

7 PRINCIPLES OF PERSUASION

JACCI SEE, RENI INSTRUCTOR

PRESENTS 2021 REBOOT!





GOOD MORNING!!

**RENI
INSTRUCTOR
INFORMATION**



PERSUASION PRINCIPLES

NAR DANGER REPORT

“The real estate industry is saddled with a large number of part-time, untrained, unethical, and/or incompetent agents. This knowledge gap threatens the credibility of the industry.”

2015 – NAR/SWANEPOLE T3 GROUP

PERSUASION PRINCIPLES

Desire for Gain



TWO WAYS TO PERSUADE



Fear of Loss

SUCCESS PERSUASION PRINCIPLE



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INSTITUTE**

SELF-INTEREST

Challenge:

your want = their self-interest

THE #1 DRIVER

stand • area • motivator



SAM

reminder

SELF-INTEREST

FAMILY
NEEDS



TIMING

MONEY



“People will do what
they perceive to be in
their own self-interest”

CATEGORIES

LIFESTYLE



ESCAPE



Uniqueness

**something
special at a
great value**



Contrast

**compare
& magnify
the contrast**

*remember to
be realistic!*

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COMMUNICATION

	words	voice	body language
face-to-face	✓	✓	✓
video email, webcast	✓	✓	✓
phone	✓	✓	✗
audio message	✓	✓	✗
email, text, letter	✓	✗	✗

3 ELEMENTS

EXCHANGE

Protect the client's interest

Combine value elements

THE ART OF CONCESSION MAKING & TAKING

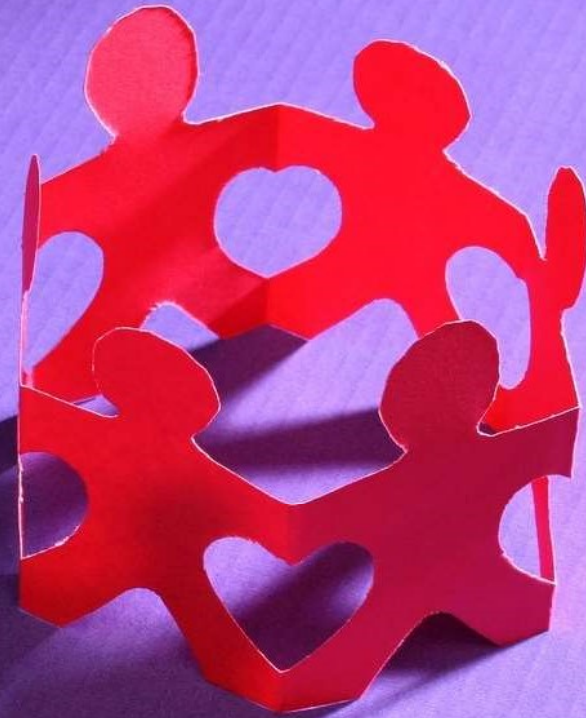
ALWAYS

try to get something in
exchange for offering something



Sameness

**principle of
liking or
association**



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REAL ESTATE
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SOUND LOGIC

63%
Without Logic
(reason)

94%^{or more}
With Logic
(reason)



SUCCESS PERSUASION PRINCIPLE



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RENI

Our Mission Is:

“Making YOU the Expert”

CNE Benefits

- **Better results for clients and myself**
- **Better professional representation of clients**
- **More confidence in all negotiations**
- **Greater appreciation for the importance of negotiation skills**

MCNE

CNE

REAL ESTATE
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The logo features the acronym 'CMOE' in a large, bold, black sans-serif font. A thick, vibrant red swoosh curves around the right side and bottom of the letters. Below the acronym, the full name 'Certified Multiple Offers Expert' is written in a smaller, black, sans-serif font. The entire logo is set against a light gray background with a faint, repeating pattern of the letters 'CMOE'.

CMOE

Certified Multiple Offers Expert

“It is the responsibility of every human being to aspire to do something worthwhile, to make this world a better place than the one he found.”

Albert Einstein

Thank you!!