

Course : Communicating, arguing and convincing orally, certification

RS - Code 6554

Practical course - 2d - 14h00 - Ref. CCL

Price : 1600 € E.T.

Effective argumentation in the workplace is a powerful weapon for influencing the people and teams around you. This training course will enable you to master the argumentation techniques, strategies and interpersonal skills needed to sell your ideas and convince your contacts.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identifying communication basics and obstacles
- ✓ Master factual argumentation techniques
- ✓ Learn how to adapt your sales pitch to your audience
- ✓ Sell your ideas and convince your audience
- ✓ Listen and respond to comments

PARTICIPANTS

Anyone wishing to improve their oral impact to persuade effectively and manage professional exchanges.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Intended audience

Anyone wishing to improve their oral impact to persuade effectively and manage professional exchanges.

Prerequisites

No special knowledge required.

Certification

La formation, dispensée uniquement en présentiel, prépare à la certification RS6554 détenue par GONOGO, enregistrée le 27/03/2024 au Répertoire Spécifique de France Compétences. Dans les 7 jours ouvrés suivant la formation, le certificateur contacte le candidat pour compléter un formulaire d'inscription en ligne afin de planifier une date d'examen (à fixer entre 4 et 6 semaines après la fin de la formation). L'examen, d'une durée d'environ 1 heure, se déroule en distanciel devant un jury. Le candidat choisit une étude de cas parmi 6 proposées, dispose de 15 minutes pour se préparer, puis présente son analyse pendant 15 minutes. La certification est obtenue si au moins 2 des 4 compétences du référentiel sont validées. Toute absence ou report d'examen demandé moins de 72 heures avant la date prévue entraîne des frais supplémentaires. Lien vers la fiche France compétence :

<https://www.francecompetences.fr/recherche/rs/6554/>

Course schedule

1 General principles of communication

- Identify communication basics and obstacles.
- Factors in argumentation.
- The basics of persuasive communication.
- Human factors and their interactions.

Hands-on work

Self-positioning test and analysis of results.

2 Arguing techniques

- Use factual argumentation.
- Structure explanations. Reinforce demonstrations. Encourage deductions.
- Support your persuasive power with behavioral argumentation.
- Learn to adapt your sales pitch to the person you're talking to.
- Building trust for persuasion.
- Adopt behaviors that ensure listening and understanding.

Hands-on work

Case studies: discovering usable arguments, group analysis of sessions.

3 Convincing techniques

- Know how to question your interlocutor.
- Listen and respond to comments.
- Anticipate objections and questions.
- Defend your ideas with conviction.
- Making concessions.

Hands-on work

Case studies: using arguments to convince, analyzing group sessions.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Elements of audience buy-in

- Understand your interlocutor's defensive and stress reactions.
- Adopt assertive behavior.
- Identify obstacles to development. Identify behaviors "in withdrawal" according to personality types.
- Recognize the speaker's "survival".
- Accompany your contact to move into "growth".
- Respond to the expectations and needs of your interlocutor by adapting your behavior and language.
- Use the right words to avoid blockages.
- Synchronize with your interlocutor.

Hands-on work

Situational exercises "interview in a delicate or conflictual situation", group analysis of sessions.

5 Preparation for certification

- Synthesis of communication and argumentation techniques.
- Simulation: presenting a structured argument, responding to objections, and assessing key skills.
- Examination procedures.

Dates and locations

PARIS LA DÉFENSE

2026 : 25 Mar., 18 May, 1 Oct., 17 Dec.