New Negotiating Edge
Often Overlooked 1st Steps

“If you can’t describe what you do as a process, you don’t know what you’re doing.”

W. Edwards Deming

PREPARE – PREPARE – & PREPARE AGAIN!

AXIOM 1 … Never negotiate from a position of _______________

POWER vs. FORCE
Your “power” depends less on whether you are bigger, stronger, or more senior than the other person than on the strength of your ____________

AXIOM 2 – The negotiation begins ____________ the untrained thinks it does!

CREATE A VIABLE PLAN B

Great – Focused – Forward-thinking Marketing
• Great marketing is … the promotion of a product/service in such a way as to make the sale of that service/product ______________
• Focused … on generating a large number of _____________ clients
• Forward-thinking … your choice directly affects the dynamic for all future negotiations.
TIP THE ODDS IN YOUR FAVOR
Define – Identify – Determine – Systematize

Step #1 … DEFINE your PRODUCT or SERVICE

“The single variable for promotion or advancement of any professional in any profession is the ability …”

Harvard Business Review

Step #2 … IDENTIFY the most valuable TARGET CLIENT

“You cannot be everything to everyone, but you can be everything to your “TARGET CUSTOMER.”

Cesar Ritz

Categorize based on … money … energy … time … invested vs. Return
• Strangers
• Repeat
• Referrals

Step #3 … DETERMINE VIABILITY

How Do MOST Buyers & Sellers Find Their Agent
_____ % of all buyers found their agent, via ________
_____ % of all sellers found their agent, via ________
Would **MOST** Clients Use Their Agent Again

_____ % of all buyers say they would use their agent again, yet only _____ % do!

_____ % of all sellers say they would use their agent again, yet only _____ % do!

Step #4 … **CREATE** proactive – purposeful – **SYSTEMS**

“if you don’t know specifically what you are going to do differently in the future than what you’ve done in the past it’s not a goal; it’s a fantasy.”

The “Foundation”

“I have a favor to ask, but only if you’re comfortable with it. In the last 5 years selling homes here in Hometown USA I have discovered that my clients discuss the experience everywhere. They go to work and talk about it, get on the phone and talk to their friends and relatives about it, they walk up and down their street and talk to their neighbors about it and **at least once if not twice** during one of those conversations someone says to them ... you know, I am thinking of buying (or selling) a home, too. When that happens I would like for you to **stop in the conversation**, tell them a little about me and why you chose me to be your REALTOR and, this is the big favor again only if you’re comfortable with it, I want you to tell them to expect a call from me within the next 48 hours. Then with their **permission** I need you to **call me** with their name and number so I can make that call.
The Service Package

The 6 Critical Points

#1 … First contact and pre-appointment
#2 … First appointment
#3 … Marketing (sellers) / Home search (buyers)
#4 … Negotiating a contract
#5 … Preparing to move
#6 … Settlement

The … Immediately following Strategy

<table>
<thead>
<tr>
<th>Day</th>
<th>Action Step</th>
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<tbody>
<tr>
<td>Day 1</td>
<td>Drop-by with something of value</td>
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<tr>
<td>Day 5</td>
<td>Thank You Letter</td>
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<tr>
<td>Day 10</td>
<td>Call to arrange drop-by</td>
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<tr>
<td>Day 14</td>
<td>Drop-by</td>
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<tr>
<td>Day 15</td>
<td>Personal note</td>
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<tr>
<td>Day 20 – 25</td>
<td>Conduct Change of Address Program</td>
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<tr>
<td>Day 30 – 45</td>
<td>Conduct House Warming Party</td>
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<tr>
<td>Day 60</td>
<td>A – Client Campaign begins</td>
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The PROgram

12  Written Contacts
3   Phone Calls
2   Visits
1   Client Appreciation Event