

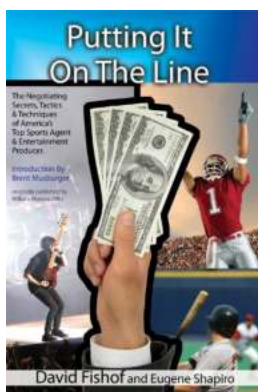
The Negotiating Secrets, Tactics, and Techniques of America's Top Sports Agent

When it comes to the world of professional sports, there is a behind-the-scenes game that determines the deals, contracts, and salaries of the athletes we idolize. And at the heart of this game is the sports agent, the master negotiator who possesses an unprecedented ability to secure the best deals for their clients.

Today, we take an in-depth look at the negotiating secrets, tactics, and techniques of America's top sports agent, John Stevens. With an impressive roster of clients that includes some of the biggest names in the world of sports, Stevens has earned a reputation as a formidable negotiator who consistently gets his clients the best deals possible.

The Art of Negotiation

Negotiation is an intricate dance, where every move and word holds significance. To be a successful negotiator, one must possess a combination of skills, knowledge, and experience. John Stevens, with over two decades of experience in the industry, has honed his negotiation skills to perfection.



Putting It On The Line: The Negotiating Secretes, Tactics & Techniques of America's Top Sports Agent & Entertainment Producer (David Fishof Book 1) by John Robert (Kindle Edition)

★★★★★ 5 out of 5

Language : English

File size : 1094 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled
Print length : 224 pages
Lending : Enabled



One of the most important secrets to Stevens' success is his ability to understand the market. He spends countless hours researching and analyzing market trends to ensure that he has the upper hand in negotiations. By staying informed about the current market value of players in various positions, Stevens is able to negotiate contracts that reflect the true worth of his clients.

Another tactic that sets Stevens apart is his skillful use of leverage. He understands that in negotiations, the party with the most leverage has the upper hand. Stevens goes to great lengths to create leverage for his clients, whether it's by highlighting their exceptional performance on the field or their immense popularity off the field. By strategically showcasing his clients' value, he puts pressure on the other party to meet his demands.

The Psychology of Negotiation

While knowledge and skills are vital in negotiations, understanding the psychology of the other party is equally important. Stevens excels in this aspect, employing various techniques to gain a psychological advantage during negotiations.

One technique Stevens often utilizes is creating a win-win situation. He approaches negotiations with the mindset that both parties should benefit from the deal. By emphasizing mutual benefits and finding common ground, he builds a positive rapport with the other party, making them more receptive to his

proposals. This approach has proven to be highly effective in securing favorable deals for his clients.

Stevens also recognizes the power of timing in negotiations. He carefully selects the right moment to present his proposals, considering factors such as team performance, player achievements, and market demand. By presenting his proposals at the opportune time, he increases the chances of them being accepted.

The Art of Persuasion

One of the key skills of a successful negotiator is the art of persuasion. Stevens has mastered the art of persuasion and has an arsenal of techniques that he deploys to influence the other party's decision-making process.

One technique he utilizes is the principle of reciprocity. By offering concessions or added incentives, Stevens creates a sense of obligation in the other party to reciprocate the favor. This often leads to more favorable terms and conditions for his clients.

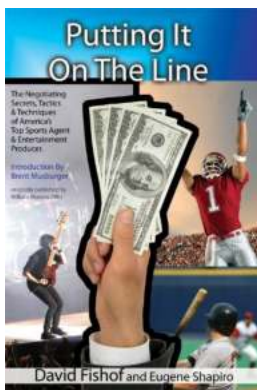
Additionally, Stevens employs the power of storytelling to make his case more compelling. He crafts narratives that highlight his clients' journey, their triumphs, and their potential for future success. By appealing to the emotions of the other party, he creates a stronger connection and increases the chances of reaching a favorable agreement.

John Stevens, America's top sports agent, has perfected the art of negotiation, employing a combination of tactics, techniques, and psychological insights to secure the best deals for his clients. By staying informed about the market, creating leverage, understanding the psychology of the other party, and utilizing

the art of persuasion, Stevens has consistently proven himself to be a formidable negotiator.

While negotiating deals for athletes may seem like a game, the stakes are high, and the results can have a profound impact on their careers and livelihoods. Having a skilled negotiator like John Stevens in their corner gives athletes the confidence and peace of mind that their best interests are being advocated for.

In , the negotiating secrets, tactics, and techniques of America's top sports agent, John Stevens, serve as valuable insights into the intricate world of sports negotiations. With each deal he seals, he reinforces his position as one of the industry's most revered and successful negotiators.



