



## **Negotiating to Close**

**Presentation Slide Handout - by Josh Cadillac**

**KAR will not provide printed copies of class materials at the conference.**



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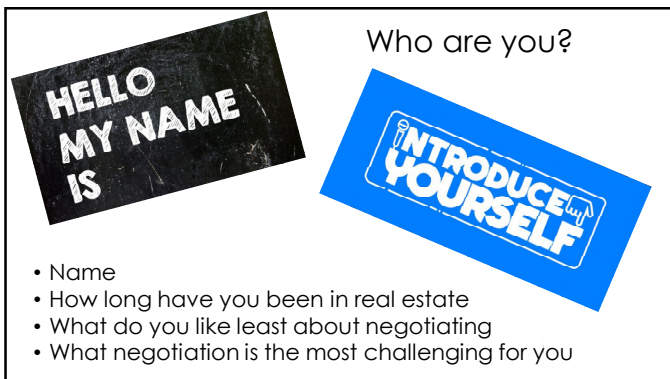
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Why should we listen to you?



Joshua Cadillac  
Broker Associate

ACE, CCIM, CDPE, MCNE, CRS, CRB, ABR, GRI, RENE, SRES, RSPS, GREEN, MRP,  
CSSA, CCFA, CIAS, e-Pro, SFR, BPO-R, C-RETS, CFA Master, TRC,  
CDEI, CVP, LMB, AHWD, C-Rep, M-rep, CPMS, CIPS, DPP  
CAM, LGC, LHI, Leed AP, RRP, LMA, LMR

Top selling agent since 2008

Creator of "The ACE (Accredited Closing Expert)" Series of Courses

Author of "Close for Life" & "The Roadmap to the American Dream"

Negotiating with myself

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**Close4life.com**

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Time to Kahoot!!!

- Open your phones browser
- Go to [www.kahoot.it](http://www.kahoot.it)
- Game pin I will give you
- Create a screen name
- No dirty screen names!!!

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How do you think about Negotiation?



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**NEGOTIATION**



Where do we Negotiate?  
Name some times when we negotiate

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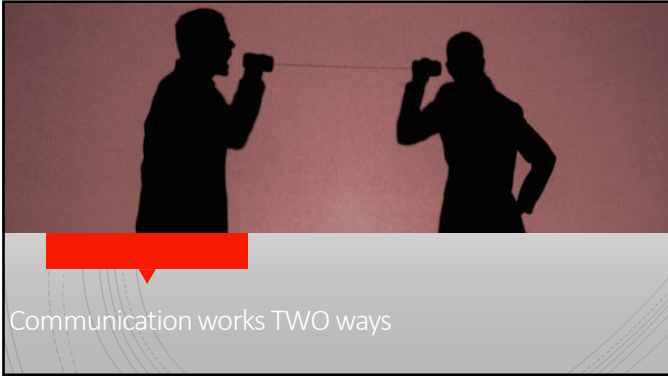
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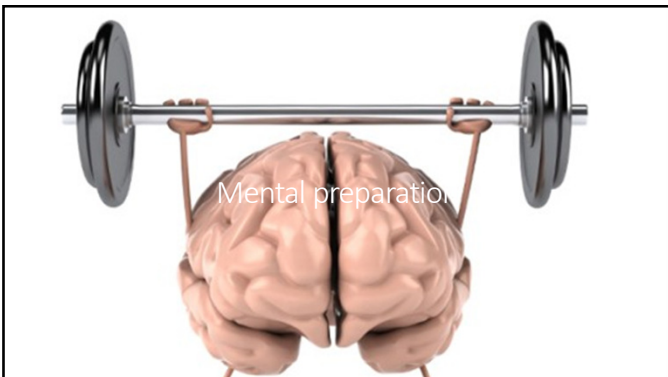
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Care...But not too much  
Be ready to walk

- It's a game
- How are you sitting?

