



Never Make the First Offer: (Except When You Should) Wisdom from a Master Dealmaker

Donald Dell, John Boswell

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"On a handshake, I've trusted Donald Dell with my life." -Arthur Ashe, U.S. Open champion

Good negotiators know the rules. Great negotiators know when to break those rules. And then there are the true master dealmakers, like the pioneering sports lawyer Donald Dell. Over the last four decades, he has fought for some of the biggest stars in the world-Michael Jordan, Jimmy Connors, Patrick Ewing, Andy Roddick, Stan Smith, and dozens of others.

Dell is tough enough to look the general manager of the L.A. Lakers in the eye and say, "We can talk about the weather or the movies or your sex life, whatever you want, but we're not going any further until you make an opening offer." On the other hand, he's shrewd enough to know when the managing partner of the Chicago Bulls was about to lowball Michael Jordan by \$40 million-unless Dell could grab the advantage by naming his number first.

Now Dell reveals the advanced strategies and tactics that he has developed over a lifetime of high-stakes deals. Whether you're making endorsement deals for superstars, negotiating your next salary, or just trying to sell your old car, Dell's wisdom will help you get every possible advantage.

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