

Course Preview

Certified
Professional
Negotiator™

what works. period.

The Core Course

(800) 648-8475
Thecorecourse.com

Summary of Certified Professional Negotiator Training



**“Practical, realistic, to the point.”
Linda T., Seattle WA**

What makes a great negotiator?

There is no one answer. But there are several traits: listening skills, persuasion techniques, awareness, knowledge of how the process works, what to do, what not to do. You know when you see a great negotiator because a great negotiator gets results.

CPN training is the cream of the cream of negotiation training. It captures the best of the must have skills and techniques, it delivers them in an engaging, fun, and awareness building environment. Alumni of CPN training say it's one of the best things they've ever done for themselves professionally and personally.

At CPN training you will be engaged from the minute you walk in the room. There are discussion sessions, group breakouts, role plays, and one on one interaction. It's all skill based, purpose driven and designed and delivered to give maximum impact in a brief amount of time.

Great negotiators aren't born, they're made. Most people who negotiate are really just winging it. CPN training gives you a place to build your competence and your talents. Amateurs wing it. Great negotiators are trained, skilled and competent.

Real Benefits

With CPN training you only pay once for great training and real benefits.

- 6 hours of live training
- Full use of the CPN credential for your advertising
- Access to the Alumni Center at thecorecourse.com
- No annual dues

Be a great negotiator.

Be a CPN.

What You Will Learn in CPN Training



“No matter how long you’ve been in this business, the information here is NOT to be missed.”
Rosemary G., Santa Barbara, CA

Gambits: Time, Higher Authority and Absenteeism

What these gambits are.

How to use them. How to know if they are being used on you.

Personalities: how to identify and negotiate with them

Skills to specifically determine who you’re dealing with.

And of course, how to best deal with them.

Hidden Communication: what they say; what they mean

How to listen to what’s not being said.

How to know what is.

The Organization: it’s an eco-system

Understanding the organization eco-system.

Specific methods of negotiating within the organization that work.

Concessions: right or wrong?

The #1 sign of dealing with a great negotiator (or not).

How to make concessions and how not to get taken.

The Tactics: what they are, how to counteract them

Six specific tactics.

You’d better know these.

Objections and Impasse: how to get “unstuck”

The common reasons for impasse and objections.

How to handle them. Specifically.

5 Reasons You Should Attend CPN Training



“Excellent. I will recommend this class.”

Doris J., Lathrop, CA

Reason #1

Content

CPN is the melting pot of the best negotiation skill training currently available. Topics were intentionally picked because they are important. Even critical. CPN will teach you what you need to know to be a great negotiator.

Reason #2

Skill based training

CPN isn't a lecture or a seminar. It's a workshop. The content is delivered in a way that you will hear it, see it and do it. CPN is about building your skills as a professional negotiator.

Reason #3

Course design

CPN was designed based on 20 years of giving and attending adult learning training. CPN uses intentional delivery methods because they work to teach adults quickly and effectively.

Reason #4

Credential

Graduates of CPN training have a reason to brag. And they should. Graduates of CPN training have taken the time and made the investment to learn how to do what they say they will do. Wear the badge. Talk it up. You've earned it.

Reason #5

The Alumni Center

As a graduate of CPN training, you will receive access to the Alumni Center at thecorecourse.com. This portion of the website is filled with videos, practice problems, case studies and pdf handouts to help you build your skills after the live training or refer back to if you need to refresh your skills.

Resume of Joseph Still
RIPA, AIA, CCA, CFA, CPN, CCIM



“Absolutely outstanding. One of the very best instructors I’ve ever had the pleasure to meet.”
Diane B, Boise ID

In 1988 Mr. Still began working with owners, users, and investors to purchase, develop, and lease commercial property. He has helped his clients in leasing, sales, land assemblage, rezoning, and development of their commercial and investment properties.

Joe began as a real estate trainer in 1994. From his first event, he has focused on delivering “skill based” training to his students. He is a recipient of the Washington State Association of Realtors Instructor of the Year Award, has spoken at numerous state conventions and at 5 national conventions of the National Association of REALTORS®.

Real Estate Industry Milestones

Mr. Still has represented a number of clients including individual investors, business owners, developers, local, regional, and national companies. Services have included lease structuring, acquisition, disposition, land assemblage, rezoning, permitting, and property redevelopment.

Professional Speaking and Authoring Milestones

Professional real estate industry trainer, course developer and author for 21 years.

Speaker at 5 National Association of REALTORS® conventions

Author and contributing editor of the GRI curriculum

Contributor author to regional investment group newsletters

Author of 15 state approved continuing education courses

Professional Designations

Certified Foreclosure Analyst (CFA), Accredited Investment Analyst (AIA), Certified Commercial Advisor (CCA), Certified Professional Negotiator (CPN), Residential Investment Property Analyst (RIPA), Certified Commercial Investment Member (CCIM).

