

ACE Negotiation 3



Advanced Communication: Negotiation & Body Language



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Negotiation is a part of real estate whose importance can't be overstated. ***Time and time again it tops the charts of skills customers want their agents to have.*** While many courses deal with what to say and what tricks and tactics to use, very few focus on the things that actually give weight to what you are saying. We as agents are the prime representative for our customer's interests in most real estate transactions. Having the negotiating skills to best represent them means going beyond the very basics of learning to "play the hand you are dealt." A good negotiator reads the other players and the room just as much as pay attention to his own cards. In this class we teach you the skills and how to be aware of all the things that will enable you to get the best possible results for your customer. You'll learn how to be the true negotiating advocate that all research says they are looking for!

Learning Objectives

At the end of this course, the student will be able to:

1. Explain why non-verbal communication with a customer is so important.
2. State the **% of communication** that customers receive via the agent's body language.
3. Explain how a customer's brain processes new information, aka, 'judges' the agent upon initial meeting.
4. Explain the significance of the other people in the room where the real estate deal is being negotiated.
5. Explain facial expressions and why they are significant to the customer's mindset.
6. Describe how the OTHER side of the transaction may benefit from (your) the agent's body language.
7. Describe how the seating placement of those involved in the negotiation makes a difference.
8. List the different types of negotiating styles.
9. List visual clues of body language and their meaning (to the agent, to the customer).
10. List the actions a Real Estate Professional can take to have a positive impact on their own body language, non-verbal messages they are sending.
11. Describe Proximity and how it impacts your customer's comfort level during a negotiation.
12. Explain tonality and why yours matters and why the tonality of your customer matters.

Timeline

Introduction	10 min.
Chapter 1: Non-Verbal Communication and why it matters	20 min.
Chapter 2: How do we use Body Language in Real Estate	30 min.
Chapter 3: Gauging the Other Agent or Customer "Reading the Room"	30 min.
Chapter 4: Body Language and Negotiation	30 min.
Chapter 5: Body and Tone: What is yours and theirs saying?	30 min.
Chapter 6: Having Good Nonverbal Communication Skills	40 min.
Closing/review	10 min.
Total	200 min. (4 hours CE)

Introduction

Forward

VISION

In our extensive interaction in the real estate market both as consumers and practitioners we have had the experience of seeing both the highs and lows of service and professionalism in the real estate industry.

One common thread we have realized is that professionals close deals and closers are professionals.

We developed our courses as a means of setting a definitive road map guiding Realtors to recognize and develop the practices that are common to professional “deal closers”.

Our mission is to bring a level of professionalism into a profession that at times sorely needs it. We are the caretakers of our clients’ most valuable assets and as closers, as an ACE (Accredited Closing Expert) we hold this trust sacrosanct.

That being said, we have attempted to use a little humor throughout this book to make it a little easier to read. Some may say this is unprofessional as professionals never laugh, wear a permanent scowl, and eat nothing but a diet of rusty nails. The subject matter we go into here is often dense and we wanted to take some pity on you having to read all of this. We hope a little levity will not only make it a bit of fun but also help you to remember it.

Expectations from attendees of this program:

- To endeavor to conduct every transaction in the most professional and effective manner for, most importantly, the consumer (customer) but also extending to the other professionals with whom the transaction requires you to interact.
- To continue to educate yourselves at all times on the ever-changing aspects, both legal and market related in their industry.
- To clearly keep in mind the goal of the transaction and not get bogged down in the minutia and personalities that tend to distract from that.
- To find solutions and solve problems not to doubt and aggravate issues.
- To not be afraid to say “I don’t know” once but never twice.
- To work within the realm of your expertise.

Purpose of this Course

To give you the tools to negotiate with and for your customer in a more effective way. The nature of our business is such that from the second we make contact with the customer a negotiation for credibility has begun. We want you to have what you need to not just convince the customer that you know how best to represent them, but to actually be able to do it. This course will look at parts of negotiation that are often overlooked or you are just supposed to somehow know on your own and gives you a clear roadmap of how to not just recognize them but also, use them for your customers benefit. The purpose of this course is to make you the best possible asset for your customer you can be.

Overall goals for the Real Estate Professional

Confirm that you are familiar with underworld messaging techniques to clearly determine when someone sleeps with the fishes.

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Chapter 6: Having Good Nonverbal Communication Skills

Closing/review

Chapter 1:

Non-Verbal Communication and why it matters

Words are really important right? I mean it seems like there isn't a romantic comedy ever written where at some point a guy isn't chasing after a woman screaming "what did I say" right? We give a lot of thought and time to our words. Parents arm their children with sayings like to "think before they speak" (well at least my dad did....all the time...still not sure I've got that lesson down yet), you



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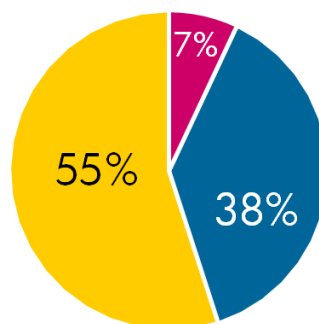
have two ears and one mouth so you should listen (to other people's words) more than you speak, and even something about sticks and stones discussing words ability to hurt us. Yes, it does appear words get a lot of big press when we are kids, but it doesn't stop there. In real estate we spend tons of time trying to pick just the right words to use to get the results we want. We use scripts and role play them to try to deliver our words in just the right way. When we get to the MLS and start discussing typing in a description many agents seem convinced if they just turn the right phrase there in the description they will get the property sold.

It goes beyond these couple of instances though for most people. Let's be honest, who hasn't thought after an argument something like "oh, I soooo should have said....." Convinced if we had we would have given them the proverbial smack down and won the argument. Or have you ever had to give a speech or toast? If you are like most people, when writing it, you obsessed over getting just the right combination of words together to make your point. The same can be said for wedding vows and countless other things where we are convinced our words are what will win the day. Even when were young and trying to work up the nerve to talk to that person we are attracted to, we were all trying to think up that perfect thing to say that would "make them like us." All of these are examples where we give a lot of thought or at least concern as to our word choices because the stakes are high, and yet two people can say the exact same words in many instances and walk away with completely different results.

It seems there is more than just words at play in our conversations, discussions, arguments, lives, and negotiations. ***In no place is this more evident than when it comes to trying to convince a customer that you are the right agent to work with.*** Very often two agents can go into a customer consultation with nearly identical information and presentations and yet the customer walks away with a vastly different experience of the two interactions. What really illuminates the power of the nonverbal portion of communication is when an agent uses a presentation they had used unsuccessfully in the past with customers or other agents but because of experience and confidence get much better results now.

I know in my case I could use identical words from negotiations in the past today and achieve much more favorable responses. The reason why this would be the case is that my word choices back then weren't that bad (they have improved with time and experience) but the other things I was doing without realizing it were pulling away from the potential power of my words. To liken it to a baseball swing it is like when you learn to incorporate the rest of your body (your legs and hips) into swinging the bat, all of sudden the balls you hit start going much, much further. Basically, the exact same things you were doing well before gets amplified results because now you have added the synergy of the whole body working in concert together.

So, what is this difference making thing that gets us these better results? Well to take from the example above, it is incorporating the rest of your body into your swing. This doesn't just mean body language it also adds tone, proximity and the culture of the person with whom you are negotiating into the mix. **We want to give ourselves the best possible approach to our negotiations for our clients** and so we need to figure out how to get past just our words and "get the rest of our body into our swing." So, does this involve our legs and hips? Well contrary to what Shakira might declare, typically people do not judge truthfulness from someone's hips although I do believe hers would never tell me a falsehood somehow. But how you use your hips and legs are all part of an overall experience people have of your interaction. How much weight do these other things; besides words, have you may ask? Well, the amount may surprise you. According to a study done by Dr. Albert Mehrabian more than 90% of the weight people give our communication efforts comes from nonverbal elements. That is a pretty hefty total considering how much time we spend sweating the words isn't it? No, the irony is not lost on me by the way as I sit here trying to carefully choose the right words here in writing this book just how frequently this word thing grabs all of our attention.



