

3P NEGOTIATING®

**The Philosophy,
Process and Persuasion of
Buying and Selling Real Estate**

Angelo Mena *PhD*

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Dedicated to Anthony, Emily & Leonie

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INTRODUCTION

The true power of negotiation does not come from the *what* or *how*; it comes from the *who*.

Often when people think of negotiation the first thing that comes to mind is effective persuasive techniques. These are techniques which allow one person to sway the mind of another to obtain the desired result. In many cases negotiation is also played as a game where it is assumed that for one person to win another must lose. To assume that negotiation is just a set of persuasive techniques used to dominate and control is to fall well short of understanding what negotiation really is. Truly powerful negotiation, like many things in life, comes from the bringing together of different ideas and parts.

The three Ps of 3P Negotiating represent Philosophy, Process and Persuasion. The **Philosophy** is the understanding of self and how we are able to control our lives and create the world that unfolds around us. **Process** is the use of strategy to ensure that circumstances are created that give us the best chance of success in the area we are focusing on, and **Persuasion** represents the ability to communicate and interact with people on higher levels to create the outcomes we desire.

3P Negotiating not only brings together the three Ps, but it also brings together the negotiating parties and through this leads to a win-win approach compared to the commonly found win-lose approach that is so often used during negotiations. In the end 3P Negotiation results in an outcome which benefits all, which is a point that will be echoed again and again during this book.

Negotiation is not only about what we can get for ourselves, but it is also about how we can help the person we are negotiating with get what they want. This should not be considered in any way as a compromise in achieving our desired outcome for the sake of being nice, passive or weak during the negotiation. Instead, we need to acknowledge the law of reciprocity and understand that if we help someone truly achieve what they desire, then that person will often gladly and willingly help us obtain what it is that we want. By respecting this law and using a negotiation approach that helps both parties, many of the barriers that get in the way of effective negotiation can be removed and the best results more easily achieved.

Negotiation can be used in many different contexts, such as with family, friends and business associates. However, 3P Negotiating can be applied in any other context. Depending on which one is used, the primary difference in the 3P method is the **P**rocess which is applied to achieve the outcome.

Negotiation in the context of real estate and wealth creation is vitally important and cannot be underestimated. Buying and selling real estate will be the context in which 3P Negotiating is described in this book. Buying and selling are the two faces of the same coin which need to be looked at together if a deep understanding of negotiation in the area of real estate can ever be reached. Forewarned is forearmed and simply focusing on one and ignoring the other as though it does not exist or does not matter will not make it go away and neither will it give you the perspective needed to effectively negotiate.

The reason that effective negotiation is so powerful is because negotiation deals with the exchange of value and value is an arbitrary thing. Value can be altered depending on perception and emotion. The value that someone will place on a home will depend not only on the surrounding market but also on personal circumstances, tastes and desires as well as a range of other factors. Value is decided in the minds of people, and wealth—which is the accumulation of value—is also decided in the minds of people.

If wealth is decided in the minds of people, then it follows that the distribution of wealth must also be decided in the minds of people, which leads us to why effective negotiation skills are so powerful.

If the distribution of wealth is decided in the minds of people then the ability to affect the mind during a negotiation can affect how wealth will be distributed and to whom.

Within real estate exists the **Grey Zone**. The Grey zone is not a fixed price but rather a range of acceptable pricing that a property may achieve and it is within this grey zone that wealth can be distributed at the time of purchase. This is where a seller can happily sell and a buyer can happily buy and the two can happily co-exist. Rooted in this distribution of wealth is the intention of the negotiator which guides and directs the negotiation process.

A key part of the 3P Negotiating method is the aim to create a win-win outcome for all concerned. Effective negotiation not only builds wealth on a monetary level, but also—more importantly—builds wealth on a personal and relationship level. It is from this that the greatest of wealth is achieved.

Imagine two people. One who adopts a win-lose approach and burns bridges as he moves through life and the other who adopts a win-win approach and forms and strengthens bridges during his life. Of the two people who would spend less time looking over their shoulders and more time focused on where they are going? Who would have surrounded themselves with more people and associates who are grateful to have dealt with them? Who would be the one who is likely to form stronger networks of trusted relationships? Would it not be likely that for the person who adopts the win-win approach, doors which may have never been opened to them now become opened? The silent opportunities which may never have been heard now become heard, and collaborations which may never have been seen now become clearly visible. We now find ourselves in a place not only rich in material things but also rich in relationships and friendships; a place

where we can happily move forward in life with the support of those around us and as we do, take those around us with us. This is the nature of 3P Negotiating. It is from the intangible of the Grey Zone that wealth is created. It is from the intangible of relationships that even greater wealth is created.

This book will look at negotiation in a radically different way and will look at why all three of the three Ps need to coexist if the highest levels of negotiation skills are ever to be achieved. In P1 we will explore the philosophy of self and how we perceive and create the world around us. By exploring the possibilities of our individual personalities we understand that we are far more in control of what we get in our lives than we are often aware. This knowledge opens the gateway for us to begin to make conscious change which will direct our lives in the way we choose rather than in a way based on our past conditioning. The understanding and mastery of self creates the strong foundation on which everything else can be built. Without this we will be building castles on beds of sand.

Once we have mastered self, we then move to P2 which gives us the strategies and ideas needed to effectively do what we have chosen to do. Here we will look at ideas and processes needed to effectively buy or sell real estate. When this is done we then move to P3. P3 looks at persuasion during negotiation and the core element of this which is effective communication.

When working together the three Ps create an unstoppable negotiator who is confident and effective when it comes to creating abundance in their life as well as outcomes that benefit all.

The foundation of 3P Negotiating is the **Philosophy of self**. It is our understanding that we are far more in control of the circumstances that unfold around us than at first we perceive. To begin it will be necessary that we explore this aspect of 3P Negotiating and delve deeply into the mind. Initially the ideas and concepts that will be looked at may seem abstract and not directly related to negotiation. However, these ideas

and concepts set up an important framework and understanding that as individuals we have far more control of what we obtain in life than at first we may realise.

The ability to take control of your thinking and condition your mind in preparation for what you want to achieve is immensely important because with this comes the power to create your life as you want it. This directly goes hand in hand with the fact that negotiation is also about getting what you want in life.
