“Negotiating the Most Difficult Deals”

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Negotiating the Most Difficult Deals

It all starts with Great Communication Skills

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“You can’t teach a person anything… you can only help them discover it within themselves” - Galileo

Polyphasic Thinking

• Bore them…
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

• Preach at them…
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
Polyphasic Thinking (cont’d)

• Cross their Beliefs

• Cross their Expectation

• Don’t let them Participate

Miscommunicate Intent

Electronic Communication
Communication is the Core to Your Success

When things go wrong or become challenging it is always good to self examine:

• Educate your customer
  ____________________________________________________
  ____________________________________________________
  ____________________________________________________

• Know your contracts
  ____________________________________________________
  ____________________________________________________
  ____________________________________________________

• Read the entire offer
  ____________________________________________________
  ____________________________________________________
  ____________________________________________________

• Know the dates and deadlines
  ____________________________________________________
  ____________________________________________________
  ____________________________________________________

• Stay within the 4 corners of the contract
  ____________________________________________________
  ____________________________________________________
  ____________________________________________________
## Offers and Counter Offers:

- **Price And Terms Are Key**
  
  ____________________________________________________
  
  ____________________________________________________
  
  ____________________________________________________

- **Consider Using Comps**
  
  ____________________________________________________
  
  ____________________________________________________
  
  ____________________________________________________

- **Help Prevent Bad Offers**
  
  ____________________________________________________
  
  ____________________________________________________
  
  ____________________________________________________

- **Help Less Experienced Agents**
  
  ____________________________________________________
  
  ____________________________________________________
  
  ____________________________________________________

Don’t forget Reverse Offers

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__________________________________________________
When we follow good practices and communicate effectively we can avoid many challenges. But we can’t prevent every challenge.

Challenges?

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THANK YOU!
Dan Elzer is a keynote speaker who delivers more than you expect. With over 30 years of experience in the real estate industry, his thought provoking topics educate with real world examples. Whether speaking to a large organization or a small gathering of professionals, Dan never fails to inspire with high energy and dynamic actionable content.

As President of The Training Academy LLC, Dan has created and delivered effective sales performance courses designed for all sizes of organizations, including many national and international real estate brands. He developed and maintains a membership-based, on-line training portal with powerful skill based programs for agents and content for brokers and sales managers plus a Learning Management System all designed to create positive environments and help people reach their goals and live a balanced life.

If there is anything we can do for you, please give us a call - 407-786-5525. We would love to hear from you!

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