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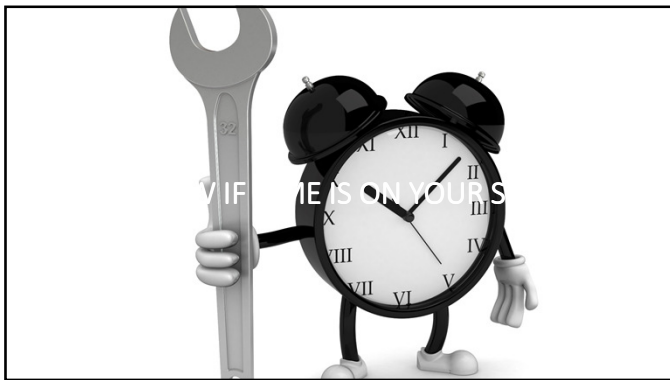
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Alternatives to Accepting Offer

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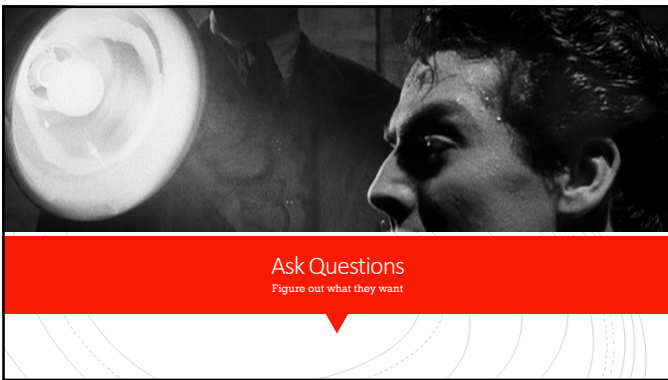
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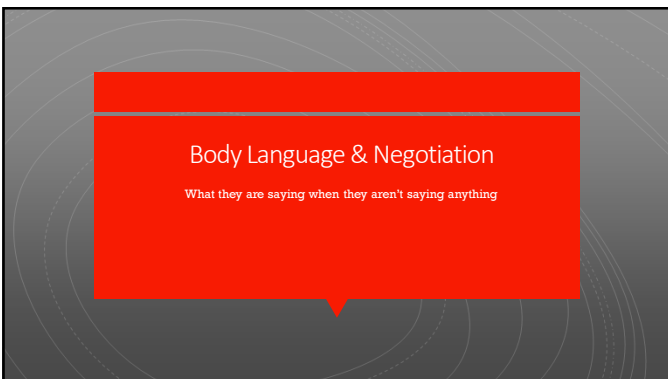
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### What is their body telling you

**IT'S WHAT YOU DONT SAY THAT COUNTS!**



- Are they open or closed
- Are they hiding something
- Are they lying
- Are they aggressive
- Do they need to feel smart
- Do they need a strong hand
- Do they need to think any idea is theirs before they will listen

**BASIC BODY LANGUAGE**

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### Watch the Eyes

LYING CONSTRUCT OR LYING	TRUTH REMEMBERING
<p><b>V CONSTRUCT</b> Constructing images never seen before</p> <p><b>A CONSTRUCT</b> Constructing sounds never heard before</p> <p><b>F FEELINGS</b> Accessing feelings and kinesthetic sensations (touch)</p>	<p><b>V REMEMBERED</b> Remembered images</p> <p><b>A REMEMBERED</b> Remembered sounds</p> <p><b>AI INTERNAL DIALOGUE</b> Talk with themselves</p>



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# Time to read

**Read the room**

- Who is the one asking the questions
- Who is the one giving you most of the feedback
- Who is most engaged with you
- Who is leaning forward in their seat
- Who is making the most eye contact

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Dealing with the decision maker

- What is their motivation
- What terms matters to them
- How do they need to be handled
- Is there an external force
- Do they need to know it all
- Are the others influencers or are they irrelevant
- Is there more than one decision maker

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Handling bad body language

- Be aware of what's going on
- See how things you say affect their posture
- Find issues you can agree on and tie negotiating points to them

