

# Every Great Leader is a Great Negotiator

## YOU Can Be the Best Negotiator in the Room

- “Lawyer of the Year” in Technology Law for New York City in 2016 – Selected by “Best Lawyers in America”
- Author of the Book, “Technology Law – What Every Business (and Business-Minded Person) Needs to Know”
- Author of About 300 Published Articles & Many Articles on Negotiating Tactics
  - [@MarkDGrossman](#) – Please Follow Me on Twitter
  - Offices in Manhattan and South Florida



**Mark Grossman - Technology Lawyer, Negotiator, Keynoter, Commentator & Author**

# Time to Buy a New Car

The Lead Negotiator was My 12-Year Daughter



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# Life is a Negotiation & for C-Suite & Executives the Stakes are Higher

Every email

Every phone call

Every meeting

Every interaction



*You must be a great  
negotiator to be a great  
leader*

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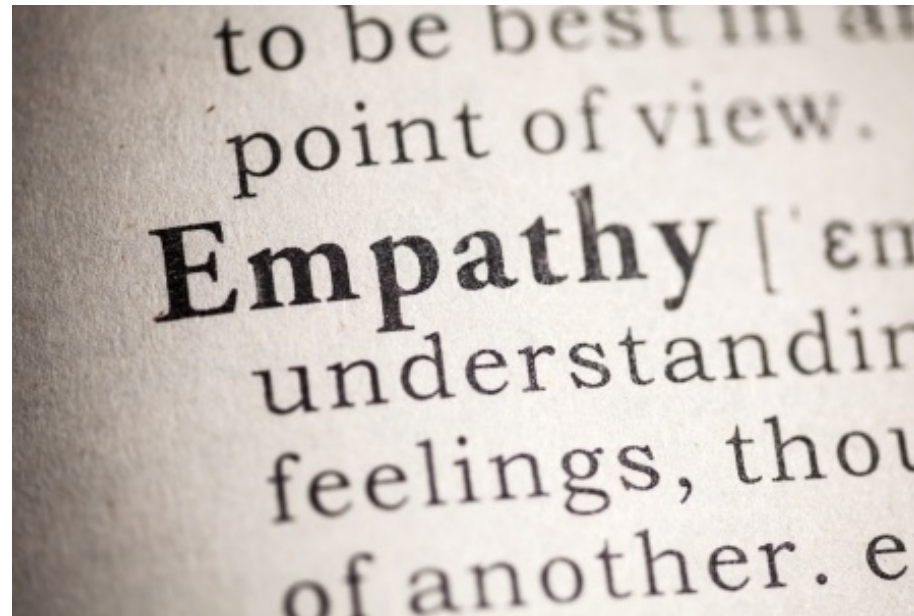
# How Would You Handle This Negotiation?



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# The Two Most Important Skills



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# Win-Win Negotiating



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# **Fair-Fair NOT Win-Win**

It's all about rough justice

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# Let's Play a Game



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# Disagree About the Tough Stuff Early & Then Table It

*The mere passage of time  
has an amazing effect*



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**Best Alternative To a Negotiated Agreement**

**ZOPA – Zone of Possible Agreement**

**RV – Reservation Value**

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# **Tactics to Gain Concessions**

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He Who  
Drafts Sets  
the Agenda!

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# Life is One Long Negotiation



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