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

So, why does nonverbal communication and especially body language have so much power? Well, it harkens back to an old saying that a picture is worth a thousand words. People see what your body is saying and that alone is conveying a thousand words worth of meaning to them. **Likewise, the**



same principle works for that customer you're working with!

Think about how much you would have to say to try to convey to someone else and build this picture in their mind. It wouldn't be easy to get the clouds, the palm trees, the color of the wood in the dock, and forget trying to describe the color of that sky or that gorgeous water. There are so many elements in just one picture right. That whole picture/thousand-word correlation seems to be a pretty accurate gauge maybe. So, is what I am saying that our bodies give people a picture that it would take a thousand words to undo? No, it's much more than that.

If our bodies were fixed during the entirety of a negotiation, presenting one picture, that would be a lot but not insurmountable, but our bodies aren't fixed. Our bodies are changing position constantly in a negotiation and putting information out there for everyone to see. Basically, our bodies are broadcasting a movie to whomever we are negotiating with whether we realize it or not. We know that we can tell all sorts of stories just with facial expressions. Nowhere is this more evident than in the highly evolved modern method of communication that we as an enlightened society have developed to truly express the depths of meaning in our soul. Do I mean quoting Shakespeare at an opportune moment? No, we have moved past that to far loftier methods. I am of course discussing the global communication phenomenon known as the "emoji". These little guys are a testament to how just a facial expression can convey simply and easily what we say much more effectively than words can. If we know this is true then why aren't we trying to master the emojis we are sending people from our own face when we are negotiating?



It doesn't end there though. Facial expressions are just a small part of the body, but lest we go too far down the rabbit trail of body language, let's circle back and discuss that is also highly influential in how words are perceived: tonality. It is not what you say but how you say it that matters is an old saying, and according to the study we looked at above this appears to be a true statement. You can deliver the EXACT same words and just simply change your tone and come up with completely different meanings. Give it a try and you will see what I mean. Here are a few phrases you can say whose meaning changes with different tones you use. How many different meanings can you come up with for these?

- I'm happy.
- Have a great day.
- I'm fine.
- No, I understand.
- Commission is non-negotiable.

- Let's cancel the deal.

The first ones for most people are easier than the last ones, but make no mistake about it, your tone is just as important with getting across your meaning for these last ones. If you are not getting the business results you want, your tone might be a potential culprit worth taking a look at.

What we want to have in a negotiation or presentation to a customer is a consistent message being sent out across all communication avenues of our body. There are two ways to do this the first (which I don't recommend) is to become a very accomplished pathological liar, and the second (which I do believe in) is to ***be organic in whatever you are saying***. What do I mean by organic? I mean saying things we believe in, in such a way that our natural body language and tonality will automatically line up with What we are saying. In other words, rather than trying to learn to control all of the tiny micro expressions and inflections in our voice to convey a consistent message for something we don't buy into, why don't we find something we do believe in and let our bodies and tone go to town showing people just how strongly we believe in it. Being organic is just that. Saying "stuff" you believe to be true and not being afraid to let your body and tone confirm this. What things do an organic negotiation or presentation require? Here are a few of the most important things:

- It must be natural.
- You must believe what you are saying.
- You must believe in yourself enough to show your belief in what you are saying.
- The better you are at this the more weight and credibility people will give to your words.

So now that we have an understanding of what nonverbal communication consists of and an idea of the power it has in our lives let's take a look at how human beings use body language on a daily basis.

Chapter 2:

How do we use Body Language in the Real Estate business?

That's an easy question. How do we use body language? The answer is: a lot. First let me tell you something you may not already know about yourself. You judge. Yep, you do. You look at people and automatically start making assessments of what that person is like. I mean we all know the saying to, "judge not lest ye be judged" right? So, why do we do all this judging? Because it is how the human mind is built. I know there are people out there that take pride and pleasure bucking stereotypes and in how different they are than what people expect and not judging a book by its cover but isn't that just another type of person that we can lump in a group of people trying not to be lumped into a group of people.

An example would be needing a last-minute babysitter for your 2-year-old after the one you had scheduled cancelled. If the person that showed up in response to your add was a guy that was 6'8" tall, 290 lbs., looks like he just got out of a fight, smelled like a quart of whiskey and garbage, and had an obscene tattoo on his forehead odds are you have just decided you didn't really need a babysitter tonight. Is it possible that the reason why this person looks like they just got out of fight is because they did. They saw someone getting mugged and ran to help and in the process got hit on the head with a bottle of whiskey that then spilled all over him and then got knocked down into some garbage and didn't have time to change. You may say ah but yes the tattoo though. Well that happened as a twisted joke from a friend of his that roofied him and had it done to him while he was passed out. He finds the tattoo despicable and is scheduled to start the removal process in the morning. Is this explanation possible? Yes, it might be. The reality is though we are immediately making assessments about this person as soon as we meet him based upon the category he most likely falls into according to our life experience.

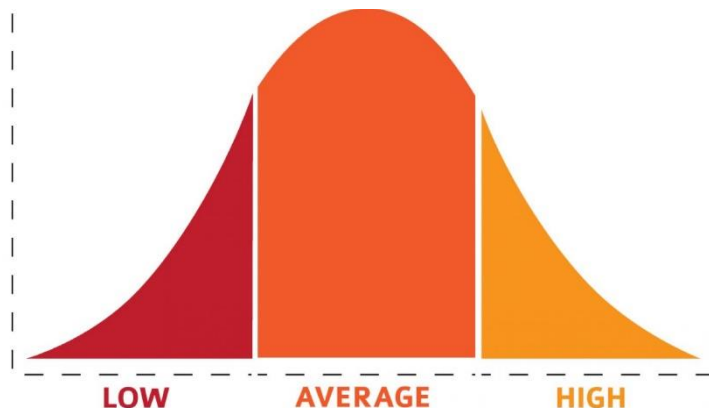
Why do I bring this up? To make you feel bad? No, to make you realize this is going on all the time. We assess people and then reassess them as more data comes in. The human brain is very adept at this, and all people do this. The folks that espouse the withholding judgement are asking us to act counterintuitively to the way the human brain is wired. Does that mean we shouldn't attempt to withhold judgement that is a philosophy question and not why I am bringing this up in this book. The reason I bring this up is because the folks that are champions for withholding judgement are a small subset of the population. Which means that it is critical that you realize that the vast majority of people

you will talk to, negotiate with, or interact with in any way will be judging you. Honestly, I think the non-judgy people will be judging you too as they seem to be pretty judgy about the people they think are too judgmental as well. The big take away here is people are looking at you and making assessments about you from any little thing they can pick up to put you into a box.

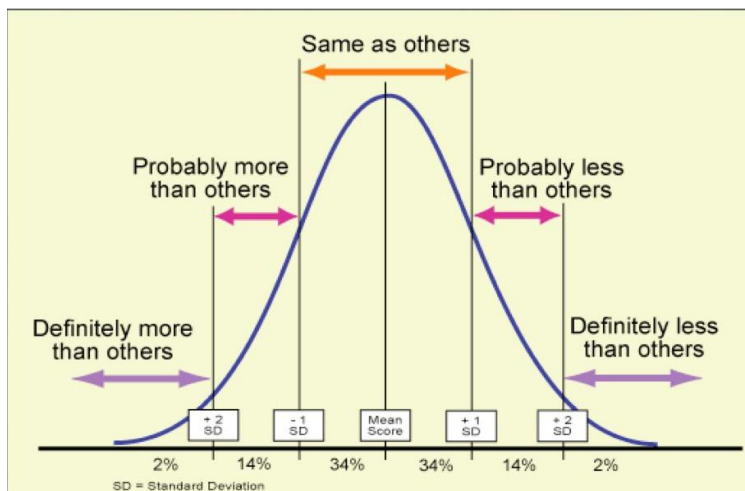
Why do they want you in a box? The human brain has to deal with incredible amounts of data and is required to make important decisions with insufficient data with very little time. There isn't the little loading circle they have on computers to allow your brain to work through stuff. We have developed our judgement through the course of our life to help us. It is a self-defense mechanism to help keep us safe. Basically, it is a quick reference response based upon all the experiences or things we have seen and heard in life to help us steer clear of danger. This is why people get 'gut feelings' about people and things. That being said, we need to recognize that we are being judged and we want to do all we can to have those judgements go the way we want them to. In other words, we want to set up our body language to give us the best possible opportunity to get a positive result from someone else's judgement process.

