

# Increase your VALUE to your Clients



"One of the top 5 most popular designations in Real Estate" —Swanepoel 2008 Real Estate Trends

## Certified Negotiation Expert (CNE)

Designation Course for Real Estate Professionals  
2-Day Professional Negotiation and Business Building Seminar

### Dates:

April 4 and 5, 2013

### Location:

The Professional  
School of Business  
22 East Willow Street  
Millburn, NJ

### Time:

8:30-4:30 PM

### Instructor:

Isabelle Perkins

### Cost:

\$199

### Registration:

To register just go to:  
[proschoo.com/cne](http://proschoo.com/cne)

Or Call: **973-564-8686**

### In this designation course students will learn about:

- **Professional negotiators** - what they do differently vs. average negotiators and how they get better results for their clients and themselves
- **Competitive Bargaining** - understand the "tough" approach to negotiating, when to use it, and how to handle that highly competitive hard bargainer across the table
- **Collaborative Negotiating** - learn collaborative negotiation techniques and why this "win-win" approach leads to better outcomes for both parties
- **Persuading and influencing others** - learn proven persuasion techniques that will help make you a much more effective negotiator
- **Psychology of buying** - the "whole brain" approach to influencing the buyer's (and seller's) decision-making process
- **Planning for negotiation SUCCESS** - you have a marketing plan, an open house plan and a lead generation plan; now you will have a negotiation plan to give your clients confidence in your ability
- **Confidence Building** - gain confidence in dealing with *any* negotiation situation - in real estate or outside real estate (these approaches work for *any* negotiation)
- **Innovative business-building approaches** - expand your thinking and value of offerings with new client protection approaches and service fee options
- **Getting answers** - learn how to ask the *right* questions that get the answers you need in your real estate negotiation

### Extra Benefits:

- **CNE designation awarded at end of Day 2 (immediate marketing benefit)**
- **300 pages of negotiation and CNE marketing materials (no extra charge)**

-And-

### 12 Elective NJ Continuing Education Credits\*

\*This course alone will not satisfy your continuing education requirement. It is your responsibility to determine how many continuing education credits you need and which courses will satisfy your continuing education obligation for license renewal.

**Don't Be Disappointed  
Register Early!**



The Most Critical Skill in Real Estate