

# **EMPOWER YOURSELF**

## EXPERIENCE A PERSONAL TRANSFORMATION

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# 1

## MANAGE YOUR TIME TO DOUBLE YOUR OUTPUT

The feeling of having too many things to do and very little time to do them is common to many people, if that is any consolation to you. But, of course, while having the same issue as so many others may ease your sense of personal inadequacy, it does not solve the problem of how to manage your time more effectively. The idea behind this seminar is to show you how you can do just about everything you wish to and not only increase, perhaps even double your output for the same amount of effort, but still have time left over for the things you love.

Indeed, there is no magic about effective time management, except for two critical components--recognition of your self-worth and discipline. Being aware of your self-worth at all times and developing the discipline to follow a specific goal or a business plan will give you the foundation on which time management rests. Since recognition of self-worth and self-discipline are acquired attributes, this seminar shows you a method for how to attain these qualities and in the process accomplish whatever goals you set for yourself.

The seminar supplies you with a road-map to guide you in achieving your objectives by covering the following topics:

- Establishing self-worth
- Determining goals--where do you want to be a year from now?
- Discerning elements critical to business growth--developing a business plan
- Establishing priorities--how to use time, not let time use you
- Systemizing the work load--working with blocks of time
- Tackling difficult and unpleasant items first and finishing what you start
- Establishing a daily plan of action that incorporates your commitments
- Developing a self-monitoring system and preventing procrastination
- Learning how to organize and delegate responsibility
- Supervising your staff
- Planning for leisure time and keeping your commitment to it
- Empowering yourself through positive thinking

# 2

## CREATE A BUSINESS PLAN TO GROW

**C**reating a business plan is not simply an idea; it is critical for anyone who is serious about succeeding and achieving his or her objective. Every serious business--large or small-- that wants to grow and in the process keep careful track of its progress--develops a business plan. A good business plan should offer a road-map, a direction, and a self-monitoring system that, at any point in time, give an immediate and a clear picture of everything that was done, where everything stands at present, and what can be expected in the future.

This seminar will show you how to develop a business plan that works effectively--a goal-oriented plan that is easy to follow and achievable within your established time frame. Each plan is individualized to your specific needs, priorities, and commitments.



The seminar will cover the following topics:

- Establishing business goals for the following twelve months
- Developing a business plan consistent with your goals
- Breaking down your overall goal into intermediate goals
- Creating administrative systems supportive of your business plan
- Developing a marketing plan to generate new business
- Creating a self-marketing plan that distinguishes you from everyone else
- Learning to gauge market trends and adjusting accordingly
- Identifying new business opportunities
- Developing an annual and monthly operating budget
- Acquiring work habits and skills that boost your output
- If you dare to dream one dream, you can realize many

**T**here is a general misperception about what constitutes a skillful negotiator, with many believing that to be one requires mastering the so-called negotiating skills and then applying them. Although negotiating skills are essential, by themselves they cannot consummate a deal. The players in a negotiation must also be fully aware of each others' needs, requirements, and objectives in the same way they understand their own.

Understanding your counterpart's needs and then acting promptly based on that understanding are what produces progress and a vested interest by all parties in the negotiation. In addition, successful negotiators know that needs are not fixed, immune to outside intrusion, or to changing circumstances. Rather, they see negotiation as a dynamic process: conditions, requirements, expectations, concerns, terms, and mindsets are all subject to change. As these elements shift, so do the needs of all or some parties. For these reasons, professional brokers must remain vigilant that they are addressing their principal's unique yet shifting needs. They must continue to listen carefully, in order to detect any changes as they occur. This careful attention is at the heart of the qualifying process of customers and clients.

This seminar will teach you to appreciate the nuances of what goes on during the negotiation and other fundamental skills that will empower you to negotiate not only more skillfully, but to develop wonderful relationships that endure long after the particular negotiation is ended. It covers the following:

- Appreciating your counterpart's needs and interests
- Discerning needs as a continuing process
- Communicating effectively-achieving mutual understanding
- Communicating nonverbally-interpreting postures correctly, hand motions, eye contact and body language
- Learning the art of ethical persuasion
- Understanding the concept of trust and how to earn it
- Dealing with peoples from different cultures
- Overcoming deadlocks in negotiation
- Closing deals and attaining mutual gain
- Making every relationship into a gift

# 4 DEVELOP A NEGOTIATING STRATEGY THAT WORKS

**N**egotiating a real estate transaction is like any other negotiation. Before beginning, a goal has to be established, scores of issues have to be considered, and a wealth of information and materials must be gathered and studied. Negotiation is a process consisting of a series of proposals, positions, counter-positions, actions, reactions, and reciprocity--all leading optimally toward a mutually desirable end. It is the process itself that gives structure and substance to negotiation.

Once these preliminaries have been addressed, the broker can develop a bargaining structure, a negotiating strategy, and a negotiating process that support and are tailored to the specific transaction from beginning to end. The resulting bargaining structure will offer a clear direction on how to commence negotiation, make the right moves at the right time, and when and how to close. Brokers must view themselves not as messengers transmitting bulletins from one player to another, but as architects with a clear vision of the structure, combined with the knowledge of every aspect and element that sustains it.



