschrift