



PRESENTED BY THE  
OTTAWA REAL ESTATE BOARD



# CERTIFIED NEGOTIATION EXPERT COURSE (CNE®)

*With Suze Cumming*

### FOR BOARD USE ONLY

TO .....

You are confirmed for this course.

FAX NO. ....

Sorry, Course is **FULL**

#### COURSE OUTLINE:

#### Earn the Certified Negotiation Expert® (CNE®) Designation!

At this dynamic 2-day certification course, you will:

- Gain Expert Skills in Negotiations
- Increase your Competitive Advantage in the Market Place with a Powerful Designation
- Deliver Exceptional Experiences and Outstanding Results to your Clients. The Certified Negotiation Expert now has Canadian content that suits Canada's unique industry.

#### Competitive Win-Lose Hard Bargaining vs. Collaborative

**Win-Win Negotiating** – Understand the differences in these two classic approaches and how to use both approaches to get the best outcome for your client and yourself.

**Psychology of Buying** – Learn how the brain makes purchase decisions and how you can impact both sides of the brain in the decision making process.

**Persuasion Principles** – Scientifically proven persuasion approaches that increase your success rate at influencing others; includes scripts for real estate negotiation situations that utilize these proven persuasion approaches.

**CNE Model and Planning Guide** – Learn how to proactively plan your real estate negotiations for success.

**Case Studies** – See how these principles and approaches are applied in real estate negotiation situations in all kinds of markets.

**Skill Practice** – Get a chance to practice your new skills in a safe environment that will increase your success in the real world.

**Group Discussion Topics** – Innovative and creative approaches are discussed by small and large groups that will help take your business to new levels.

### RECO MCE CREDITS

# 10

### RECO REQUIREMENTS

- You are required to sign-in prior to start time and sign-out on completion in order to receive your credits.

#### NO EXCEPTIONS.

- **FULL ATTENDANCE REQUIRED**

- **CANCELLATIONS MUST BE IN WRITING**

Fax completed form to 613-225-6420

**DATE:** Monday, September 22nd and Tuesday, September 23rd, 2014

**TIME:** 9:00 a.m. – 4:00 p.m. both days (Lunch will be provided)

**COST:** \$300.00 (plus HST) REALTORS®  
\$360.00 (plus HST) Non Board Members

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

#### CHECK ONE

- I am a member of OREB and the cost will be charged to my Board account.
- I am not a member of OREB but I am a member of (Name of Board) \_\_\_\_\_ and the fee of \$ 339.00 is to be charged to my credit card info provided below.
- I am not a member of any board and the fee of \$ 406.80 is to be charged to my credit card as provided below.

**NO TELEPHONE REGISTRATIONS - NO REFUNDS / NO CANCELLATIONS AFTER September 15, 2014**

Name .....

RECO Registration Number ..... Company.....

Telephone No. .... Fax .....

Payment by  VISA  MasterCard Credit Card No ..... Exp. Date .....

Cardholder Name ..... Signature .....