

***“Let us never negotiate out of fear. And let us never fear to negotiate.” (JFK) This workshop adds knowledge and skill; so you can negotiate with confidence and never fear to negotiate.***

# **Consumer – Centric Negotiating**



**Sponsored by**



*Wyoming*  
ASSOCIATION OF  
REALTORS®

**Presented by Rich Levin**

*The best you can bring to your life and the world is to boldly pursue your goals and dreams.*

*Our deepest fear is not that we are inadequate.*

*Our deepest fear is that we are powerful beyond measure.*

*It is our light, not our darkness, that most frightens us.*

*We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?"*

*Actually, who are you not to be?*

*You are a child of God.*

*Your playing small doesn't serve the world.*

*There is nothing enlightened about shrinking*

*so that other people won't feel insecure around you;*

*We were born to make manifest the glory of God that is within us.*

*It's not just in some of us; it's in everyone.*

*And as we let our own light shine,*

*We unconsciously give other people permission to do the same.*

*As we are liberated from our fear,*

*Our presence automatically liberates others.*

*Written by Maryann Williamson  
from her 1992 book, "A Return to Love"*

*Real Estate is hard. There is so much to learn, so many skills to master. Agents are often burdened with uncertainty. There is a solution to that uncertainty. Selling Real Estate is running a business; a true entrepreneurial effort. Learning the skills, scheduling, instincts, and habits of successful business people and of successful Agents provides the Agent with growing certainty. That certainty becomes confidence. Confidence that permeates every aspect of the Agent's business and their life; my greatest wish for today is that our effort together provides you with a measure of that certainty and confidence.*

*With sincere gratitude for your time and attention,*

***Rich Levin***

**Negotiate: To discuss something in order to reach an agreement.**

## **The Places and Things REALTORS® Negotiate**

**Agents negotiate for Buyers and Sellers over far more than just price and terms.**

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |



## **REALTOR® Pride: Agency and Ethics**

**Preamble: Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization.**

**Realtors® pledge themselves to protect and promote the interests of their Client. This obligation to the Client is primary, but it does not relieve Realtors® of their obligation to treat all parties honestly.**

**Article 9: The REALTOR® for the protection of all parties shall assure whenever possible that all agreements related to real estate transactions are in writing**

**Care: Be educated and show competence superior to that of the public in all Real Estate matters and suggest the Client seek competent professionals in matters beyond the Agent's expected expertise.**

**Confidentiality: Conceal anything about the Client that would give the other party an advantage in the negotiation particularly related to motivation and urgency.**

**Loyalty: Put the Client's interests above everyone else's including the Agent themselves.**

**Obedience: Obey all lawful instructions of the Client promptly and efficiently.**

**Accounting: Safeguard and be responsible for Client's money, property, and documents.**

**Disclosure: Communicate any and all information that may be valuable or damaging to the Client or the Client's interests in the negotiation.**

## Basic Negotiating Rules and Keys

1. The one that names the first number loses. \_\_\_\_\_
  2. In the first round get as much information as possible. Give as little as possible.
  3. Never negotiate with yourself. Get them to negotiate with themselves.
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## Keys to Third Party Negotiating

Consumer negotiating places the Agent in the most challenging negotiating position

Gain as much information as possible. What information? \_\_\_\_\_

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Maintain your integrity. Keep your word. Be on time. Respect all parties.

Wrap it up in two turns. 1. The move/the house... 2. The money... 3. Then it gets personal!

Don't talk about the other party. Don't offer or agree that they negotiate directly.

Stay focused on the goal; getting the house bought or sold.

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## Preparing the Client for Negotiating

The difficulties Agents experience negotiating can be solved at the initial presentation.

What do you prepare them for?

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## Preparing the Client for Negotiating

Preparation is the way Agents help Client overcome their fears and anxiety in negotiations.

