

# Win Win Negotiating Techniques



To successfully represent and satisfy their customers, agents must be effective negotiators. In fact, the most recent NAR Profile of Home Buyers and Sellers reports that 87% of buyers identified negotiation skills as a very important quality for their real estate agents. Since another key element of success is developing and sustaining relationships, agents must consider not only the outcome of a negotiation but also their rapport with the other party. This course provides negotiation strategies that enable you to achieve mutually satisfying results rather than haggling over issues that can derail transactions. Through highly-interactive role playing activities, you will develop and practice scripts that can prepare you to successfully negotiate with all parties in a transaction, including clients, other agents, and service providers.

**April 13, 2015**  
**8:30 am – 5 pm**  
**Course location:**  
**The Auditorium**  
**2125 Butterfield Road**  
**Troy, MI 48084**

**Registration Fee: \$169.00**

After completing this course, you will be able to:

- Establish and maintain rapport with other parties in a negotiation
- Learn about other parties' needs and identify their interests
- Effectively prepare for negotiations by exploring actionable solutions and creating a game plan
- Respond more effectively to issues that commonly arise during your transactions



**Council of Residential Specialists**  
**MICHIGAN CHAPTER**  
The Proven Path To Success



**Rich Sands, CRS**  
Certified CRS Instructor

## To Register:

Fill out the below information and Mail to: **CRS MI care Furhad Waquad 4130 Telegraph Road Bloomfield Hills MI 48302**

Name \_\_\_\_\_

Company \_\_\_\_\_

License# \_\_\_\_\_

NRDS# \_\_\_\_\_

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City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Your method of payment:



Check payable to CRS MI Chapter