



Ninety Nine

UNLOCK THE 1%



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The art of being Persuasive

20 may 2025
Sofia

Trainers:
Alexandra Iotsova
Ilian Ilkov



The Art Of Being Persuasive

What makes one person persuasive and another not?

Is it the arguments we use? Is it the way we communicate them? Or is it our attitude towards ourselves and the other in the conversation? The answer to all three questions is "Yes" 😊 The combination of all these makes us persuasive and enables us to influence those around us.

In the "Art Of Being Persuasive" training, you will learn tools, techniques and approaches that will help you be persuasive in the various situations that require this skill:

- Convince a client that the deadline they are insisting on is unrealistic
- Sell your idea to management
- Convince your team to support an upcoming change
- Prove the advantages of your proposal over another
- Overcome the objections of a colleague
- And many more

What we will work on in the training:

Session 1: Working on our attitudes

- How our attitude toward ourselves, the other, and the situation affects our ability to be persuasive
- Which attitudes help us and which hinder us
- How to work on our attitudes so they work for us

Session 2: Choosing the right arguments

- Choice and structure of our arguments
- How the audience influences our choice of arguments
- The difference between argument and evidence
- Articulating benefits and advantages

Session 3: Handling objections and resistance

- How to find out what's behind the objection - using questions, summarizing, paraphrasing and other communication techniques
- Approaches to overcoming and deflecting objections

Session 4: Non-verbal behavior and body language

- How our body language contributes to being persuasive
- How to make the most of your voice
- The behavior that helps us persuade and influence others

Trainer



Aleksandra Iotsova

Master in "Pedagogy" - SU "St. Climent Ohridski. Certified trainer in Outward Bound Bulgaria and Intertouch - Outward Bound Czech Republic programs.

For more than 20 years I have been training people in different industries, managers, entrepreneurs, artists, youth and even kids. My experience as a trainer spans across organizations from corporate and financial sectors to non-governmental sector.

Specializations

- Communication skills – interpersonal, business and within the organization
- Presentation skills
- Assertiveness and argumentation
- Giving effective feedback
- Time management & prioritization
- Managing conflict and disagreements

Trainer



Ilian Ilkov

My passion is related to business and entrepreneurship – on one hand, developing my own business (I am the founder of Baby.bg - the largest online store for baby goods in Bulgaria and manager in the period 2013 - 2021), and on the other hand, training people and teams to develop:

- Sales skills
- Communication skills
- Skills to present with confidence and impact
- Negotiation and conflict management skills

My other great love is improvisational theater - I have a degree in acting and directing for drama theater and have been teaching advanced improvisational theater courses for over 8 years.



Sign-Up

Date:

May 20

Sign-up Deadline

May 02

Venue

TBD, Sofia

Price per participant

EUR 165 (VAT Excluded)

The price includes:

- The trainings delivery
- All necessary training materials

The price does not include:

VAT



Contact

Vesela Mihaylova
v.mihaylova@ninetynine.bg
+359 884 066 599

ninetynine.bg