



In this conversation, Jeremy Hurewitz shares his unique journey from journalism to corporate security and describes how his experiences have shaped his understanding of persuasion and influence.

He discusses his regular work with lawyers and law firms, explores the importance of active listening, radical empathy, and elicitation in sales, and introduces his “Crawl, Walk, Run” strategy for building client relationships. Jeremy emphasizes that both introverts and extroverts can excel in making connections. He tells us how personal passions can enhance connections and delves into behavioral science’s role in sales and negotiation, offering strategies for de-escalating emotionally charged situations. Our discussion also touches on negotiation tactics in global conflicts, emphasizing the need for emotional intelligence and relationship building in professional settings.

[Listen to "Radical Empathy and Persuasion: A Conversation With Jeremy Hurewitz" on Spreaker.](#)

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## **Contributors**



### **David T. Biderman**

Partner

[DBiderman@perkinscoie.com](mailto:DBiderman@perkinscoie.com) [310.788.3220](tel:310.788.3220)



### **Jasmine Wetherell**

Partner

[JWetherell@perkinscoie.com](mailto:JWetherell@perkinscoie.com) [310.788.3294](tel:310.788.3294)

Podcast series

## **The Persuasion Occasion**

Hosted by Perkins Coie Consumer Products and Service litigators David Biderman and Jasmine Wetherell, each episode features a conversation with noted professionals about achieving success in disputes and negotiations.

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