

# Minutes for each segment	Subject content of each segment	Discussion and examples	Learning Objective--Student should be able to:	Teaching method
Approx 22-30 minutes	Introduction and discussion of negotiation principles and techniques	Ask that cell phones and electronic devices be turned off and briefly refer to attendance policy. Discussion and understanding of principles. Example: principles are like gravity--they are just "there." We can align ourselves with principles (for example, with gravity: build a hydroelectric dam, start a skydiving company) or ignore them to our peril (carelessly falling off a cliff). True principles, like gravity, are everywhere. Truly understanding universal human-relations principles in your real estate practice can make a huge difference in your success. Ask class what they feel is the most important negotiation and sales principle in real estate. Discuss. Then possibly begin into next section. Stress that understanding the other guy and his/her needs, position, etc, is of utmost importance in serving real estate clients and well as negotiating in real estate.	Recall the name of the instructor, recall a major negotiation principle, discuss difference between a principle and a technique	Interactive lecture, may include group discussion
15-22 minutes	Introduce specific sales and negotiation techniques that can benefit real estate agents, including understanding other's' position first	Discuss the importance of understanding the "other guy's" position first in real estate negotiations. Briefly share example of a car-buying and diamond selling negotiation. Then discuss differences and similarities when negotiating for real estate, emphasizing the importance of understanding the other party's position first. Use an example of a buyer questioning a real estate agent about HOAs and how understanding their position first is critical. Another possible example of a real estate buyer and seller/agent trying to negotiate on what repairs need to be done on a home. Outline a two-step process: 1) make them feel good for asking; 2) return with a question. Reiterate how this process can be used in the previously discussed real estate situations. Have them practice the 2 step technique with a partner using a real estate example if possible. Reiterate that the two-step process is just one technique. There may be hundreds of ethical techniques but the principle of understanding the other position first does not change. Touch briefly on importance of win/win negotiating in real estate.	Demonstrate an important negotiation and/or sales principle as it applies to a real estate situation	Interactive lecture, role-play, may include group discussion
15-22 minutes	Confidence and non-verbal communications. Real estate agents lose clients by lack of integrity, also "chasing" rather than letting the client "chase" the agent, the "go big or go small" technique in sales.	Discuss how just having integrity, honesty, and confidence breaks the pattern of a typical salesman/agent and allows the client to "chase" the agent. Discuss things real estate agents and other salespeople do that turn people off. List on whiteboard. Use and discuss specific examples, including real estate examples, brought up by class. Possible example: client tells you he is not ready to purchase a home/sign a listing agreement. How not to chase (by just having integrity). Discuss why this actually will help get the sales later on. Discuss the dance vs. the chase. Briefly touch on the "go big or go small" technique. Go big: taking something that is small like a rent payment and showing what rent adds up to over 10 years, thus making it big. Go Small: Taking something big like \$10,000 and showing what a possible daily mortgage payment would be on that. Examples: When a renter understands that his "small \$1000/month rental payment could be \$120,000 over 10 years (and that is if his landlord doesn't raise the rent), going from the "small" monthly rental payment to the large "what you could pay over 10 years" may be motivating to him. Reverse the scenario for the mortgage payment.	Identify ways that non-verbal communication can assist as they sell, negotiate, and work with real estate clients; demonstrate the "go big or go small" technique	Interactive lecture, may include group discussion

