



Commercial Real Estate Negotiations

This course will teach you how to:

- Satisfy the interests of parties involved in the negotiation (without sacrificing yours);
- Develop strategies for identifying and addressing challenges in a principled, transparent manner;
- Maintain a collaborative approach to negotiations; and
- Effectively communicate the consequences of not reaching an agreement.

Learn and apply the CCIM Interest-based Negotiations Model to your most challenging transactions. Learn proven strategies to client acceptance that will get you out of the high/low game and other tactics to avoid derailing a successful transaction.

Interest-based negotiation is a three-step process that brings discipline to your negotiation strategies.

It involves identifying:

1. What parties are involved in the negotiation, and what are they seeking;
2. What can we do to get the other parties what they need, so that we can get what we want; and
3. What happens if there is no agreement.

LOCATION:

DATE:

TIME:

INSTRUCTOR:

TUITION:

Member Rate:
Non-Member Rate:

REGISTER BY PHONE
(800) 621-7027, option 2

REGISTER ONLINE
www.ccim.com/cren