

Ninja Negotiations™ **(3 Hours)**

Course Description

This course presents the principles, strategies, and subliminal tactics that can be employed to successfully negotiate on the consumer's behalf. Gain excellent, simple, and current techniques for promoting and protecting agency relationships and for negotiating well.

Learning Objectives

Upon completion of this course, participants will be able to recognize and identify:

- unique negotiating needs that consumers have
- ways to protect and promote their agency relationships
- skills that will enable them to meet and exceed the unique negotiating needs and expectations of their clients
- what is expected from today's consumer, based on the NAR Home Buyers and Sellers Report
- common agency mistakes that are made while negotiating and can harm clients and customers
- a plan for meeting the unique negotiation needs of today's buyers and sellers
- common reasons why agency can be compromised during negotiations
- resources for improving negotiations and agency relationships

Timed Outline: Ninja Negotiations™

Time	Topic
15 Minutes	Welcome and Opening Remarks
15 Minutes	What the public expects
15 Minutes	Meeting the public's expectations
20 Minutes	Negotiation and agency law
20 Minutes	Negotiating while staying on the right side of anti-trust
20 Minutes	Methods and techniques to meet and exceed the client's needs
20 Minutes	Top 10 negotiating mistakes
15 Minutes	Keeping the public informed
20 Minutes	Negotiation and the Code of Ethics
20 Minutes	Negotiation and license law

180 Minutes Total

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