

Negotiation

Creating Collaborative Conversations

Negotiation can be misunderstood when it is not focused on achieving the goal of both sides. Not everyone decides in the same way or for the same reasons. The best way to achieve a mutually beneficial agreement is by sharing information in a way that does not diminish respect, rather add value. This approach involves a combination of applying different beliefs, removing bias, past experiences and concentrating on a respectable and mutual overcome through a unique and predetermined process. During this class you will learn how to create conversations that are focused on achieving the goals within your fiduciary obligations of your client while respecting the people on the other side.

- Remove personal belief, bias and past experiences from client interaction.
- Identify the goals of the client and explore options for a mutual beneficial outcome.
- Maintain the integrity and reputation of a real estate professional.



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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