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OTHER STUFF TO THINK ABOUT

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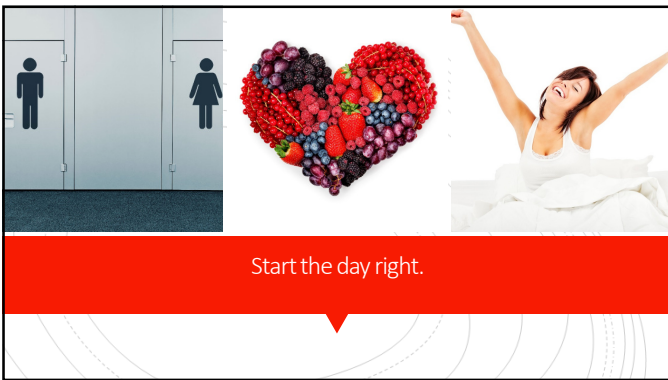
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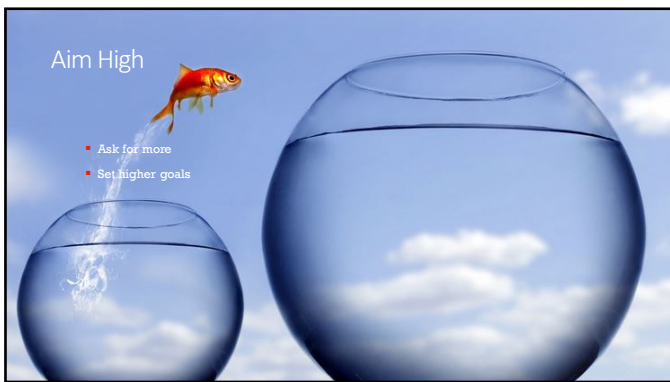
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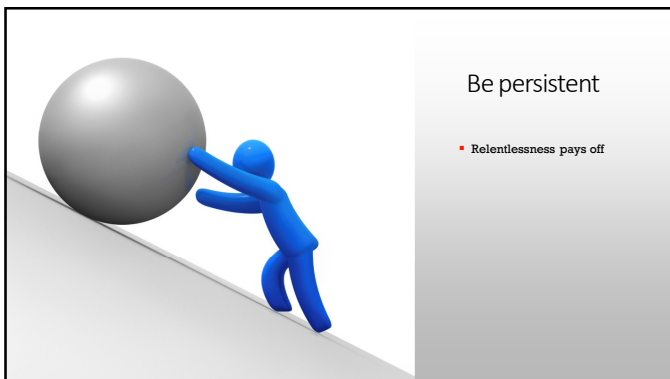
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Recruiting people to your side

- Your more experienced than me
- Can you help me on this
- How would you handle this
- When I was new in the business, I made the same mistake

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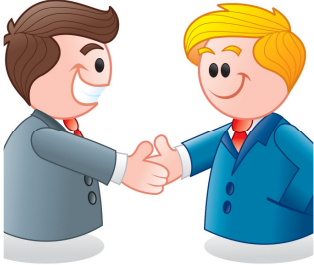
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Make friends

- People like to do deals with people they like
- Relate to what they are going through
- Talk about more than business

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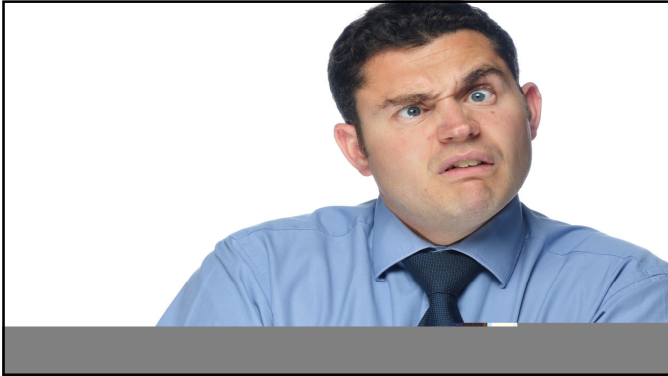
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What's that you say?



Make them repeat the price

- It is how much ?
- HOW MUCH??

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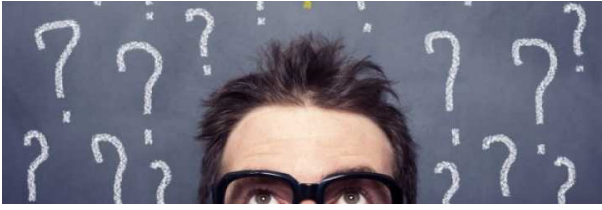
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How did you get that number???