As a quick aside to what we are discussing: When it comes to this process body language is super important but not the only thing that dictates the brains response. If you seem one screaming and shaking their fists in the air after getting into a car accident you can assume he is mad, and your mind will tell you to protect yourself and stay away. If he is doing the same thing at a sporting event you are at you may conclude that his team may have just scored, and if you share a rooting interest and stand to close you may be in line for one of the few venues where hugging a complete stranger actually doesn't seem too weird. So, in addition to body language and tone we need to be aware that context colors how things are understood.

Back to how and why all this judgement is done. The brain gets presented a situation and despite what your college experience might lead you to believe it does some major statistical analysis on it based on all collected data to this point. Your brain is not so concerned with being 100% accurate (as that would take a lot of time, detailed research, and probably a detailed review of their internet browser and Netflix history) as it is giving you the most likely outcome. That allows it to make data rapidly and allows you to make very quick decisions based on limited data. Seems like a lot to get our head around, yet this is what our head is actually doing all the time. It is basically working with many folks' nemesis from statistics class: the bell curve.



Your brain is basically saying based upon our experience there may be many outcomes that could happen, but these are the most likely. Based on what is most likely, this is what we should do, or how we should feel. If we meet someone our brain will do the analysis and create a bell curve to let us know if this person is similar to other people we know and like being around and interacting with. It would look something like this:



Example: A long time real estate investor from New York that owns several buildings there is coming into your office. He is interested in one of your listings. You haven't met him or spoken to him. The receptionist left, took the message for you to let you know he would be at your office at the end of the week. He said is he is very interested and only negotiates with listing agents. What is your knee jerk reaction to what this person will be like? The human mind is amazing isn't it?

The really cool thing with all this statistical data analysis our mind does is that it is not set in stone. As the mind collects data it automatically changes the bell curve to reflect the new information. Anyone ever meet someone and not liked them only to get to know them better and become close? This means that just because you may blow it on your first impression doesn't mean you are out of the running. If you are paying attention you will pick up on the body language data your customer is giving off that they didn't like what you said or did and can adjust yourself going forward to interact with them in a way they find more compelling. To be an effective negotiator we need to be aware of the bell curve and do all we can to be on the winning side of it.

The place where much of the data that we collect to make our assessments is from the non-verbal category especially initially when we meet someone. It gives us a ton of data to try to figure out where this person fits in our bell curve. If you are preparing to negotiate something you want to make this assessment in advance so you can try to determine how best to present your case to this person. Using body language and non-verbals to help us, many people seem to feel is like cheating or playing "dirty pool". Much like anything else if you are misusing it or using it to hurt people then it is a bad thing, but if you are using them in the way we hope you will it is actually an act of courtesy. You are trying to gauge your listener to make the best and most compelling case you can based on them and what will be most appealing to them from the information you have on hand.

In order to do this though we have to get our head out of the sand and really be aware. The information to help you be a more compelling negotiator is out there. It flows off of the folks we negotiate with in waves, but most agents are so concerned with making sure they remember where they left their supra key that they let this information slide right by them without heeding any of it.

To be the most effective negotiator we can be for our customers - the critical life skill we need to master is to slow down and start paying attention!

Chapter 3:

Gauging the Other Agent or Customer “Reading the Room”

When it comes to negotiation nothing is more important than the other person. They are the one you are trying to convince that your offered position is the best thing for them. Most agents want to make the negotiation about themselves. They are thinking about how they are; do I have all my paperwork with me? should I have worn the other belt? was today really the day to switch to the all-natural deodorant? We just talked a lot about being judged in the last chapter, so I am not going to tell you that those questions don't matter. The question is WHEN do they matter, and the answer is: They matter before you enter the room though and they end at the entry way. All of those things needed to be dealt with prior to that. If not then I go back to the man I lovingly refer to as big Juley (Julius Caesar) who said “alea iacta est” not so helpful in Latin you say? You may have heard it as “the die is cast” As I am preparing to meet the other side my concern switches from my preparation to them. **They are what matters**, and this switch happens as I enter the door.

We discuss reading the room in ACE Negotiator 1 but here we need to go deeper and really see how to do that well. The first thing you need to do to be the best advocate for you can seem simple, but agents get it wrong all the time. You need to enter the room well. You do this by having your head up on a swivel trying desperately to harvest as much data as you can to help you to prepare your presentation to be as well suited for success for the listeners you are getting ready to interact with. The things we need to assess are:

Who is in this room: Who will we be speaking to? How many are there? We need to know who these players are as best we can. If we don't know who some of these people are we need to find out their names. Get introduced. “Hi Bob and Jim, good to see you. Who is this?” If they don't volunteer what the persons role is you should do this very complicated thing called asking. Here are a couple of ways to do it depending on how your relationship with the people are: They say her name is Mary. You can ask Mary “What do you do here Mary?” if you know the people you will be negotiating with and can have some fun you can say something more like “Ah, Mary I finally meet the brains of this operation” or if you are dead set on being uber professional you can ask “what is her role here?” To use a baseball analogy: I want the other team's roster before I decide on how I'm going to pitch this game. The next thing to look at is going to be:

What are their facial expressions like: This is a very important clue to use to assess how this interaction is going to begin if not how the whole negotiation may be. If the expressions are very stern and serious there can be several reasons for that. It doesn't necessarily mean we will be going to war. Remember most people start to negotiate being worried about themselves. This means their facial expressions may be a reflection of them being worried about if they have the PTX report Mary is going to be asking for and if charcoal really does keep your arm pit sweat from stinking. Often also people are nervous when a negotiation begins and so I personally like to try to make things funny as early as I can to try to loosen up the room and see if the facial expressions soften at all. Having a sense of humor with people that are tense and helping them to realize this doesn't need to be war helps them to feel better about the direction the negotiation will be going and allows you to adjust their bell curve of you to hopefully more like the kind of people they like. Never forget: **People like to do deals with people they like.** It's okay to be likable.

YOUR Customer benefits, if the OTHER side of the negotiation likes you!

How are they dressed: This can tell you a lot about people. How most people dress is a conscious decision. It lets you get a peek into the types of decisions they make when they have some autonomy. If they chose to dress to show their taste then they are the type of person that thinks that conveys things about themselves they want people to know. If they dress to be comfortable they think their comfort is more important than the opinion of the person they will be speaking to of how they are dressed. We live in a more and more selfish society where dressing to please oneself is lauded versus dressing to show respect to the person you are meeting with, so that is a factor. One way or the other it indicates indifference or self-absorption. If they are dressed to show off the cost of their clothes or jewelry this is usually an indication of an ego situation. They need you to know how great they are doing.

The Inverse of this is important to consider as well. People will be judging so we need to look at how we dress as one more tool in our arsenal. Depending on the negotiation you may want to dress down some. It is sometimes a good idea to be underestimated Columbo style. In other cases if the egos are big in the room you may need to go in showing that you deserve a seat at the table. There will be time enough to dress for yourself when you retire young from all the great negotiations you've had, for now we dress to negotiate most effectively. How we dress is often measured with our exuded confidence level. If you are dressed down but exude a ton of confidence people tend to think you must be successful and have earned the right to dress down. If you are new, dressing professionally shows the other side respect. For many people they feel like If you think you will come to me and sell me something wearing a pair of shorts... you out of your mind. They will smile and be nice and then go do a deal with someone in long pants.

