

# ANTITRUST POLICY

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## Meeting Objective:

"By the end of this session, real estate professionals will understand and be able to apply the five laws of stratospheric success from The **Go-Giver**, including adding value, building authentic relationships, and embracing a mindset of generosity to enhance their personal brand and grow their business."



*"Your income is directly  
related to your value."*

— Bob Burg & John David  
Mann, *The Go-Giver*



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## Law #1: The Law of Value

Your true worth is determined by how much more you give in value than you take in payment.

*How can you  
offer more value  
to your clients  
than they expect  
or pay for?*





# COMPENSATION



DISCUSSION  
DECISION  
RESOLUTION

PROJECT  
PROCESS  
OFFER

DISCUSSION

PROBLEM  
QUESTIONER  
NEGOTIATION

PROPOSAL

COMMUNICATION

SKILLS  
OUTCOME

SCENARIO  
DEADLOCK

MEETING

ULTIMATUM

INTEREST

BUSINESS

DECISION

DISAGREEMENT

CHECKLIST

CONFRONTATION

INTEREST

AGREEMENT

WIN-WIN TACTICS

WIN-WIN

WIN-WIN

NEGOTIATOR

ALTERNATIVE




**INFLUENCE**



Authenticity





pause  
reflect  
act

*"The most important thing you  
can give is yourself."*

Bob Burg & John David Mann,  
The Go-Giver



THANK YOU

