

RENE Certification Course: Outline & Description

(Update: June 2020 – V2.0-2020)

Information

- \$60 USD per student royalty
- 2-day Classroom or Virtual Delivery
- ABR, CRB and SRS elective

Course Description

The RENE Certification Course is an interactive experience to help negotiators elevate their game! The course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client.

RENE also includes a variety real-world negotiations to help students apply the power tools, techniques and tactics learned in the course. Understanding the tactics and techniques is one thing but learning how to recognize them being done and using them effectively requires practice. The exercises and field simulations provide the foundational experience and practice negotiators need to master so they can effectively advocate for their clients.

The Power Negotiator's Playbook is:

- in preparation,
- being open to options,
- knowing how to effectively work with tradeoffs,
- knowing how to compromise without giving essential components away,
- and reaching a resolution that your client can find acceptable

A "win-win" objective is merely a perception. Power comes from leveraging your options and alternatives so that the client has the best possible choices to consider and knows what the downside could be for each choice presented.

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Learning Objectives

Real estate professionals encounter all sorts of people, personalities, situations, behind the scenes issues, and adverse and competing objectives of the parties.

1. Understand the basic types of negotiations, the phases of negotiations, and the skills needed for successful negotiating
2. Understand and apply the basic negotiating concepts: WATNA, BATNA, WAP, and ZOPA
3. Recognize patterns and tactics being utilized
4. Adjust your communication style to achieve optimum results with any party in the transaction
5. Effectively negotiate face-to-face, on the phone, through e-mail, text, and live virtually
6. Lay the groundwork for a negotiation
7. Identify what information to share and what to keep to yourself
8. Understand the basic bargaining techniques
9. Apply strategies for identifying mutual gain
10. Understand how to reach consensus and set the terms of agreement
11. Secure the best possible outcome for your client and protect their interests
12. Deal with difficult issues

Course Outline

Expectations

- Classroom Etiquette
- It's In Your Workbook

RENE Certification

- How to Earn the RENE Certification
- ABR, SRS, and CRB Elective Credit
- Questions?
- Professional Development Opportunities

Learning Objectives

- Course Learning Objectives

Introduction

- The Power Negotiator's Playbook
- What is a Negotiation?
- When Do We Negotiate?
- A Skilled Negotiator
- Code of Ethics, Article 1
- Know What You Are Negotiating For

Module 1: Golf Clubs – Buying & Selling a Product

- Role Play Exercise (Handout)

Module 2: Process Phases of a Negotiation

- Process is Important
- Four Phases of a Negotiation
 - Preparation
 - Exchanging Information
 - What to Keep to Yourself
 - What to Share
- Bargaining
- Closing

Module 3: What's the Goal? – Assessing the Statistical Probability of Success

- What's Your Game Plan?
- Keep Your Eye on the Ball
 - Several items to consider before you can score a win
 - Aspects essential to consider
- All Athletes Train for the Big Game
- Resource: Negotiating Plan Worksheet

Module 4: Types of Negotiators – Role of the Negotiator and the Ego

- The Other Negotiator
- Recognizing a Skilled Negotiator
- Understanding What the Other Negotiator Wants and Needs
- Seven Deadly Sins of Negotiating

Module 5: Negotiating by Style – the Influence of Personality Style

- The Importance of Versatility in the Negotiation
- Insights & Practical Ideas
- Exercise: Identify Your Personality Style
- Identifying the Styles
- Exercise: Meet the Clients – Identifying Personality Style
- Priority Issues for Clients Based on Focus
- Pace of Transaction & Priority for Different Personality Styles
- Exercise: How Would You Negotiate with Your Clients in these Scenarios?
- Game Plans to Work Better with Analyticals, Expressives, Drivers, & Amiables
- Tips on Adapting to Other Styles

Module 6: Conflict Behavior Types

- Win – Lose
- Five Conflict Modes or Styles
- Never Split the Difference (Lose – Lose)
- Partnering for a Win – Win
- Quick Tips