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PUTTING IT ON THE LINE

The Negotiating Secrets, Tactics & Techniques of America's Top Sports Agent and Entertainment Producer.

by BRENT MUSBURGER

originally published by William Morrow 1983

DAVID FISHOF has negotiated some of the biggest deals in professional sports, and though he is still in his mid-twenties, his client list includes, Lou Piniella, Vince Ferragamo, Jack Reynolds, Phil Simms, Ron Jackson and other sports and entertainment stars. PUTTING IT ON THE LINE reveals how Fishof negotiates for his clients, and offers solid advice on how to succeed in the negotiations we all encounter.

How does Fishof do it? How does he get along with an no-nonsense businessman like George Stienbrenner in the afternoon and then go out on the town with a good ol' boy like Hacksaw Reynolds the same night? Fishof doesn't score points by bullying. Instead, he recommends respect for the other guy's needs, a clear understanding of the limitations of any negotiation, and a gentlemanly approach to every business deal - and he shows how these methods work for you.

The book is filled with fascinating true stories about Fishof's negotiations - the infamous "weight clause" that required Lou Piniella to come to spring training at under two hundred pounds or face a Stienbrenner-imposed fine; the \$750,000 contract for Vince Ferragamo to play in the Canadian Football League (and the intricate dealing with the Los Angeles Rams that this ground-breaking contract involved); and the peculiarities of the endorsements business, that peculiar juncture of sports and entertainment.

All of these negotiations are discussed in detail so that you can see how negotiating works in the big leagues. Filled with sparkling anecdotes and good advice, this is a funny and revealing look at a successful sports and entertainment agent who gets what his clients deserve, and has a roaring good time doing it.

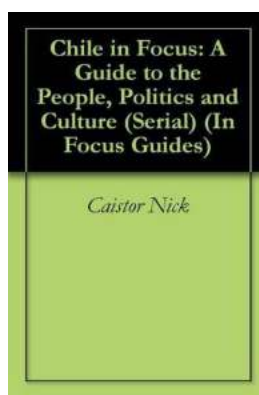
DAVID FISHOF is the president of David Fishof Presents in Los Angeles and the founder and CEO of Rock and Roll Fantasy Camp <http://www.rockcamp.com>

EUGENE SHAPIRO is a New York freelance writer.

"David Fishof knows all the angles of his business the way Willie Masconi know all of his. His book tell you what it is like to be locked up with George Stienbrenner and come out not only alive but thriving." ~ DICK SCHAPP

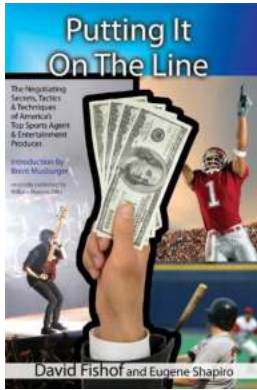
"Yes! PUTTING IT ON THE LINE will show you how multimillion-dollar contracts are created in the world of professional sports - and give you the inside story of how a to sports agent operates." ~ MARV ALBERT NBC-TV SPORTS

"The show-business stories here are fantastic" Take this book, please! ~ HENNY YOUNGMAN



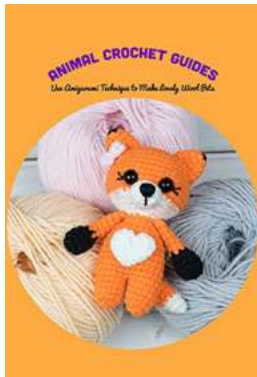
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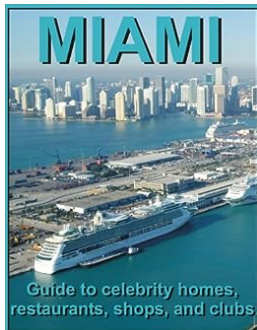
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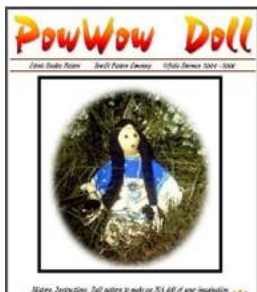
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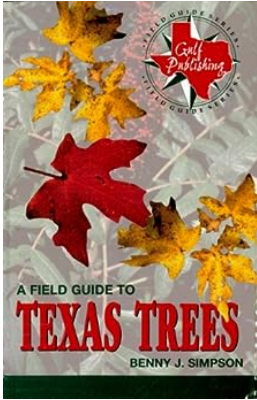
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