



Vrije Universiteit Brussel

| BRUSSELS DIPLOMATIC ACADEMY

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**Brussels Diplomatic Academy kindly invites you to**

### **Seminar**

#### **Convincing People – Tips & Tricks**

#### **Practical tools to be strong in debate, mediation and negotiation**

This seminar is set up to make you more persuasive and convincing in professional situations. Along the two day course you build up insight, knowledge en competence on what it takes to win over others for a mutual beneficial proposal.

#### **AUDIENCE**

The seminar is aimed at:

- Professionals for whom convincing and persuasion are important competences in their everyday work
- Professionals who engage in debate, mediation and negotiation on a regular bases.
- A non-limited list of professionals such as: lawyers, mediators, diplomats, managers, business developers, politicians, directors,...

#### **ADDED VALUE**

The lecturer offers a practical overview of essentials principles and techniques in persuasion. Researched models will be applied to the participants situation and personal feedback is offered based on interactive exercises.

## **CONTENT**

- The 3 building blocks of convincing and persuasion
- Assessment of personal strengths in persuasion
- How to prepare for a debate
- Knowing the phases of any convincing process
- Using different techniques based on power, information and partnership
- Applying the 6 principles of persuasion of Robert Cialdini

## **FACULTY**

Jochen Roef is founder and owner of Blinc, a salestraining institute that offers sales development and coaching tools to corporate organisation and enterprises. He has a master degree in psychology and has more than 10 years experience in sales for pharmaceutical and HR service companies. Jochen is author of 'The salesbook, for every type of client' and has as clients KBC, GDF Suez, Opel, Johnson & Johnson, Sandoz and Adecco.

## **LEARNING OBJECTIVES**

- The participant knows the cycle of persuasion and is able to use appropriate influencing techniques in the different stages of the process
- The participant is able to stand his ground and defend himself when tactics are being applied by the counterparty
- The participant is able to use personal communication as a positive means of communication to convince the other of an mutual beneficial offer
- The participant has an ethical approach on persuasion and show professional maturity and confidence in debate and mediation

The working language of the course will be English.

## **TRAINING METHOD**

The seminar is a well balanced mix of practical sales models, empirical research data, skill development based on exercises and personal feedback and sharing of knowledge and experience among the participants.

## **COURSE MATERIAL**

Before the start of the seminar, a syllabus compiled by the lecturer will be handed over to the participants.

## **CERTIFICATION**

Participants will receive a certificate of attendance from the Brussels Diplomatic Academy of the Vrije Universiteit Brussel.

## **TIMING AND LOCATION**

### Dates:

**30 November – 1 December 2015, from 10.00 to 17.00**

### Location:

**Conference room 'Lisbon', floor -1  
Vrije Universiteit Brussel, Pleinlaan 5, 1050 Brussels**

It is building number 5 on the campus plan that can be downloaded at <http://www.vub.ac.be/english/infoabout/campuses/etterbeek.html>.

A description on how to find the campus is available on <http://www.vub.ac.be/english/infoabout/campuses/index.html#etterbeek>.

**Free parking facilities** are available on the campus in front of the building. A bar code gives access to the campus via campus entries 6 or 13 (see the red arrows on the campus plan). The scanner for the bar code is situated under the intercom. A few days before the start of the event, participants will receive a bar code giving access to the parking.

## **METHOD OF PAYMENT AND CANCELLATION**

### *Fees:*

The fee for this seminar is 750 EUR (VAT excluded).

VAT Settlement: exempted from VAT: Art 44 § 2, 4° of the VAT code.

The above prices include the registration fee and all material relating to the "Art of Convincing" seminar, as well as the lunch and the coffee breaks for the duration of the event and the networking reception.

Hotel accommodation is not included in the registration fees.

***Flemish companies can make use of the “KMO-portefeuille”: [www.beaweb.be](http://www.beaweb.be) (Admission number BDA for “Training”: DV.O211124).***

*Payment:*

Attendees are requested to pay by bank transfer only, upon receipt of invoice.

Confirmation of registration and practical information will be sent only after receipt of payment.

## **REGISTRATION**

To register for this seminar, please fill in the online registration form available on [www.brusselsdiplomaticacademy.eu](http://www.brusselsdiplomaticacademy.eu).

For more information concerning this topic/event, please consult:

<https://www.youtube.com/watch?v=ogsORZReCgk>

For more general information, please contact [bda@vub.ac.be](mailto:bda@vub.ac.be).

