

Negotiation: Working For Your Client Against a Bully

A dominating person can have an overwhelming, and potentially illegal, outcome of a transaction, due to their competitive personality. This overshadows the fiduciary obligations we have to represent our clients. In addition, this type of engagement can have a humiliating, demeaning, and degrading effect on our attitude and confidence.

During this session we will identify a process when negotiating to keep our emotions at bay, while staying focused on the needs and wants of our client. This practice will keep us away from the potential pressures of illegal or unethical suggestions made by the other person.

- Understanding the impact and outcome of engaging with a dominate person.
- Identify communication practices to keep the focus on client's goals.
- How to prepare for a competitive negotiator to best represent your client.



Scott Plum is the only **Master Certified Negotiation Expert (MCNE®)** in Minnesota and has taught *all* the classes for the **Real Estate Negotiation Institute (RENI)**. RENI owns the **Master Certified Negotiation Expert (MCNE®)** designation program and the **Certified Negotiation Expert (CNE®)** course. The **MCNE®** program is the premier negotiation training program in real estate and the **CNE®** course is the most popular negotiation training course in real estate.

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