

RENE Certification: Course Outline & Description

Information

- 2-Day
- Classroom
- ABR, CRB and SRS elective

Course Description

This new 2-day Course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

The second day of the course focuses on real-world field scenarios to help negotiators apply the power tools, techniques and tactics learned on the first day.

Understanding the tactics and techniques is one thing, but learning how to recognize them being done and using them effectively requires practice. These field scenarios provide the foundational experience and practice negotiators need to master so they can effectively advocate for their clients.

The Power Negotiator's Playbook is:

- in preparation,
- being open to options,
- knowing how to effectively work with tradeoffs,
- knowing how to compromise without giving essential components away,
- and reaching a resolution that your client can find acceptable

You will soon realize that the "win-win" objective is merely a perception. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

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Learning Objectives

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties.

- When and how to negotiate
- Craft a plan/strategy for any negotiation
- Recognize patterns and tactics being utilized
- Adjust your communication style to achieve optimum results with any party in the transaction
- Successfully apply the principles of persuasion to any negotiation situation
- Effectively negotiate face-to-face, on the phone or through e-mail and other media
- Review some of the tips and tools professionals need to master
- Understand the tactics, techniques and power tools and how to recognize them being done
- Practice putting them in action through real-world field scenarios
 - FSBO and Buyer Agents
 - Seasoned Agent and New Agents
 - Two Seasoned Agents

Course Outline

Introduction: Overview & Exercise

- Power
- When Do We Negotiate?

Module 1: Golf Clubs: Buying & Selling a Product

- Individual Negotiation Exercise
- What is a Negotiation?
- Most Common Errors in Business Negotiating

Module 2: What's the Goal? Assessing the Statistical Probability of Success

- Keep Your Eye On the Ball
- Know What You Are Negotiating For
- What's Your Game Plan?
- All Athletes Train for the Big Game

Module 3: Types of Negotiations -- Statistical Probability of Winning & Losing

- Types of Negotiations
- Organizational Format
- Competitive Format
- Competitive Format: Lose-Lose?
- Partnering Format for a Win-Win
- Personal Format

Module 4: Types of Negotiators -- Role of the Negotiator & the Ego

- It's All About the Other Negotiator
- Recognizing a Skilled Negotiator
- Collaborating With Your Opponent
- Understanding What the Negotiator Wants
- Understanding What the Negotiator Needs
- Playbook Strategies: 7 Deadly Sins of Negotiating
- Playbook Strategies: Tips for Negotiators

Module 5: Yububu -- Team Negotiation Between ChemTech & NewGen

- ZOPA: Zone of Possible Agreement
- Yububu Exercise

Module 6: Venues for Negotiations -- The Spectrum of Communications

- Communication Options for Negotiations
- Text Negotiations
- Email Negotiations
- Phone Negotiations
- Neutralizing Anger

Module 7: Bargaining Strategies -- Tactics, Tools, Techniques of Live & Live Virtual

- BATNA: Best Alternative to a Negotiated Agreement
- BATNA Process to Assess Options
- 3 Bargaining Formats
- Dumb Things People Say During a Negotiation
- Power Play Strategies
- The Main Power Play Strategies
- Importance of Power Play Strategies
- Tactics
- Tactics & Techniques
- Tactics & Counters

Module 8: Sounds -- More Techniques

- Sounds that Signal

Module 9: Non-Verbal Communication -- Additional Techniques

- Non-Verbal Communication
- Importance of Non-Verbal Communication
- Types of Non-Verbal Communication
- Sending Signals
- Eye Movements & Facial Expressions
- Head Movements & Arm/Hand Positions
- Hand Movements/Gestures & Handshake
- Leg Movements/Positioning

Module 10: Positioning -- Strengths & Weaknesses

- Cultural Adjustments
- Positioning Basics -- Every Player Has a Position
- Gender and Positioning
- Positional Negotiating
 - Same Gender
 - Couple

Module 11: How to Break a Tie -- Issues of Deadlock

- Deadlock
- Hypothetical Bargaining
- Tips for Negotiators
- Resource
- Negotiations in the Movies
- Negotiation Instructional Videos

Module 12: “Jeopardy” Game - Reivew

- Putting the Tactics / Techniques Into Action
- “Jeopardy Game” Review

Module 13: Field Scenarios

- **Field Scenario #1: FSBO and Buyer Agent**
 - Scenario Fact Pattern
 - Profiles
 - Backstory of Buyer Agent
 - Backstory of FSBO
 - Tactics / Techniques Used
- **Field Scenario #2: Seasoned Agent and New Agent**
 - Scenario Fact Pattern
 - Profiles
 - Backstory of Season Agent
 - Backstory of New Agent
 - Tactics / Techniques Used
- **Field Scenario #3: Two Seasoned Agents**
 - Scenario Fact Pattern
 - Profiles
 - Backstory of Buyer Agent
 - Backstory of Listing Agent
 - Tactics / Techniques Used