

Principles and Techniques of Sales and Negotiation

3 Credit Hours

Timeless Principles that Protect the Public, Help You Better Represent
Your Clients AND Build Your Business.

Consider these questions thoughtfully while enjoying the class:

- What is a principle?
- What are TWO choices you have when encountering a principle?
- What does it mean to align with a timeless principle?
- What are the timeless human relations principles that, if I align with, will both protect the
- public, help my clients and improve my real estate business?
- Can you name 3-5 of these timeless principles and how they can be applied to representing
- my clients?
- What, in your opinion, is the most important principle in practicing real estate?
- What, in your opinion, is the most important principle in human relations?
- Are answers to the two questions immediately above the same or different? Why or why
- not?
- Why is it important to understand others interests/position before trying to be understood?
- How does doing this help me represent my clients better?
- What is the 2-step process? What other techniques that align with “understanding first” can
- I think of?
- How does honesty help both protect the public and help my real estate practice?
- How can better aligning with principles help me better represent my real estate clients?
- What is the dog chasing phenomenon?
- What is “the dance” and how does it differ from “the chase”? How does honesty and
- confidence relate to both the dance and the chase?
- How does better representing my clients help protect the public?
- Why do people go to “fight or flight”?
- If you could only learn techniques or principles, which would you choose?

- © Copyright EksAyn Aaron Anderson 2025

- Timeless principles and corresponding techniques that I can align with that I can use in my
- own real estate practice are:
- Why is non-verbal communication so important when representing my clients?
- What is the difference between collaborative and confrontational approaches to
- communication in real estate?
- How does asking the other party questions help me get collaborate more and confront less?
- What is the underlying principle?
- How do the questions you ask help you to better represent your clients?
- Do you take notes after speaking with each real estate prospect or client? Why or why not?
- If you could choose only one thing, what would you say is the very most important thing to
- take notes about when representing clients in real estate? Why?
- What is positive reinforcement?
- How does positive reinforcement relate to the timeless principle of the Golden Rule?
- How can you align with the Golden Rule in your real estate practice?
- What are three things to remember when using email or other technology?
- Why is integrity so important in real estate sales?
- What is the ultimate principle in influencing others?
- How can I align with principles in my real estate practice?
- How will aligning with principles BOTH protect the public AND build my business?
- Notes and/or impressions from the class that can help me represent my clients better: