



# 2017 Professional Development Session

...Helping our Member REALTORS® Succeed



Course Registration Form

PD.07.2017

## CNE® 3 Certified Negotiation Expert Designation – Seller's Suite



When taking the CNE® courses you will earn a designation with any one of the three (two days each) CNE® courses, and will receive a certificate for each of them. Once you complete all three courses, you will earn the Master Certified Negotiation Expert (MCNE®) designation. Want to learn more about the incredible value of the MCNE® program? » <https://www.youtube.com/watch?v=qpuUOYvHeOg&feature=youtu.be>

### DAY #1: Advanced Negotiation Techniques for Listing Salespeople – November 21, 2017 (9:30AM-4:00PM) Lunch provided

- Learn how to manage emotions in negotiations
- Identify the key emotional factors that can derail a negotiation
- Manage these factors effectively throughout the negotiation on both sides of the table
- Discover how to create value in a real estate negotiation for the seller
- Learn how to claim value in a real estate negotiation for the seller
- Identify how to handle irrational negotiators on both sides of the table
- Learn how to negotiate effectively from a position of weakness on the seller's side of the table
- Discover how to handle the most difficult negotiations in real estate both WITH the seller and FOR the seller
- Learn how to win more listing presentations
- Establish how you can understand the persuasion cycle and apply advanced persuasion techniques

### DAY #2: Cultural Factors in Real Estate Negotiations – Half Day – November 22, 2017 (9:30AM-12:30PM) Lunch provided

- Confidently know when to use emails vs. face-to-face or phone for negotiations
- Effectively negotiate contracts and conversations via email with anyone
- Organize and write emails for maximum persuasiveness
- Reduce or eliminate being misunderstood in emails
- Close more deals using email negotiation

### DAY #2: Negotiating Across Different Generations – Half Day (1:00PM-4:00PM)

Negotiating across different generations in real estate will help agents who are dealing with clients and colleagues from four distinct generational groups: Silent Generation; Baby Boomers; Gen X and Gen Y; and Millennials.

**NOTE:** Course material will be supplied via PDF. For those wishing to purchase a hard copy manual, please email [oliver@thenatureofrealestate.com](mailto:oliver@thenatureofrealestate.com).

### Course Instructor:



#### Suze Cumming

Instructor Suze Cumming is a 30-year industry elder with a diverse tribe of highly successful REALTORS®. Her highly successful Certified Negotiation Expert courses are the most popular in Canada with over 2,500 graduates in less than three years.

### Registration Details:



**Where:** Ottawa Real Estate Board, 1826 Woodward Drive, Ottawa

**When:** November 21-22, 2017 | 9:30 AM - 4:00 PM (lunch incl. both days)

**Cost:** \$329 + HST (= \$371.77) – OREB Members } →

\$329 + HST (= \$371.77) – Other Board/Association Members

\$400 + HST (= \$452.00) – Other Industry Professionals



As a Non-Member I understand that my credit card will be charged the amount as selected above.

Name .....		Email .....	
Company/Board/Association .....		Telephone .....	
Payment By:	<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	
	Credit Card No. ....		Exp. Date .....
Cardholder .....		Signature .....	

*Fax completed form to: 613-225-6420; or, fill-in typeable form, save and email or scan and email to [Kelly@oreb.ca](mailto:Kelly@oreb.ca)*



To register,

go to the **Dashboard**,

• Click on **Pay My Bill**,

• Click on **View/Register Education Courses**.

**Registration Deadline:**

November 15th, 2017

**Cancellation Deadline:**

November 14th, 2017

**Cancellation Policy:** We will provide refunds less a \$50 admin fee for cancellations prior to November 14, 2017. No refunds after November 14, 2017. Cancellations must be in writing to [Kelly@oreb.ca](mailto:Kelly@oreb.ca). You will receive a confirmation email.