What is your sense of the room: For this we are looking for your feeling of the room. If you had to describe it, would you say the atmosphere is warm, cold, tense, etc. We want to run things through this filter to decide how to begin. Our brain gives us this sense by passing tons of information. It is not a good idea to just ignore this. How the room feels is an amalgamation of all the factors in the room we have picked up on and is really important to consider prior to entering into the discussion. The question you want to ask yourself with this one is "why am I getting this sense of the room" or "what is giving me this sense of the room." Identifying what is making you feel this way will enable you to strategize how to either maintain what is giving you a good sense or deal with and adjust what is making you feel uneasy.

How do they talk: This can be a super helpful tell. Do they speak with an accent? If so where is it from? If it is from a different country, what do you know about how they negotiate in that culture? We always want to try to understand the other side. If there are cultural differences we want to be aware of them and come up with strategies that are effective in those places. If they are from different parts of this country the answer is the same. In different parts of this country people negotiate differently. One question that is important to ask is, is the accent real or “put on”? People sometimes put on a fake accent when they negotiate as they feel it gives them some kind of an edge either in personal confidence or how they are perceived. Often times people will start talking like a “tough guy” to try to intimidate. This is classic bullying behavior and should be dealt with accordingly.

Are they well groomed: This is a lot like the clothing they chose in that it gives you insight into the individual. They have the choice as to how they present and take care of themselves. Paying attention to this will help give you insight into the player such as how well they value themselves, how seriously they take this meeting, if they feel the need to be a social rebel, or that they don’t pay attention to the details just to name a few things. Taken by itself this is not enough to give you a firm read on the person, but it does give you evidence to formulate the judgement calls you will need to make.

Do they try to distract: This is a specific type of dressing or behavior designed to reduce your focus on the situation at hand. People do this with things like gaudy jewelry, revealing clothing, being flirty. There is a reason why the beautiful people work in the sales offices, and they are always well dressed, wearing appealing clothing etc. This is a negotiating tactic designed to make it harder for you to say no to the good-looking folks. When you find yourself in a situation walking into a room where distraction is trying to be used on you remember it is a manipulation tactic.

Do they try to intimidate (verbally or mentally): Bullying is a negotiation tactic and there are many forms that it can take. Dealing with bullying depends on the type that is happening in the moment, the person deploying it and why. In the case of verbal intimidation, it is often a test of your metal to decide whether or not you are a person worthy of respect. They are wondering if you will “take it” or not. Responding to this will depend upon the person. Sometimes a knee jerk response of some form of “no this is unacceptable” is required. If it is the kind of person that uses their voice to intimidate do not be afraid to turn your volume and tone up to match them to show you are not the least cowed by them. If the customer is used to getting their way by verbally bludgeoning you to death (repeating things over and over and over and over again) the answer may be to listen and then repeat what you said previously then they will say the same thing and then you say the same thing. Basically, this last method of outlasting them is frustrating but it can be effective with these folks as it is seldom employed on most of this type of verbal intimidator.

Mental intimidation is usually someone going out of their way to show you how smart or successful they are to try to make you feel out of your depth in the negotiation. There are many ways this can be done though. From making you sit in a lower seat to one upping your stories. In these situations remember the person across from you still puts their pants on one leg at a time and while they may be enamored with themselves you will still need some convincing on that topic.

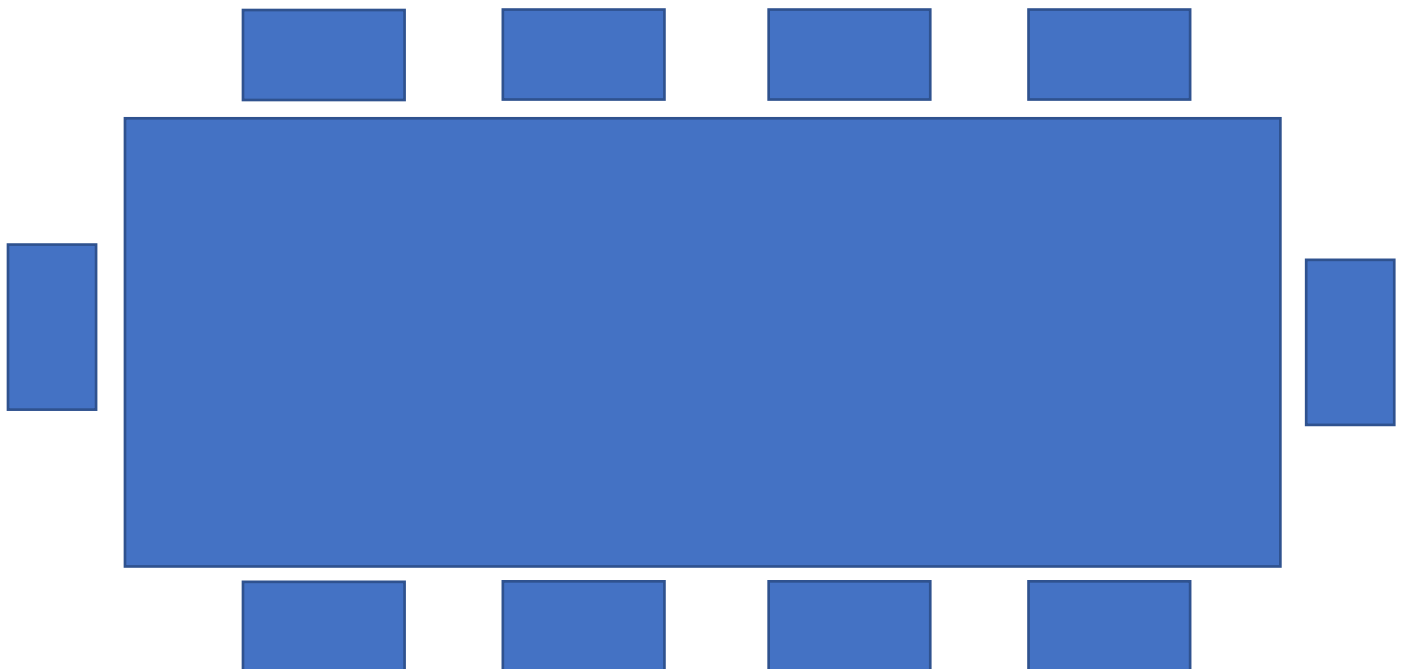
Where are they sitting: This is an interesting thing because it gives you insight as to how they have imagined this meeting going in their minds. You want to always try to assess who the decision maker is and sit in a way most conducive to communicating with that person. If they have sat in a way

that insulates you from the decision maker you might ask “can I come to that side I have some charts and statistics I’d like to go over with you.” How they are positioned could be sheer coincidence, so be careful giving too much weight to this one small item. It is a piece of the sense of the overall room that we are trying to develop. The seats people picked may be simply somebody picked the seat closest to the donuts because what’s more important than these fried delicious confections? If you said “not much” you are absolutely correct. In a business negotiation though people usually have a reason for why they are sitting where they are sitting. You want to figure out what those reasons are if you can.

Where have they left me to sit (was this intentional): This is a two-part question. Part one, by sitting how they have where are they directing or expecting me to sit? From that we need to determine if that is the place we want to sit or not. Does the place left to me offer me some sort of a competitive disadvantage? If not then the seat may be fine. If it does take a different seat than they expect, pick the chair up and move it, or offer to stand. Don’t let them put you in a weakened negotiating position by forcing you to sit in a weakening position.

Let’s look at this together

Class Exercise: Where to sit?



Where might they sit at this table?

Where would you sit?

Run through several different positions for the other side and then in your head figure out where you could sit to make the best-case possible for your customer's position. Don't forget that not everyone at the meeting may be necessary to convince in order to get the best deal possible. In any group there is usually one primary decision maker. They are the one we need to find and convince. As you move people around the table in your mental practice scenarios change the location of the decision maker and see where you can best position yourself to present good body language and be organic.

