

# How to Master the Art of Negotiation

- ❌ One of the biggest mistakes that a startup entrepreneur can make, is not knowing the art of negotiation. How do you reach a winning negotiation for both sides?

In a video, Patrick Bet-David of Valuetainment Weekly discusses the mistakes startup entrepreneurs make in negotiation.

He said that sometimes new entrepreneurs are advised to go for the big win. But, “if one person wins in a negotiation, then one person loses. The person losing will probably not do business again with the person winning,” he said.

**Watch the video.**