This seminar covers the following subjects:

- Gathering all pertinent information about every player
- Assembling relevant information about the property
- Reviewing market conditions
- Determining and prioritizing every issue related to the deal
- Developing a bargaining structure based on players' needs and objective conditions
- Assessing players' mindsets
- Mastering the process of give and take-*quid-pro-quo*
- Establishing mindsets supportive of each negotiating move being contemplated
- Maintaining momentum throughout the negotiation
- Attaining mutual gain
- Empower yourself by harnessing your creativity

**A**lthough every real estate broker recognizes the critical value of obtaining exclusives to achieve financial success, the majority somehow do not develop a systematic approach to secure their share of exclusive listings. Consequently, they basically give away probably more than 50 percent of their potential income. Since over 90 percent of residential and commercial properties are sold or leased through exclusive brokers, it becomes a practical business decision for brokers to commit to generating exclusives as an integral part of their daily activity. Why do so many brokers fail to realize this potentially huge source of income? Brokers who do not obtain their share of exclusives generally fall into one of five categories:

(1) Brokers who feel intimidated by principals and are terrified of rejection; (2) brokers who make little or no effort; (3) those who lack the professionalism necessary to impress a potential principal even after they have established initial contact; (4) brokers who fail to follow through, and (5) brokers who ignore the principal's needs. In this seminar we tackle this critical aspect of business, showing brokers step-by-step how to overcome particular difficulties and then create a strategy and a plan of action that dramatically improve their ability to obtain exclusive listings. Using these guidelines at their own pace, brokers can establish and nurture a network of principals and eventually a strong referral base from which they can generate exclusives on a regular basis. Skills learned are:

- Understanding the principal's needs and mindsets
- Overcoming the fear of rejection
- Tapping potential sources of exclusive listings
- Targeting a potential listing
- Preparing for the exclusive pitch
- Dealing with objections to the exclusive pitch
- Preparing the exclusive pitch package
- Maintaining contact with the principal
- Reviewing samples of a generic marketing proposal; developing a 6-week marketing plan
- Discussing samples of customer report, marketing reports and projected costs of marketing
- You are more capable than you know, if only you know your strength

**RENEW YOUR SELF-CONFIDENCE AND ESTEEM**

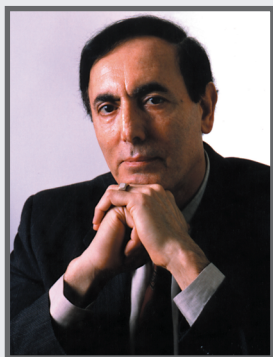
**A**s human beings, we are always subjected to what is happening around us. We seek the good things in life, try to shield ourselves from the bad, and apply benign neglect to the things we fail to understand or do not care to know. Each of us is affected differently not simply because we absorb and digest things differently, but because we feel differently at different times about ourselves--our hopes, dreams, and aspirations are different. That said, there is hardly anyone who is immune from experiencing feelings of resignation, a sense of loss, or has not gone through a slump, where nothing seems to work right. During such period you begin to wonder if you will ever shake this cloud that hangs over you as if you have been ordained to suffer.

This seminar is designed to deal with these very situations by showing you how much of what you feel is self-induced and that you have the power within you to overcome your perceived problems and also experience a breakthrough. You will discover how to get out of the catch-22 syndrome (when you cannot make a deal because you are in a slump, and you cannot get out of the slump until you make a deal). In the seminar you will see that your inner strength remain largely intact and that you can be as resourceful and as creative as you have ever been. You will experience a sense of renewed motivation and feel energized to tackle whatever tomorrow may bring. And you will learn how to set your own agenda, determine your own pace, and rise to any occasion that presents itself. In the seminar you will experience this rejuvenating process as you discover how to accomplish the following:

- Empowering yourself through positive thinking
- Harnessing your creativity through self-generation
- Recognizing your capabilities as you rediscover your strengths
- Renewing your self-confidence and self-esteem
- Turning every relationship into a gift
- Daring to dream one dream to realize many
- Reach out for the even greater happiness, that is within you



# REALIZE YOUR POTENTIAL THROUGH INDIVIDUALIZED COACHING



**T**he focus is on personalized and one-on-one consultation designed to assist brokers and other business people in transforming their business. The approach is result-oriented, encompassing practical training that can be put to use after the first session. Methods are tailored to specific needs and counseling evolves as individuals implement each phase to insure a successful outcome. Private consulting is available

in person on an as-needed basis. Private counseling will enable you to:

- **Virtually double your income**
- **Receive promotions and obtain better working conditions**
- **Develop a self-marketing plan**
- **Overcome major administrative, organizational, or personal problems**
- **Develop a business plan that helps you realize your goals**
- **Guide you in business or personal negotiations**
- **Motivate you (not just in business), renewing your self-confidence and esteem**