

1

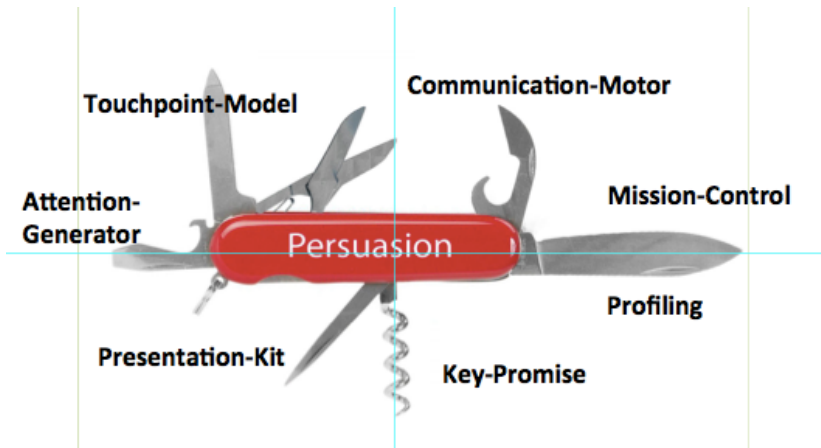
**If you do not campaign for you,
who will?**

**You are your best campaigner.
Who else?**



Persuasion Skill Training from No to Yes

The 7 techniques of persuasion



December 9 / Basel / English

July 1 and November 4 / Zurich / German

From No to Yes

Each and every person comes to a point in time in when it is crucial to persuade. People who are good at it get what they want; the client, the assignment, the job, the resources for their projects. This is true for everyone, in any field or skill, be it business or private. You will persuade no one, if you do not know what persuades. The 7 techniques will help you to persuade in any field and under any circumstances.

The Training

You will learn and train the 7 techniques that will empower you to persuade your team, your colleagues, your clients, your boss of your ideas, projects, and intentions.

You will:

- Understand what persuades them.
- Learn to see yourself as campaigner for your own ideas, project, issues.
- See the difference between the 3 phases of persuasion and understand why each one is important.
- Learn to profile the person you want to persuade and build your arguments around it.
- See your issues as a campaign and not a pitch.
- Recognise why it is so important to resist

Biography:

Kurt Schmid was CEO of the Swiss office of the global communication network Lowe & Partners Worldwide and president of „BSW, Leading Swiss Agencies“, the association of advertising, PR and media agencies. Kurt Schmid is a social entrepreneur for several non profit organizations, president of WWF Switzerland and of Domicil, a NGO that is finding apartments for refugees and families with thin wallets.

Companies that have done the training:

Coop, Migros, Ricardo, Globalance Bank, Helsana, WWF, Pro Infirmis, skyguide, Webrepublic, Start-ups, Contexta, (advertising agency), UBS, Swiss Int. Airlines, political groups and associations, start-ups, artists.

A participant:

„The training was our best investment this year“,
Webrepublic, Hannes Gasser, Partner and client service director

Information:

Fr. 350.00 / per person and day
Friday December 9, 2016, 09.00 to 17.00
Lohnhof Basel / in English

Friday July 1 and November 4 in Zurich / in German

Registration.

I register for the Workshop. The amount of Fr. 350.- is due before the workshop is taking place and refundable in the case of illness.

Name:

First Name:

Company:

Adresse:

Tel:

E-Mail:

Email registration is fine.

Kurt.schmid@persuasion.ch, www.persuasion.ch

Plandadeinstrasse 6, 7215 Fanas / 078 33 20 03

Credit Suisse, Kurt Schmid & Partner:
IBAN CH61 0483 5036 9043 8100 1

