

Communicating to persuade - ENG

2 jours - 14,00 heures

Programme de formation

Objectifs pédagogiques

Pedagogical objectives

- Structuring an argument to persuade the person(s) you are talking to
- Validating your arguments, being convincing in the discussion
- Responding to objections Asserting yourself to get around resistance

Compétences visées

- Building a convincing argument
- Defusing resistance Integrating dialogue to generate support
- Responding to objections

Description / Contenu

Description / Content

Stage 1: How to structure a persuasive message

The objective and the message
The hook Application exercises;

Stage 2: Arguing in order to persuade

Why is it in the other person's interest to do what you propose?
Three essential reasons why I say that ...
Proof through example
Constructing an argument on a professional subject
Debriefing on the strength of the argument and the impact of non-verbal communication;

Stage 3: Discussing to persuade

Seeking validation as you go along
Listening to soothe comments
Adapting to your audience
Role-playing incorporating discussion phases;

Stage 4: Dealing with contradiction

How to respond to an objection
Asserting yourself in the face of obstructive behaviour
Exercise to summarise the day's learning

Modalités pédagogiques

Educational format

On site : 1 or 2 days
Remote : 2 or 4 x 3,5 hours workshops via Teams, GoogleMeet, Zoom...
Individual coachings if needed

Moyens et supports pédagogiques

Educational resources and supports

- Slide show PPT
- Pedagogical Support
- Digital Tools (Mentimeter, Jamboard ...)





Modalités d'évaluation et de suivi

Evaluation and monitoring methods

- Self-positioning by participants on a digital platform shared with the trainer (at the beginning and end of the course)
- Assessment by the trainer at the end of the course
- On-the-spot assessment immediately after the course
- REX - One-hour practice-sharing workshops one or two months after the initial training course
- Post-training assessment one or two months after the course
- Performance questionnaire sent to the customer three months after the course

Nous sommes à votre écoute au 01 47 66 25 20

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