



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

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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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift