

SELL YOUR IDEAS

A training course to develop your oral conviction capacity

On a day-to-day basis, you need to convince, whether it is your manager, your colleagues or your clients.

To convince, be it face to face, over the phone, in a meeting, you must go through several steps. And this task will be even more difficult if your interlocutor has beliefs that are different from yours.

During this training course, you will learn to recognize and successfully take the steps that will get you the support of your audience.



Objectives

Build a convincing pitch
Deliver it adequately
Overcome resistance

Training duration

2 days

Number of participants

Up to 6

Audience

Anyone who needs to convince as part of his/her duties

Educational resources

Theoretical and methodological background, practice on material brought by participants, group exchanges, exercises

Evaluation procedures

Questionnaire at the beginning and at the end of training (self-evaluation)

Prerequisites

None



Program

Build a convincing pitch

The various aspects of power of conviction
Positioning oneself as a solution provider
Structure your ideas

Deliver it adequately

Establish a trusting environment
Develop your assertiveness
Express yourself with conviction
Talk to others about what interest them
Go straight to the point

Overcome resistance

Understand the origin of resistance
Make use of interrogation and reformulation
Demand a commitment

