



Coastal Pacific

R E A L E S T A T E

NEGOTIATING

How to Use
Negotiation Strategy
to Increase Sales

“Diplomacy is the **art** of letting
someone else have **your** way.”

– Sir David Frost

Goals

Why is this presentation **important**?

- ✓ *Provide* an overview of **negotiation**.
- ✓ *Demonstrate* how to **effectively negotiate**.
- ✓ *Empower* you to **better serve** your clients.

Five Styles of Negotiating

Which *style* do you use **most**?

1. **Competing**
2. **Avoiding**
3. **Accomodating**
4. **Compromising**
5. **Collaborating**

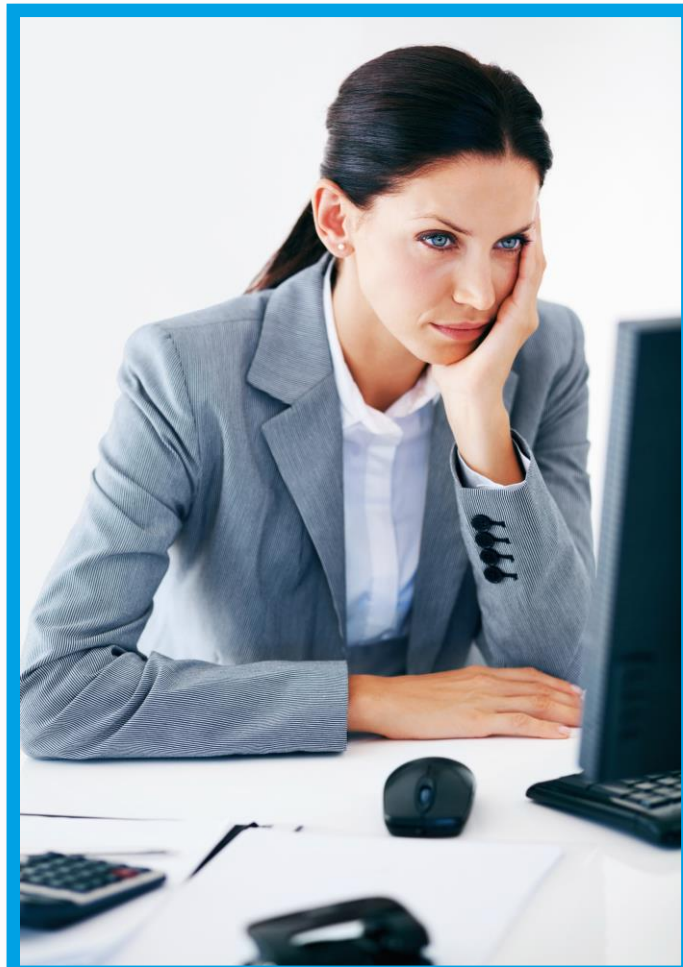
1. Competing

High concern for *self* / **Low** concern for *others*



2. Avoiding

Low concern for *self* / **Low** concern for *others*



3. Accomodating

Low concern for *self* / **High** concern for *others*



4. Compromising

Balanced concern for *self* and *others*.



5. Collaborating

High concern for *self* / **High** concern for *others*



Four Aspects of Collaboration

Which do *you* think is **most important**?

1. **Process**
2. **Relationships**
3. **Content**
4. **Desired Outcomes**

1. Process

The **necessary steps** to complete a *transaction*.



2. Relationships

The **people involved** in a *transaction*.



3. Content

The **terms and conditions** of a *transaction*.



4. Desired Outcomes

Your goals for the *transaction*.



BATNA

What is your *backup plan*?



**Best
Alternative
To a
Negotiated
Agreement**

Five Elements of Negotiation

How do *you* **negotiate** within each category?

- 1. Attitude**
- 2. Style**
- 3. Communication**
- 4. Emotion**
- 5. Time Frame**

1. Attitude

Select *win/lose* or **win/win**.



2. Style

Select *informal* or **formal**.



3. Communication

Select *direct* or **indirect**.



4. Emotion

Select *uncontrolled* or **controlled**.



5. Time Frame

Select *slow* or **fast**.



Ten Lessons of Negotiation

How to take your *negotiation skills* to the **next level**.

1. Introduce Concept

2. Establish Priorities

3. Competitive Analysis

4. Plan Ahead

5. Due Diligence

6. Make Contact

7. Take Control

8. Utilize Partners

9. Communicate Effectively

10. Global Business

1. Introduce Concept

*Describe the **scenerio** to professional partners.*

- **What to accomplish?**
- **Who can help me?**
- **What does each person recommend?**



2. Establish Priorities

Define specific **goals** to achieve.



- **What is most important?**
- **What are *wants* vs. *needs*?**
- **What can we concede?**

3. Competitive Analysis

Find out **who** you are working with.



- **What Do They Want?**
- **How Sophisticated Are They?**
- **How Do I Gain an Advantage?**

4. Plan Ahead

*Think several steps in **advance** at all times.*



- **Build Relationships in Advance**
- **Set Expectations Early**
- **Always Have a Plan of Action**

5. Due Diligence

Discover all relevant **tax** and **legal** issues.



- **Are They Qualified to Exchange?**
- **How Do They Hold Title?**
- **Is *Prop 60* or *Gifting* an Option?**

6. Make Contact

*Introduce yourself to the **other side**.*

- **Share Intentions & Priorities**
- **Identify Their Goals**
- **Be Honest, Open, & Collaborative**



7. Take Control

*Assume the role of the negotiation **leader**.*



- **Maintain Positive & Honest Relationships**
- **Determine Whether Perceptions are Realistic**
- **Suspend Ego, Criticism, & Judgement**

8. Utilize Partners

*Collaborate with partners to create **synergy**.*



- ***Outside Consultant Method***
- **Find Creative Solutions to Problems**
- **Work as a Team**

9. Communicate Effectively

Know your **audience** and how to reach them.



- **Create *Talking Points* for Their Clients**
- **Consider True Intentions of Negotiator**
- **Visit People in Person**
(when possible)

10. Global Business

Give extra attention when working **outside the US.**



- **Consider Ethnic & Cultural Differences**
- **Use a Professional Translator**
- **Ask Partners for Assistance**

Key Concepts

The *most* **important points**, one more time.

- ✓ *Think* in a **proactive** and **collaborative** way.
- ✓ *Act* **professionally** and take the **lead**.
- ✓ *Be* the **best**.

Questions?

Ask us *anything* that is **on your mind**.



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