**How do you describe the negotiation to the Client?**

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Dominance	Influencing	Steadiness	Compliance
Demanding	Effusive	Pragmatic	Evasive
Aggressive	Inspiring	Relaxed	Woresome
Driving	Negotiating	Resistant to Change	Caring
Assertious	Political	Noncommittal	Dependent
Powering	Enthusiastic	Passive	Cautious
Strong-willed	Personable	Patent	Conventional
Forceful	Warm	Possessive	Exacting
Determined	Concerning	Predictable	Nest
Aggressive	Polished	Consistent	Systematic
Competitive	Polished	Deliberate	Diplomatic
Decisive	Optimistic	Steady	Accurate
Vulnerable	Trusting	Stable	Tactful
Inquisitive	Suspicious	Stable	Open-Minded
Dependent	Reflective	Stable	Balanced Judgment
Conservative	Calculating	Selfish	Fair
Calculating	Calculating	Selfless	Independent
Headart	Skeptical	Self	Self-Willad
Low-keyed	Logical	Family-Oriented	Sublim
Understanding	Understandable	Demonstrative	Obstinate
Cautious	Suspicious	Impatient	Opportuned
Alert	Wise-of-Fact	Pressure-Oriented	Unsystematic
Aggressive	Intuitive	Selfish	Self-Religious
Modest	Realistic	Impulsive	Unethical
Playful	Blatant	Impulsive	Arbitrary
Unobtrusive	Critical	Hypertensive	Unethical
			Careless with Details

## Recognizing Negotiating Styles – D. I. S. C.

Fast Paced or slow? Facts or people? Everyone negotiates consistent with their personal style.

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## Qualities of Good Negotiators

How do you rate these and yourself? (1 is low 5 is high)	Importance	At Present
Prepare the Client for the negotiations. ....	_____	_____
Tolerate conflict. ....	_____	_____
Patience. ....	_____	_____
Think before speaking. ....	_____	_____
Discern real issues. ....	_____	_____
A stable person, who can laugh one minute... ..	_____	_____
A confident person whose desire to be liked... ..	_____	_____
Continually uses questions. ....	_____	_____
Listens with active, sincere attention. ....	_____	_____

## Critical Communication Skills for Negotiating

### Ask Questions, Confirm, and Reinforce

1. **Open-ended: Information & Relationship** \_\_\_\_\_
2. **Alternative Choice: Test & Keep it moving** \_\_\_\_\_
3. **Tie-downs: Momentum & Trial Closing** \_\_\_\_\_
4. **Yes/No's: Commitment – Minor and Major** \_\_\_\_\_

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### Listening and the Power of Sincere Attention

1. **Listening Actively** \_\_\_\_\_
2. **Listening Naively** \_\_\_\_\_
3. **Listen + 4 Seconds** \_\_\_\_\_

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### Addressing Impasses

1. **Listen like crazy + 4 seconds.** \_\_\_\_\_
2. **Confirm & Verify.** \_\_\_\_\_
3. **Isolate / Set Aside.** \_\_\_\_\_
4. **Address.** \_\_\_\_\_
5. **Ask for a decision.** \_\_\_\_\_

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## Negotiating Approaches and Responses

Watch for them to protect your Client and employ them to promote your Client's interest.

Trade off or Take away \_\_\_\_\_

Take my burden \_\_\_\_\_

Splitting the difference \_\_\_\_\_

Reluctance \_\_\_\_\_

Funny Money \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## Utilizing Influence

Perception is reality. The one who thinks and feels that they have influence usually does. The one who thinks and feels that they lack influence usually will. Use these to increase your thoughts and feelings of your influence.

Perceived Position \_\_\_\_\_

Perceived Expertise \_\_\_\_\_

Charisma \_\_\_\_\_

Risk Taking \_\_\_\_\_

Perceived Preparation \_\_\_\_\_

Perceived Tenacity \_\_\_\_\_

Time \_\_\_\_\_

Ethics \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



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