What is the sense I get of the tone this negotiation will take from my initial impressions: Based on all the information we had tried to take in from our observant entrance into the room what is the gut feeling you have of how this negotiation will go? Do you feel like they are looking for collaboration or will this be competitive? Will you be fighting for every scrap or are the sides prepared to try to make sure the other side walks away happy too? These are important questions to ask as getting this wrong can have you giving away early concessions hoping for a collaborative negotiation only to find out that you have actually given away things and gotten very little value back in a highly competitive negotiation instead. We want to pay attention all the time to train our gut, and then we need to learn to listen to it when it gives us advice. All of these things matter but there is one thing more we should discuss as well.

Do you sense that you have "trust" (moral credibility in the room): This is an important thing to think about as it dictates your starting position in the negotiation. If you are negotiating with your customer (as we do all the time) and they think all agents are only out for themselves and commissions, they will be highly skeptical of anything you say that they perceive is in your best interest. The agent in this negotiation would best be served by starting with trust building at the beginning in order to have the moral authority to give professional advice and have the customer be willing to receive it. The trust crisis is a roadblock to being able to help the customer in the best possible way from the agent's perspective. If however the customer sees the agent as the real estate expert in the room that will give them the best possible advice they can then the need to start the negotiation with trust building is unnecessary, and we can move directly on to discussing the items that we need to talk about.

This is a lot of stuff to pay attention to. If you start from now on it becomes easier and easier to assess these things quickly and come to accurate conclusions which enable you to proceed in the best possible way for your customer. Without taking these things into account you are basically shooting arrows in the dark hoping to hit the target. The worst part about that is the information we need to improve our accuracy is out there in front of us, but agents disregard it, actively ignore it, or worse yet intentionally avoid it by doing things like only wanting to communicate via text message. ***As an agent when you do things like that you are not serving the best interest of your customer,*** you are doing what feels most convenient to you. In this business our role is supposed to be trusted industry professional who aids and advises their customer to achieve the best possible result in the market in which we are supposed to have expertise. Agents violate that position all the time for their own convenience and then want to complain when they are not treated with respect by the populous in general. To earn respect, you have to do work worthy of respect. Paying attention when you enter the room is not a lot to do to improve the quality of your skills. Realize this though, the things we discussed here as ways to get a sense of a room are all things other folks can use on you. We will need to discuss our non-verbal communication too, but first let's keep going from what happens once we are past entering the room and the real negotiation starts.



Chapter 4:

Body Language and Negotiation

Once the negotiation begins the room reading keeps right on going. All the things we picked up on initially gave us the basis for our initial bell curve, but as we see their responses as the negotiation continues we can use that to adjust our model to become ever more accurate. Some things we will be able to assess as the negotiation begins is what type of person is the negotiator(s) I am speaking to. Here are just a few things we can pretty easily pick up from our conversation:

- Emotional
- Rational
- Analytical
- Smart...or not so smart
- Petty/magnanimous
- Lazy/hardworking
- Big/little picture
- Delegator/micromanager
- Is there chemistry between us?



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As we mentioned in the previous chapter figuring out who the decision maker is, is one of the most important things we need to do in the early portion of the negotiation. Sometimes it is super obvious from the beginning, and you can tell as you enter the room. People will defer to them, they will have a seat that shows they are the head honcho, there clothing is much more expensive than everyone else, etc. Other times you will need to be more of a detective during the negotiation to figure out who is the person you need to be talking to. Here are some clues we can look to for figuring out who our decision maker is:

Who speaks first, loudest, & most often: This is usually a pretty good indicator, unless the decision maker is an unusually quiet person, they will want their questions and opinions to be heard and dealt with. For this reason we want to see who the most outspoken players are and consider them the

early favorite for final decision maker. Even if the decision will be made by committee this person has already shown you that they will be the most outspoken of the folks you are negotiating with. You want this person on your side if you can get them there.

What looks do the parties share: This can be a great indicator of what direction your negotiation is taking. This is usually an indication that you have hit on something that was discussed prior to your negotiation that both parties want to confirm the other person picked up on. It could be something good or bad. Your ability to interpret this look will let you know whether to transition to damage control or if you are in position to push to close the deal. Shared looks are important. You want to pick up on these if they occur. As an example, a shared smile is probably a good thing, shared eye roll or looking straight up means you are probably in trouble and need to immediately address what caused this bad body language shift.

Do they interrupt each other: This is a good way to determine who the decision maker is. The decision maker will often interrupt the less relevant parties on their side to get their opinion or question out there. Pay attention for interruptions as they can also tell us about someone's interest levels. If someone is interrupting and leaning in, the odds are they are excited or interested in what we are discussing.

Do they interrupt me: This is an indication that you may not have established enough credibility early on and they feel like what you have to say doesn't matter. That is not the only possible reason for this behavior. The customer may just be excited or rude, but it is good grounds to revisit in your mind what was being discussed. We need to ascertain if the interruption was from lack of respect for what we have to say or other reasons. This will allow us to address these things going forward to eliminate this problem with this other negotiator.

How much interest are they showing in what we are discussing: Interested body language is a culmination of several different things all coming together to show us that this person has interest in what we are saying. We will look more at some of the individual body positions that show interest but for now we are discussing the overall affect. We want to keep our finger on the pulse of our opinion of their overall interest level as we speak. We want to be monitoring for changes to the good or bad in the interest level their body is conveying to us. In this way we can talk more about things that show the greatest interest to them and move away from or reframe things that make them less interested.

Are they leaning in or out and does this change throughout the discussion: This is one of the key body indicators of interest. People tend to lean into a conversation when they are interested and lean back when they are not. This is also one of the first things people that study negotiation learn they need to control. Holding back your signs of interest when terms are discussed gives the other side the impression that you are not that impressed with their offer, and they may need to "sweeten the pot". This can get you additional concessions without requiring you to give up anything to get them. This is definitely a benefit for your side and gives your customer value for working with an agent that understands how to manage themselves in a negotiation.

Dialing in the bell curve

All the clues above help us to determine who the person we need to be speaking to is. Once we have determined that we need to know actually negotiate with that person. ***The way to most effectively do that is to watch for micro expressions to help make your bell curve most effectively match what the***

customer is actually going through. We have to be on our toes and constantly vigilant to maintain our sense for what their body is telling us. Here are a few common things to look out for that will require adjust in our negotiation:

Class Exercise:

What body language shows these

Confusion

Bored

Excited

Angry

Interested

Not interested

Just humoring you

Lying

Preoccupied

Tired

All of this body language tells we need to watch out for in our negotiation. If you find that a bit overwhelming that's not good because I have to say now, "But wait, there's more." We need to not just watch but listen. Tone is really good for helping us interpret body language signals, especially when we are getting a mixed message from the person. What things do we need to listen for you may well ask? Here are a few important ones:

Sarcasm: Sarcasm is the most wonderful thing in the world in a negotiation. By the way, I'm being sarcastic when I say that. Sarcasm basically has you saying something but meaning the exact opposite of what your words would seem to express. This is very important to watch out for as it can have you spinning your wheels with people if you don't realize they are being sarcastic (or its kissing cousin ironic). Tone is the biggest key to determining this usually but there will usually be body language cues as well like looking straight up or rolling the eyes will be a strong indicator that the person is being sarcastic.

Uncertainty: This is something else that you can pick up in tone that will be complimented by body language that helps confirm it. Uncertainty or indecisiveness will usually be accompanied by a higher tone than someone who has clearly made up their mind. They will also tend to use phrases like "uh" and "I don't know" a lot.

