



TAKING TO TENNIS NEGOTIATION

Confidential Information for Saxon Warrick's Agent

You recently began working as the business agent and all-around assistant for Saxon Warrick, a Swiss tennis player ranked internationally as #4, just under Rodrigo Navarro, Andrew Mayfield, and Royce Fehr.

Warrick is intent on beating everyone in upcoming tournaments and achieving a world number-one ranking in tennis.

At Warrick's level, it's hard to find people who will be challenging enough in practice to help him improve his game, and thus his odds of winning.

Warrick asked you to scout out players who might practice with him. He plans to fly these select players to his spacious home and tennis court in Switzerland for two-week visits, during which they would practice with Warrick every day. Warrick noted that many players with "terrible" rankings are quite excellent- able to hit the ball phenomenally fast and model the unique playing styles of top-ranked players. Warrick is particularly interested in lefties who can simulate a Rodrigo Navarro-style left-handed smash to his backhand. It is also important that the recruited player be pleasant since Warrick will be spending a lot of time with him.

You scouted the rankings, talked to coaches, and scouted tournaments. Very few players would fit the bill. You did locate an American player named Ron Levine, 23 years old, ranked number 463 internationally. He is a scrappy left-handed tennis player, with a very fast, very strong hit and known to be a very nice, good-humored individual.

You raised Levine as a possibility with Warrick and he said: "Great. Just get him to come. I really don't care what it costs. I need to ramp up my practice sessions and work with a left-hander, preferably within the next week or so. I have several very big tournaments coming up soon."

Obviously, Warrick makes a great deal of money, particularly from product endorsements and the like. What most people don't know is that Warrick recently decided he would take no more than \$10 million a year as income. The balance of his earnings will go to charities, through his foundation.

You and your wife are very active local board members of the Juvenile Diabetes Foundation because your brother and her sister were both victims of the disease. Even though Warrick says to spend whatever it takes to get Levine, in your mind every dollar saved is a dollar more that goes to charity. You also suspect that, over time, if you prove to be a good agent and a good negotiator, Warrick might be willing to have his foundation lend financial support to juvenile diabetes work.

Prepare to contact and negotiate with Levine. What do you think would be a good deal on the dollars? Why? How would you approach the negotiation?