

How to convince during negotiations

Seminar objectives

The participants will

- Learn the factors of the power of persuasion
- Be aware of their strength and weakness concerning their power of persuasion
- Get recommendation for improving their personal convincing strategy
- Improve their convincing ability to present and to sell
- Learn the different techniques of argumentation and learn to use them in negotiations
- Train their quick-wittedness
- Know the signals of body language and how to interpret them
- Learn to be aware of positive signals of body language
- Recognize the relationship between attitude and body language
- Learn to improve their body language for better convincing behaviour

Contents

- Convincing appearance (Johari-Window, self-image, personal effect to others, recommendation for improvement of the power of persuasion)
- Power of persuasion (rules of thoughts, enthusiasm, to carry others along, to sell with enthusiasm)
- Techniques of argumentation (5 steps of argumentation, paraphrasing, verbalisation, accentuating the positive, disregarding the negative, using your opponents impetus, changing the subject)
- Quick-wittedness
- Body language



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days