Confident: Does their voice convey certainty in their convictions? Do they believe in what they are saying. This can be a good thing in "we can definitely get a deal done here" or bad thing when the person is certain about something that isn't actually true. When someone is confident about something that isn't necessarily, so it takes a lot of work often to convince them of their incorrect position. Usually

the best ways to do that would be to drop hints into the conversation of what the correct information is without calling them out for being wrong. That leads us to our next one:

Overconfidence: It is one thing to be wrong, it is another one all together to be wrong and be convinced that there is no way that could be possible. If you are dealing with someone like that it is imperative to show them that you are a person whose opinions are to be respected. They need to know you take your craft seriously and are the expert in the room. If it is another agent, you need to establish that you are not just some run of the mill agent, and you deserve your seat at the table.

Lying: This comes as a shock to many agents, but people actually lie. Not just people we are negotiating with for our customer but even our very own customers lie, and often times they lie to us. When it comes to body language and deception there are multiple different body language things that can indicate deceit but there is no one fixed interpretation. In other words someone could be using deceptive body language without realizing it and actually be telling the truth. Tone and speech pattern give a good way to help confirm if what their body language was showing is truly deception or not. Deceptive speech patterns tend to be choppy, and pitch is often higher. This will help you try to pick out what they are saying that is true and what is not.

Upset: People do not have to be angry to be upset. Voice tone is one of the best ways we pick this up. Being upset simply being in an emotional state that is less than normal for that person. It could be anger, but also worried, concerned, afraid, agitated, etc. People will often start to speak more quickly with their voice taking on a higher pitch when they are upset.

A couple of other miscellaneous things to look out for are the big talker. This is the person that tells the BIG stories. These folks like to get their ego scratched by getting people's attention with their tales of past deeds. This is an indicator of a person that desperately wants to be important and relevant. They may already be both of those things, but some people never stop chasing the high they get from feeling like they are a big deal. Feeding into that can be something that you can do to make the other person feel like they are getting some of what they want and allow you to achieve more meaningful concessions for your customer.

Similar to big talkers would be the use of bluster. Bluster is more of a negotiating tool to create a give-to-get situation. It is often done where someone promises something they don't really control to get a concession they really want. In other words they promise something they can't deliver in an effort to get something tangible they want. An example of this would be an agent says to the other agent "don't worry about the appraisal, if you get your client to agree to the price I will get it to appraise." Similar statements to this are made all of the time in the real estate industry. The issue with this is one agent is committing to something definite (price once it is agreed to is locked in) while the other agent is giving something that if it doesn't work out only leaves them possibly embarrassed but not actually committed to anything while the other agent's customer has a committed price.

In an altered state: This is a combination of body language, tone, word choice, smell, etc. You want to know that the person you are talking to is in a place where they can actually make a decision and commit to terms. If they are in an altered state you will need to adjust your strategy to make sure a deal can get done. This may mean postponing, asking to speak to someone else, or even requesting an attorney be present for the negotiation.

I think you can see there are a lot of things we can pick up on from non-verbal communication. Here is the thing, when you text or email - you give away the opportunity to use 100% of that information. If we are on the phone, we get the information from their tonality but lose the body language component. Even if we opt for Zoom, we only pick up on facial expressions but most of the rest of their body is usually not on camera. This is not to imply that those other means of communication are not good, viable, and even necessary tools in our industry. You must realize when employing them though exactly what you are giving up.

There is also a double-edged sword component to this as well. When you chose a method of communication that does not give you access to as much information you are also not giving the other agent access to that same information. Many agents are frightened that they will give up more than they will get by being in the same room than they would via text. Therefore, rather than use the information they could get to make the best possible deal for their customer, they opt to go the lazy route, give away less information, and wind up with instead of a great deal, a deal their customer can live with.



Finally, I leave you with two overall things you want to be aware of. Both are basically to see if you are being manipulated in the conversation. The first one is, are they trying to steer the conversation? This when the other side doesn't want to come right out and say something they try to make you bring the thing up. This is a negotiating tactic as it makes you the one that opened the door for something which allows them to plead the moral high ground. An example would be talking with the tenant for the customer, and they wait for you to bring up the property being in nice condition and they start with "well I wasn't going to say anything (sure you weren't you were just waiting for me to bring this up) but the property has a bunch of things wrong with it and I paid \$XXXX to get things fixed....." People often do things this way also because it feels less confrontational and combative. You brought it up so now the topic is fair game. One way to deal with this is to call out their connection. Back to our example: You talk about it being a nice property and they launch into complaining about the repairs. You can chip away from their "I didn't want to mention it" statement by saying something like. I wasn't talking about the property repairs at all, and I don't know how you got there but it appears that you really wanted to talk about that so let's discuss the issues you have.

The second thing to be on the lookout for is for folks that are negotiating with you that have ulterior motives. They are saying one thing, but they want something else from you. An example: they are feigning interest in your customer's property because they are interested in getting more information about them. You want to always try to figure out the why of the person you are negotiating with. Why are they here? What do they get out of this? Is that a good enough reason to be doing this or must there be something else?

If you don't know what the other side gets out of what they are asking, to best serve your customer - you want to always try to find out.

Chapter 5:

Body and Tone: What is yours and theirs saying?

In this chapter we are going to try to get some real-world practice on what different body language mean. We will look at some images and get our overall impression of what their body language is showing us, in addition to that we will look at the individual things that make us come to those conclusions of what they are feeling. Let's look at a few:



What is the overall body language saying here?

What makes us say that?



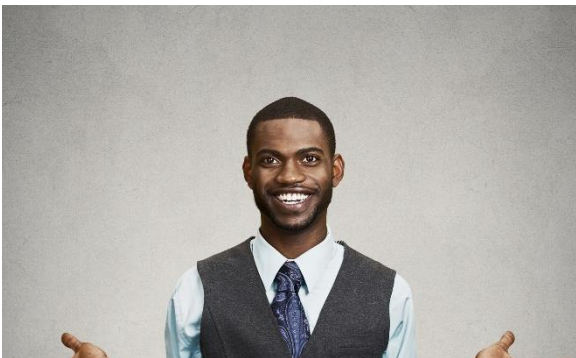
What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?



What is the overall body language saying here?

What makes us say that?

Now that we've gotten a look at some body language and what our best judgement of what it means now let's work on dispelling some myths that have sprung up around this topic. The following are things that are said about body language as if they were definitely true when in reality they only give some evidence that needs to be taken into account with the whole overall body language picture.

- **Liars avoid eye contact**
- **Eyes moving up and to the right means someone is lying**
- **Crossed arms is definitely closed body language**
- **Clasping hands means deception or hiding something**
- **Touching nose means something isn't quite right**
- **Touching mouth means things are not true**

These are indicators only

A baseline is needed to interpret:

In other words, we need to do what they do with a lie detector test and see what they do when they are telling the truth and then compare that with what they do when they are being deceptive. This is exactly what a poker player does. They will play several hands with the other person to see what they do differently when they have a good hand versus when they are bluffing. They typically won't bet heavily in the early hands until they have played enough to get what they feel is a good baseline on their competitors. This is why paying attention is so important.

But now let's put some of this to work with a class exercise:

Class Exercise

Negotiation and nonverbal communication 1

This Negotiation will have three roles. Agent, Broker, and Observer.

The buyer and seller are trying to express the behaviors associated with what they picked on the list while also recognizing what three things the other person picked.

The observers only job is just watching both parties and trying to pick out all 6 things they picked.

- Agent/Broker: Pick three different items from the list below
- Write all three down or circle the ones you pick (do not let anyone else see what you chose)
- In the next negotiation express all three at different times with nonverbal communication. Try to be natural and not too obvious or subtle.

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

An agent is coming in to re-negotiate their current commission split with their broker. The current split they have is commensurate without the amount of business they have closed for the past year for this brokerage, but this years' sales are higher. The agent wants a higher portion of the earned commission, and the broker typically adjusts the split based on the past years closed business. The agent is a good producer and is very happy with the culture of the office. They aren't looking to change shops but would like their increased production to be recognized. The broker wants to keep expenses down as the extra help and education they provide is time consuming and expensive and they want to continue to keep investing in and developing the agents that work there.