Module 7: Establishing a Strong Bargaining Position – Positioning the Negotiation

- Dumb Things People Say During a Negotiation
- Three Bargaining Formats
- Positional Bargaining
- Example from the Movies
- Value Negotiating
- Valuable and Valueless
- Creating a Mutual Gain Solution
- Hypothetical Bargaining
- Establishing Your WANTA and BATNA
- BATNA – Best Alternative to a Negotiated Agreement
- Why is BATNA so Important?
- Price is Not Just a Number!
- Identifying your WAP
- Identifying Your ZOPA
- Illustration of BATNA and ZOPA
- Principled Negotiation
- Positional Bargaining vs. Principled Negotiation
- The Wants and Needs
- **Quick Tips**
- **Resources** (Negotiation Preparation Checklist)

Module 8: Negotiating Strategies – Tactics, Tools, and Techniques

- Power Play Strategies
- The Main Power Play Strategies
- Tactics & Counters
- Negotiations in the Movies (“Pirates of the Caribbean”)
 - Lessons

Module 9: How to Break a Tie – Issues of Deadlock

- Deadlock
- How to Move from Deadlock
- Using Hypothetical Bargaining When the Deal is “Stuck”
- Dealing with Difficult Issues
- Neutralizing Anger
- 10 Common Hard-Ball Tactics to Watch Out For
- **Quick Tips**

Module 10: Venues for Negotiations – The Spectrum of Communications

- Communication Options for Negotiations
- The Perils of Using Text and Email in a Negotiation
- Benefits and Risks of Text Negotiations
- Attitude in Communication
- Benefits and Risks of Email in Negotiations
- Benefits and Risks of Phone Negotiations
- Managing Live Virtual Negotiations

- Challenges
- Limited Visibility
- Technical Difficulties
- Privacy & Security
- Helpful Tips

Module 11: Sounds & Non-Verbal Communication

- Sounds that Signal
- Why Sounds are Important Tactics to Use
- Non-Verbal Communication
- Importance of Non-Verbal Communication
- Types of Non-Verbal Communication
- Sending Signals
- **Resources**

Module 12: Gender & Culture – How Gender & Culture Can Impact a Negotiation

- Positioning Basics
- Gender & Positioning
- Cultural Adjustments
- **Resource Video:** “Negotiation Theory & Research: Gender & Race”
- Book References on Cultural Negotiations
- **Resource:** Table Styles for Best Positioning
- **Quick Tips**

Module 13: Tips for Negotiators – Your Playbook

- **Resources**
- Negotiation Strategies & Tips
- **Quick Tips**
- **Additional Resources**
- **Negotiations in the Movies**
- **Negotiation Instruction Videos**

Module 14: Putting the Tactics & Techniques Into Action – Field Simulations

- Negotiating Phase & License Law Issues
- REALTOR® Code of Ethics
- Article 1, SOP 1-3
- Article 1, SOP 1-6
- Article 1, SOP 1-7
- Article 1, SOP 1-9
- Article 1, SOP 1-12
- Article 1, SOP 1-13
- Article 1, SOP 1-15
- Article 3, SOP 3-1, 3-2, 3-3, 3-4, 3-11
- Role Playing Field Simulations Instructions
- Field Simulation 1: FSBO and Buyer Agents (Handout)

- Field Simulation 2: Buyer Agent and Seller Agent – Seller’s Market (Handout)
- Field Simulation 3: Buyer Agent and Seller Agent – Buyer’s Market (Handout)

Appendix – Resources

- Key Points and Take-Aways
- Quick Tips
- Negotiation Preparation Checklist
- Body Language Meanings
- Positioning Basics
- Developing Your BATNA
- Negotiating Game Plan Worksheet
- Four Behavior Types
- The Skilled Negotiator
- RENE Certification – Next Steps
- RENE Application
- Buyer & Seller Counseling Session Templates – REBI Product