



# Rob Sherman, J.D.

## NEGOTIATION SKILLS FOR ATTORNEYS

### “Persuade With More Power & Influence”

Your success as an attorney depends on your ability to persuade and influence in all types of legal situations . . . from building consensus to aggressively protecting the rights of clients. Every day, you negotiate. Your dealings with opposing counsel, judges, firm attorneys, and even your clients and staff all involve principles of persuasion.

Yet, most attorneys receive little training in the practical application of negotiation principles to every day situations. Rob's negotiation skills programs fill this void by offering practical tips that attorneys can

adopt to dramatically increase their ability to influence others.

Whether you are a seasoned partner who wants to refine your skill level, or a new associate who understands the power of persuasion, you will benefit from Rob's knowledge and experience.

#### PROGRAMS

- ◆ How to Persuade with More Power & Influence:  
*The Keys to Successful Negotiations*
- ◆ The Power of Principled Negotiations:  
*Classic Concepts that Work*
- ◆ The Secrets of Power Negotiators:  
*Turning Adversaries Into Advocates*

#### THROUGH ROB'S NEGOTIATION PROGRAMS YOU WILL LEARN:

- ◆ The biggest mistakes attorneys make when negotiating
- ◆ The incredible power of knowing and understanding the role of behavior styles in negotiation – DISC
- ◆ How to deal with “Rambo” negotiators — Is “win-win” for wimps?
- ◆ How to build consensus through “interest-based” negotiations
- ◆ How to uncover hidden agendas
- ◆ How to deal with negotiation tactics and “dirty” tricks
- ◆ Negotiating with integrity - Is a principled approach practical in today's legal climate?

Rob Sherman has served as an advocate and expert communicator through his experience in law, business and association management. Rob has conducted negotiation, leadership and presentation skills programs to law firms, bar associations, business, and trade groups throughout the nation and receives rave reviews for his clear and practical style. See [www.ShermanLeadershp.com](http://www.ShermanLeadershp.com) for a of client list and participant comments.

A 1976 graduate of the University of Cincinnati College of Law, Rob spent six years with the Ohio Office of the Attorney General. He is a founding director of an adoption agency and also founded a national real estate appraisal association. He served as General Counsel and Executive Director for a state and national health care association. He is principle with the law firm of Karr & Sherman.

**Rob Sherman, JD, founder of Sherman Leadership Group, works with business, attorneys and association executives who want to dramatically increase their presentation, leadership and negotiation skills.**

**Rob is the author of *Sherman's 21 Laws of Speaking: How to Inspire Others to Action*, endorsed by Ken Blanchard, co-author of the One Minute Manager.**