15 minutes	Assumptive questioning	Discuss assumptive questions and when it is appropriate to use assumptive questions in real estate transactions (after truly understanding through a lot of open-ended questions). Discuss finding the "why" and not just the "what." Example of emphasizing home features to buyers depending on their needs: possible big house great for kids or great for entertaining. Need to understand first WHY they are looking for to be able to best help them. Discuss how using assumptive questions too early will hurt in real estate sales. Example of trying to assumptively "close" a potential homebuyer on a home too early.	Demonstrate the difference between an open-ended question and an assumptive question and describe when to use each in closing real estate	Interactive lecture, role-play, may include group discussion
12-15 minutes	Using stories to emotionally connect	Stress that people are hard-wired to get stories. Example of telling the prospective real estate client a true story of another client who didn't think he could buy a home because he had bad credit. This helped the prospective real estate client to take the next step and speak to a loan officer. Could also use a non-real estate example about parenting/my mom dying to show in a big way this principle.	Recognize the importance of using stories to connect with and sell to clients	Interactive lecture, may include group discussion
12-15 minutes	The importance of taking great notes	What kind of notes are the best notes to take? Most real estate agents know that noting things like number of bedrooms/bathrooms, square footage, area, house type, lot size, etc are important. But are there other important things you could note that would help you close a sale? Example of how noting that an embroidery machine of a prospect I once had really built rapport. Open up class discussion. Discuss how noting the actual language they use in the way they use it can build rapport. Discuss study that people like people who are similar.	Discuss what kinds of note-taking can benefit them in their real estate sales	Interactive lecture, may include group discussion
12-15 minutes	How to get past gatekeepers	Possible Commercial real estate application: Discuss how selling to organizations is a different ballgame and often involves getting past a gatekeeper to a decision maker. Example of how I discovered this principle at an interaction I had at a bank, then another brief example of how this led me to getting an appointment with a high level director in an organization. Principle of the golden rule and how positive reinforcement is specifically applied to this situation.	Identify a principle or technique to get past gatekeepers and connect with the decision maker in organizations and recognize how this may apply to commercial real estate sales	Interactive lecture, may include group discussion
12-15 minutes	Email principles	In today's hasty world it seems that everyone has forgotten punctuation, spelling, and proper grammar when writing emails. Discuss importance of having a well-written, properly-worded email, especially when selling to organizations (possible commercial real estate application). Discuss how the element of tone and body language is absent in email and how it may be good to error on the side of being too nice as they cannot "hear" the tone of your voice when you send an email. Discuss brevity. Could also discuss "jujitsu email" - having a superior forward your email to someone in the organization to assist you with getting an appointment with the gatekeeper.	List ideas that may assist in their use of technology in their real estate practice	Interactive lecture, may include group discussion
12-15 minutes	The importance of integrity	Integrity is important in all we do, including in real estate. Specific sales situations where just telling the truth increased business and trust. May discuss Millgram experiments and how they could relate to having integrity in real estate.	Identify a reason why one should have integrity in real estate and life	Interactive lecture, may include group discussion

12-15 minutes	The importance of being brave	May ask questions similar to: What are things that you dread in real estate? Getting on the phone? Calling FSBOs? Knocking doors? The good news is that as you do the things that are uncomfortable, they become more comfortable. Diagram expanding comfort zone as willing to face pain of uncomfortable real estate sales situations. Example of speaking to a "social media expert" who didn't have success with social media (generally considered comfortable) contrasted with door knocking example (generally considered uncomfortable by most) creating a series of homebuying seminars that successfully sold real estate in a tough market.	Recognize how doing tasks that are uncomfortable can benefit their real estate business	Interactive lecture, may include group discussion
13-19 minutes	Wrap up, including possible question-and-answer time	May discuss psychological studies relating to influence and ask group how they could use these in their real estate practice. Briefly discuss how to deal with different personality types and apply this to real estate. Example: How would you approach a typical analytical engineer versus how you may approach a "driver" who says, "You've got five minutes, go!"; Story about how a little thing made a huge difference (Daniel Story) and relating it to how understanding and changing little things in your real estate practice can have a huge effect on your business. Possible question and answer time to clarify concepts that may need additional time.	Apply the new ideas to better represent their real estate clients in sales and negotiation matters; recognize the importance of integrity	Group discussion

Psychology of Sales and Negotiation

3 Credit Hours

Principles vs Techniques

Negotiation Principles and Techniques in Real Estate

- Understand other's position first
- 2 step process
- Go big or go small
- Positive reinforcement in negotiation and sales
- Negotiating and selling to different personality types
- Applying these principles and techniques to real estate

Sales Principles and Techniques in Real Estate

- Integrity and the dog chasing principle
- When to use open ended vs. assumptive questions
- Using stories to emotionally connect
- How to make sure people know that you care
- Applying these principles and techniques to real estate

Possible Handout

Below are some questions to consider while you enjoy the class:

- How can improving the way I negotiate and sell help me better represent my real estate clients?
- How does better representing my clients help protect the public?
- What, in your opinion, is the most important principle in real estate negotiations?
- What is the difference between a sales technique and a sales principle? If you could only learn techniques or principles, which would you choose?
- Possible principles and techniques from this class that I can use in real estate negotiation are:
- Why is non-verbal communication so important when communicating in sales?
- When is it best to use open-ended questions in your real estate sales? When is it best to use assumptive questions in your real estate sales?
- Do you take notes after speaking with each real estate prospect or client? Why or why not?
- What is positive reinforcement? How can you use it in your real estate sales?
- What are three things to remember when using email?
- Why is integrity so important in real estate sales?
- What questions do I have about real estate sales and real estate negotiation?