Final Instructions

Decide together what the current split is.

Then the agent should decide what they want the new split to be.

Make sure to review what you have chosen from the list above and how you will work it in.

Good luck and Go negotiate!!!

Negotiation Exercise 1 Observer

Interpersonal negotiations are the most common ones we have. Recognizing these as negotiations and preparing yourself to succeed will be very important to your success in these situations.

How is the body language of both parties at the beginning of the meeting?

Broker _____ Agent _____

Are they sitting forward or back?

Broker _____ Agent _____

Is there body language open or closed?

Broker _____ Agent _____

How much eye contact are they making?

Broker _____ Agent _____

Who started speaking first? What is their tone?

Broker _____

Agent _____

How does the body language change as the negotiation continues?

Broker _____

Agent _____

Who is controlling the negotiation? What makes you chose that person

Broker _____

Agent _____

What do you see from the BROKER

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

What do you see from the AGENT

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

Class Exercise

Negotiation and nonverbal communication 2

This Negotiation will have three roles. Listing agent, Buyer's agent and Observer.

Whoever the observers were last time must be either buyers or sellers this time.

The buyer and seller are trying to express the behaviors associated with what they picked on the list while also recognizing what three things the other person picked.

The observers only job is just watching both parties and trying to pick out all 6 things they picked.

- Buyers/Listing agent: Pick three different items from the list below
- Write all three down or circle the ones you pick (do not let anyone else see what you chose)
- In the next negotiation express all three at different times with nonverbal communication. Try to be natural and not to obvious or subtle.

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

The deal has been a bit of a mission to complete. The home went under contract for \$400,000.00. The inspection came back with \$18k in repairs. The buyers threatened to back out and got the sellers to contribute over \$15k for repairs and to leave a wall unit that the buyers wanted which the sellers were not happy about.

Luckily there were no appraisal issues but now the closing date is approaching, and the buyer's lender emails to let both sides know that the bank has a backlog in underwriting and will need an additional two weeks to close this deal.

The buyer will need an extension for that period of time. Which will cause the sellers to lose their deposit with the movers of \$1,500.00 and also cause them to reschedule their closing on their new home. The delay will make the seller lose their rate lock on the new home they are buying which will cost as much as .375% on the loan amount (\$300k) to extend for two weeks. Plus, the home the seller is buying wants an additional \$1,000.00 to pay for the expense of keeping the home for two additional weeks.

Both parties really want to get this deal done but these costs have to be sorted out.

Final Instructions

Make sure to review what you have chosen from the list above and how you will work it in.

Good luck and Go negotiate!!!

Negotiation Exercise 2 Observer

Interpersonal negotiations are the most common ones we have. Recognizing these as negotiations and preparing yourself to succeed will be very important to your success in these situations.

How is the body language of both parties at the beginning of the meeting?

Listing Agent _____ Buyers Agent _____

Are they sitting forward or back?

Listing Agent _____ Buyers Agent _____

Is there body language open or closed?

Listing Agent _____ Buyers Agent _____

How much eye contact are they making?

Listing Agent _____ Buyers Agent _____

Who started speaking first? What is their tone?

Listing Agent _____

Buyer's Agent _____

How does the body language change as the negotiation continues?

Listing Agent _____

Buyer's Agent _____

Who is controlling the negotiation? What makes you chose that person

Listing Agent _____

Buyer's Agent _____

What do you see from the Listing Agent

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

What do you see from the Buyer's Agent

Confused
Bored
Excited
Angry
Interested
Not interested
Just humoring you

Lying
Preoccupied
Tired
Sarcasm
Uncertainty
Confidence
Over confidence

Deception
Upset
Distracted
Happy
Nervous
Offended
Skeptical

Chapter 6:

Having Good Nonverbal Communication Skills

Early on in this course we looked at all the things that non-verbal communication could tell us about people, like what they were thinking, how confident they are, how seriously they are taking this negotiation, etc. Now we need to realize we are giving out all sorts of information all the time and we need to know how to not just let that happen, but instead ***to give off body language that says what will best help our customer.*** So, let's look at good body language and other nonverbal communication ideas. Let's start with something we already discussed some which is:

How we dress. We know that people will be judging us based upon our dress. We want them to adjust their bell curve of us in the most favorable manner we can, so we need to look at how we dress as a powerful way to do that. Different types of negotiations call for different clothing choices. Also we need to take into account the role we are playing in the negotiation. Are we a principal, are we going to be asking for something, or will something be asked of us, how established is my reputation with the people I will be in talks with? All of these questions can affect how I want to present myself to the other side in order to influence their judgement of me in the way I want.

In certain types of negotiations it may make sense to “dress down”. We might do this to be underestimated or to not look like we have a lot, so people don't ask for too much. If you appear wealthy it can make people assume you are smart, talented, and good at what you do, or it could make them see you as someone who has plenty of money to bleed. When it comes to being underestimated this can allow you to sit back and give them enough rope to hang themselves with and then pounce.

Sometimes especially when you are new you may need to dress well to show that you are worthy of respect. Another major piece of how you dress is how it affects you. Most people when they look good feel more confident. Studies show this is particularly important for women as they tend to perform much better when they feel confident. Getting ourselves into a confident mindset is part of our pre-negotiation requirements. If our clothing choice will help with our confidence level, we need to make sure to exploit that tool for all it is worth.

Confidence can influence what clothing choices you have as well. If you are dressed down but exude a ton of confidence people tend to think you must be successful and have earned the right to dress down. If you are new, dressing professionally shows the other side respect, and it helps you by making you feel confident that you look like a professional. As mentioned earlier, many customers are thoroughly turned off by an agent that is dressed down. If you come in wearing a t-shirt and shorts they may seem pleasant and kind, but they have judged you and you have been found wanting in their estimation.

How we walk: We should always endeavor to walk with a sense of purpose. We want to have our head up and be very aware of what is going on around us. We want to move as if we have someplace to be and not as if we are lackadaisically strolling along on a lazy Saturday. How we move does give people an indication of the type of person that you are. What type of person do you want people to think you are? Then start moving like it.

How we stand: A building is only as strong as its foundation. Our feet are the foundation for our bodies. We want to have them in a position that shows stability, strength, and confidence. Having your feet shoulder width apart with your feet turned out gives you a very stable platform from which to work and project the stability we want. In that position we will not be leaning on things which project strength (we don't need support from anything else). We express confidence with this position as it leaves us open more specifically our private areas unguarded. This shows we know we have enough status that no one will attack our sensitive bits and thus we do not need to defend them.

The rule of thumb when it comes to body language is, that closing off your body is associated with nervousness and fear. Hypothetically, if someone was about to hit you, your first instinct would be to close off your body and to cover yourself. Open body language, on the other hand, is associated with feeling relaxed, calm, and confident. So having your feet apart toes pointing outwards is seen as relaxed and confident while having them together pointing inwards is not.

What to do with hands: Hands can get in the way. When I was learning to ballroom dance years ago there would be whole separate lessons on what to do with your hands because it was not enough to be on tempo with the music, get your feet in the right spot, lead your partner, etc. you needed to know what to do with your hands or it would ruin the whole thing. Basically, what we do with our hands is very important. If we put our hands in our pocket it is a very poor look. It shows a lack of comfort and confidence. We want our hands exposed and at our sides. Crossing our arms or doing anything to cover our chest is seen as self-protection and is considered less confident body language.

The Handshake: When it comes time to shake hands there are all different kinds. There can be handshakes that are too aggressive (where someone almost pulls you off of your feet), too hard (where you feel like the other person is using a vice on your hand), too concerned with establishing dominance (forcing you to turn your palm up in a sign of submission), and ones that can be so weak that they call images of dead fish to mind. What you want is the Goldilocks of handshakes (not too much and not too little) To do this mirror the firmness of the person whose hand you are shaking give a quick pump and let go. While shaking hands good eye contact and a smile are also important.