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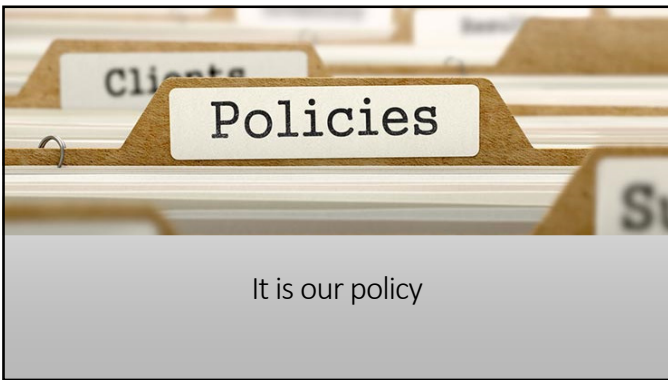
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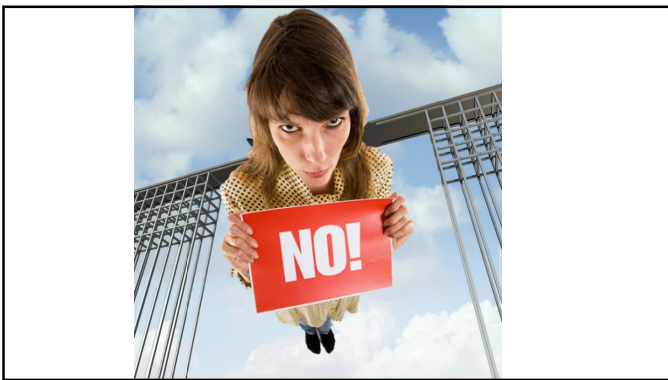
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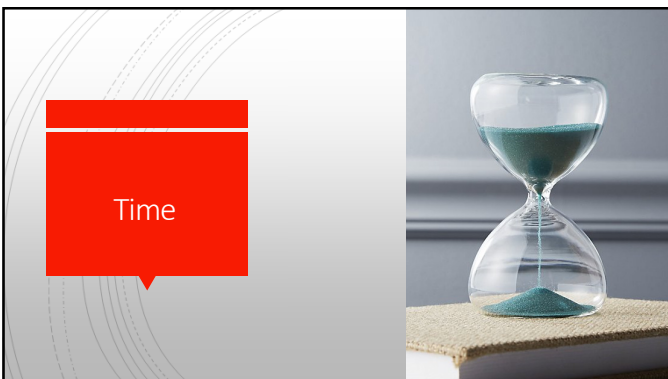
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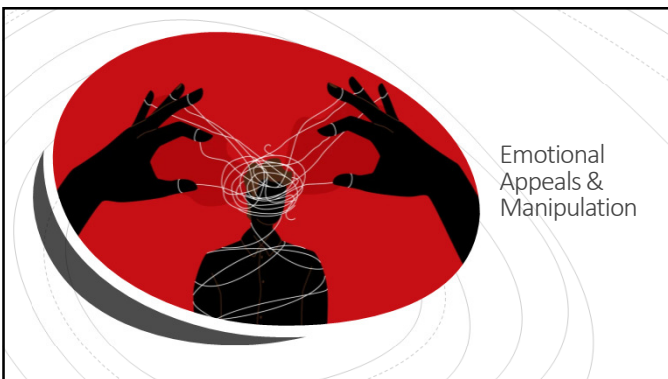
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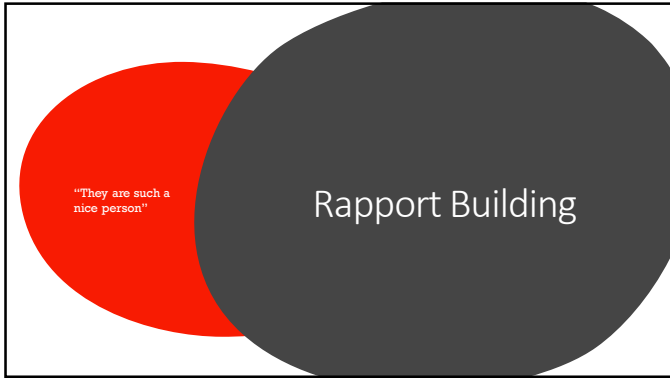
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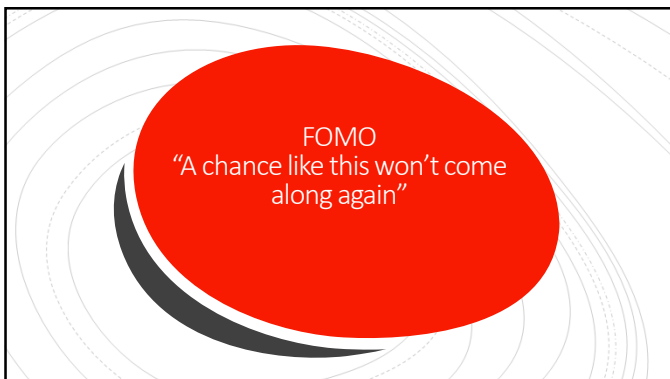
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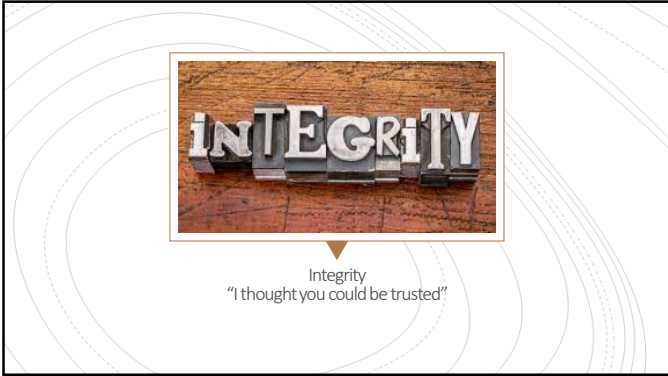
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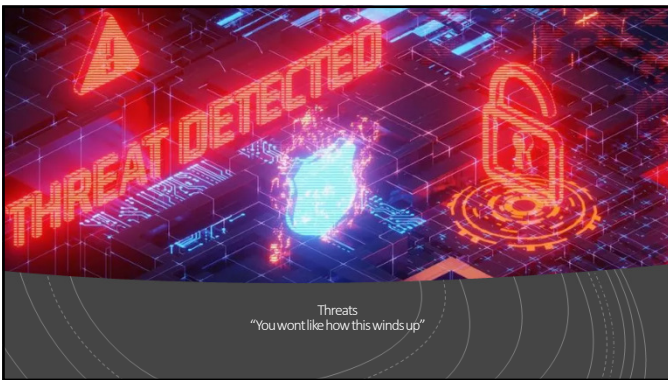
