

# PRESENTATION SUMMARY

## WIN-WIN OR NO DEAL

### *Negotiating Every Step with Confidence*

Successful negotiations aren't just about getting to "yes." They're about securing the best outcome with deals that stick and relationships that last. Learn how to collaborate effectively with the other agent, navigate challenges in the negotiation, and leave everyone involved eager to work with you again. Master the art of principled negotiation and strategic communication to achieve a true Win-Win outcome without unnecessary stress or compromise.

#### Takeaways:

- Learn how to negotiate and build relationships without giving up what is most important to you or your client.
- Discover the four principles of negotiation that increase the likelihood of reaching a win-win deal without stress.
- Explore the language of Win-Win, including specific phrases that promote collaboration and relationship- building with others.

# SMARTER BY DESIGN: A PROGRAM STRATEGY GUIDE

This tool helps you strengthen your programs and uncover new ways to make them more relevant and impactful for members.

## 1 PROGRAM SNAPSHOT

Start here to capture the heart of your program and spot opportunities to build on it.

<b>Program Title</b>	Win Win or No Deal
<b>Audience</b>	Agents/brokers/Team Leaders
<b>Format (in-person, virtual, hybrid)</b>	all + webinar
<b>Duration</b>	60/90/ 3hr/6hr
<b>Learning Objective(s)</b>	Negotiate w/ confidence & purpose
<b>Key Feedback/Strengths/Gaps</b>	Solid / Great feedback / popular

## 2 ACTION PLAN

- Evaluate your program using the 10 engagement strategies on the next page.  
*See "10 Essential Strategies for Member Engagement" handout for complete descriptions.*
- Come back here and choose 1-3 strategies that feel especially relevant but underused.
- Capture ideas to make your program more engaging and valuable for your members.

<b>Strategy</b>	<b>What Will It Look Like In Action?</b>
<i>Example: #6. Co-Create With Members</i>	<i>Run a quarterly "What do you need next?" feedback poll to shape upcoming programs.</i>
#5 Leverage Tech	Share copy/paste prompts / Demo / QR code

# SMARTER BY DESIGN: A PROGRAM STRATEGY GUIDE

## STRATEGY ALIGNMENT GRID

Use this page to evaluate where your program shines and where it can improve.

🧠 Design & Delivery    🤝 Collaboration & Feedback    🧑 Member Impact & Growth

#	Strategy Summary	Already In Play? (Y/N)	How Might It Apply or Be Enhanced?	Relevance (H/M/L)
1 🧠	Respond Swiftly to Change	Y	hyper relevant to ongoing changes on buyer/seller/agent side	H
2 🧠	Move Beyond Compliance	Y	People show up with it without CE	M
3 🧠	Prioritize Engaging Instructors	Y	😊	H
4 🧠	Personalize the Learning Path	Y/N	no bite size or on demand	M
5 🧠	Leverage Technology Thoughtfully	N	AI for practice	H
6 🤝	Co-Create with Members			
7 🤝	Partner With Brokers			
8 🧑	Strengthen REALTOR® Value			
9 🧑	Bring Ethics & Fair Housing to Life			
10 🧑	Explore Emerging Tech Together			