

Performance Management Network Course



Effective Negotiating for Real Estate Professionals

This course will give you tools and tactics to improve your effectiveness in any negotiation to consistently facilitate the best outcomes for your clients, even under pressure. You'll discover and practice techniques for client counseling and advocacy, as well as the art of influence and persuasion. In addition to the principles and phases of effective negotiation, topics include dealing with deadlock and difficult negotiators, multi-party negotiations, cultural influences and the role of electronics in today's connected world.

We will be examining the main types of negotiating. As a result of completing this course, you will be able to:

- Differentiate between the main negotiating practices
- List specific steps in the Positional Bargaining and Value Negotiating processes
- Select the appropriate negotiating practices based on specific negotiating circumstances
- Apply processes of positional bargaining and value negotiating during role playing activities and case scenarios
- Identify factors that could lead to impasse

Sunday, April 30, 2017 - 8:30am—4:00pm (Lunch:Noon-1:00pm)

COST: \$99.

Held at: Sacramento Association of Realtors, 2003 Howe Ave., Sacramento, CA 95825

Contact Judy Black with questions & Registration: judy@judyblack.com 916-533-3344

The Performance Management Network is a Realtor designation built from the group up to bring you the real work skills, the know-how and the tools that will keep your business out front and on top of the evolving market. The Performance Management Network's Suite of professional performance training courses is taught by recognized experts who dig deep into the hot topics that are driving the market place and shaping your business.

Instructor: Vicky Campbell

