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Themenplan

How to win through persuasion – turn conflict into negotiation!

Prepare systematically as a team: define negotiation objectives and develop a strategy

Conduct negotiations: deal with objections, conflict and criticism

Negotiate with confidence: safeguard protected areas and create room for manoeuvre

Communication for collaboration: focus on interests, not positions

Be persuasive: present arguments effectively with tools for speech and presentation

Never give in to pressure: defend against unfair attacks and “killer phrases”

Gain respect: turn the dispute into a joint search for common interests

Stay calm, persistent and fair: recognise and reduce stress factors

Use questioning techniques to create space for options

Set up objective procedures: involve experts and mediators