The Chest: One of the biggest influences on how you're perceived, is the chest. This is the area that most people have problems with. Many people have what are called rounded or slumped shoulders. This is largely due to our cultures increased dependence on computer usage and the head forward posture it causes. The ideal way to hold your chest is to have your chest out and your shoulders

tucked back. You want to not only pull your shoulders back but also down. High shoulders are a clear indicator of stress and is generally seen as unattractive. If posture is an issue for you, there are a lot of products and exercises out there that will help straighten your back and fix your shoulders. Having the primary places you work set up to promote good posture is critical to good body language as well as your long-term health.

The Head: Moving on to the head, you should stand straight with your head in line with the rest of your body. Your head should be facing forward; you don't want to tilt it down as it seems too submissive you don't want to tilt it up too much as it seems too arrogant. You want to pull the head straight up as if someone had a cable attached the crown of your head and was pulling you up from there.

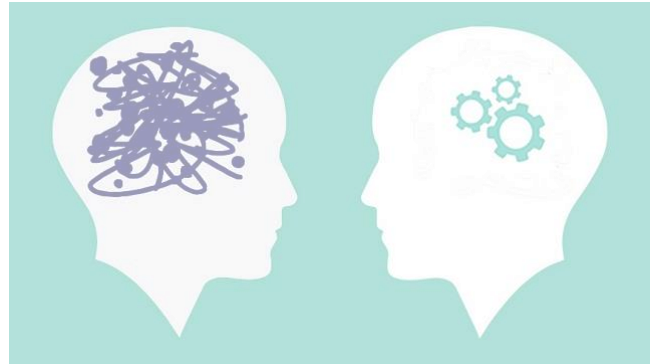
Eye Contact: Most people do not make enough eye contact, especially if you are a male. Strong eye contact is a huge indicator of confidence. I'm sure you've met people who seemed totally normal but just could not maintain eye contact. This makes the interaction feel very uncomfortable, and they come off as extremely unconfident and possibly sneaky. The magic ratio you want to maintain is 80\20. You want to spend eighty percent of the time during the conversation making eye contact and twenty percent of the time letting your eyes wander. This way, you seem very confident, and very interested in what the other person is saying. But at the same time, you don't give off the creeper vibe.

Smile: Smiles are important, so you want to focus on them. You want to have the right smile going for you. Do not have one of those giant teeth showing smiles plastered on your face 24-7 because, well, it actually seems nervous. These smiles seem forced and fake. And instead, it's best to have a subtle grin like you're having a good day. This is a projection of happiness and contentment but seems genuine and not forced. It is perfectly okay to smile with your teeth but save it for special occasions when it flows naturally. It is true what Louie Armstrong's song says, "when you smile the whole world smiles with you." Give people something to smile about with a great smile.

Body Movement: The rule of thumb when it comes to movement is slow, slow, slow. The slower you move, the more confident you seem. A lot of us are prone to fast fidgety movement. We like to touch our face or play with our hands, and this just screams "I'm nervous". It makes you always look like you're on edge. The main reason we want to avoid nervous behavior is emotional transference. If you're nervous the people you're interacting with will feel it and become anxious as well. They feel as if something is wrong, and this distracts from your message and hinders your overall likability. Well, how slow should we move? Honestly, you can move pretty darn slow without it looking weird just don't be ridiculous like you're in the matrix and you should be fine.

Taking up space: This relates a lot to the open and closed body language concept that we spoke about earlier. The more space you take up, the more comfortable and confident you seem. Conversely when you don't take up the space you need to feel comfortable and try to make yourself small it seems like your body is saying I am not worthy of space. When you have a desk, spread your belongings out, don't be afraid to have some space between your phone, computer and your notebook but don't be that person who takes up three feet with his book bag and jacket or the person with junk strewn all over their workspace. When you're sitting, don't be afraid to sit with your legs apart drape your arms on the chair next to you if it's empty. Do not be afraid to open up your body if you want to be perceived as more confident, look more attractive and gain more respect.

Having good tonality: We have looked now at dressing well, good body language, and now we need to address how to have the tone that makes our words believable and carry the most weight possible. The first thing we need to do to have good tonality is to think before you speak. If you haven't thought through what you are going to say that is going to come through in the way you say it. Flying by the seat of your pants can be exciting and exhilarating but it is not the way to get the respect of those you are negotiating with. Take the time before you speak to know what it is you want to say. The next thing we need to do, which is closely related to the first, is have things clearly in your mind. If you can't explain it to someone else clearly before you go negotiate then you do not understand it well enough. You need to study more. You need to have a linear path to describe what it is you want to say and be able to walk the other side through your thought process. If you can't understand your own thought process how do you expect the other side to get it? Take the time to put your position in your mind in an orderly way.



Slowing down is not just important when it comes to movement it is also important when it comes to your rate of speaking. If we speak slowly it tends to relax the other party and it gives us time to formulate our thoughts to make sure the information flow is constant. It also shows confidence in that we don't feel we have to rush because our information is good, and everyone is going to want to hear what we have to say. While we are slowing down let's get rid of the garbage phrases of "uh" and "um". These are things we say to fill in gaps in our speech to let our mind catch up. If you are speaking slowly, you will not need these words because your brain should be keeping up with your reduced rate of verbal outflow. Monotone is boring and no fun for anyone. Have energy and emotion in what you say.

Before getting into a situation where you will need to be "up" and ready to speak we need to get ourselves into a talkative state. You want to get your brain loosened up and ready to do some speaking. The way we do this is by talking. We talk to people that don't have a consequence tied to the conversation so I can get myself into the right state of mind. That might be as simple as talking to the person working the register in the store as I pay for my groceries or calling up a friend or family member on the phone. In addition to being talkative I'd also like to be in good humor. I want to be funny if I can be. Getting your brain into that improvisational mindset will let you adapt more readily when it's time to negotiate.

You gotta believe.....in what you are saying. If you don't believe in your side's position you have a few options:

- Do a lousy job (not a realistic option)
- Find out more about your position so you can believe in it
- Get someone else to do the negotiation

For most new agents trying to get their customers to buy real estate is a challenge. As they learn more about the benefits that real estate brings to the customer though it becomes easier and easier to discuss it with them. The agent learns more about what it is they're selling which makes it easier to make the sale. Negotiation is about selling your position. You need to understand what is good about

your position in order to sell it well. If you genuinely believe in and understand what is good about your position your tone will reflect that confidence.

Happiness comes through in our tone. It makes us seem warm and makes people enjoy speaking with us. You want to go out of your way mentally to be happy to be speaking with the people on the other side. For one thing it makes them in a better mood and more likely to buy your position, and for another it keeps the mood lighter which makes it less likely that negotiations break down. Don't just be happy to speak with them let them know you are and mean it. It will make for better more productive conversations.

The last thing I will leave you with is to not ever be afraid to be excited about your position or your product. Excitement comes off us in waves and is evidenced in all our nonverbal communication. There is nothing better than working with someone that has joy in what they do and genuinely believes in their product. We are blessed to sell real estate which is one of the greatest (if not the greatest) wealth building tool for the average person that has ever existed in recorded human history. That is a tremendous blessing. We aren't out there pushing music CD's or pet rocks. We have an amazing product that actually makes real peoples' lives and pocketbooks better. When we are negotiating for our customer, we get the chance to make this sweet product we sell even sweeter by getting them a good deal. We get the chance to do something great almost every day. That's great news especially if we appreciate how lucky that makes us.

Conclusion

Nonverbal communication is tremendously important, and all too often ignored. The more aware we are of it the more successful we will be in our negotiations, as it gives us insight into the person we are negotiating with. That insight allows us to negotiate in a more compelling and effective way for our customer. Our job is to turn up our awareness to gather the best clues we can to achieve the best results we can for our people. Those same customers are the ones that depend on us to look out for their interests. We owe it to them and to ourselves to build our skills and bring the best version of ourselves we can to every negotiation.