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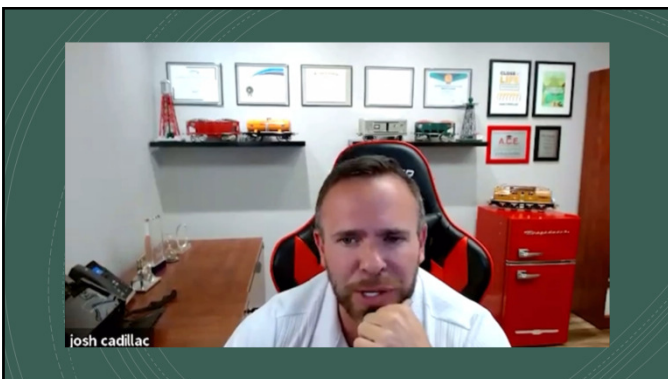
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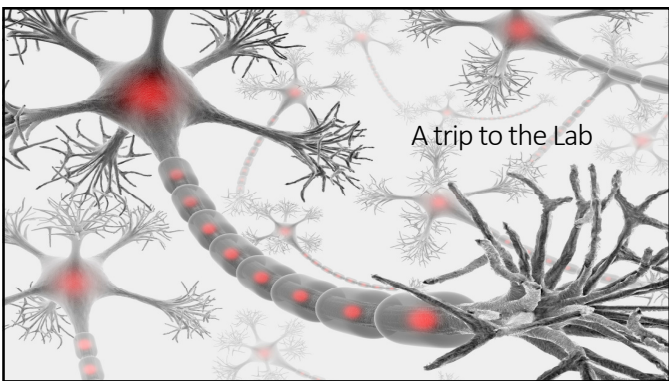
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What can you do to get ahead of the competition? To find the best deals?  
To capitalize and close on the most lucrative properties?



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- ✓ 1 x a month access to Josh to ask questions
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# Q & A

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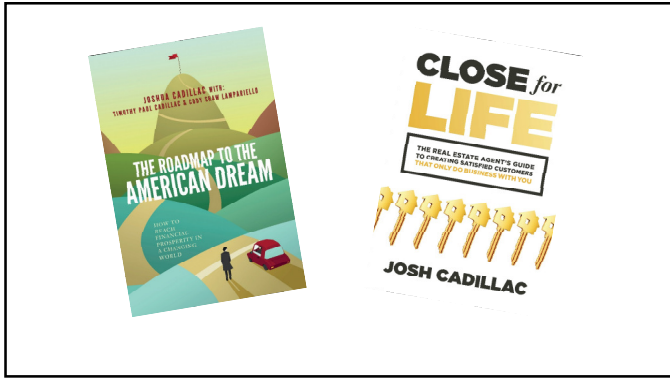
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