

The dynamizing Negotiation Technique for B-to-B negotiations

„MAGIC SPIN“

*The magics of
inspiring
learning by playful
resource application.*

- train-/gaming program
- target group specific
- virtuous negotiating
- 4 days incl. game



The MAGIC SPIN Target groups:
Coming C-Level managers & leaders
Program- & Project managers
Hi-End Sellers and Sales Executives

„MAGIC SPIN“ for B-to-B negotiations



Specificity – Problem – Implication – Need-pay-off

Speed analysis

Power position-pushing

Intuitive situation-management

Nudge-decision-making leadership

The Negotiation Targets:



A negotiation, worth of the term, is a twin fold challenge: handling the facts AND turning the situation into success. Manifold types of situational challenges require effective negotiating between concerned parties. The “magics” consists in “spinning” the actors AND the situation around unto achievement of the maximum goal and output.

Upfront the parametric priorities of success: sustainability, manageability and degree of exploitation of the case need to be determined – as well as the baseline decision: win-win or win-lose?!

The Method – progress the negotiation in 5 ‘spin’s:

		Catalyzing reflection and in-time evaluation ... 				
		MAGIC SPIN Specificity <i>- observe</i>	Problem <i>- describe</i>	Implication <i>- point out</i>	Need-pay-off <i>- convince</i>	CONDITIONING BY FACTS - STAY GREEN
Driving Facilitation ... 	S peed Analysis	SPIN N°1 open room of maneuver				
	P ower position- Pushing		SPIN N°2 gain certainty			
	I ntuitive situational Management			SPIN N°3 gain speed		
	N udge- decision- making Leadership				SPIN N°4 maximize Performance	build trust
	TACTICS - GET RED				seduce to act	SPIN N°5 achieve Virtuosity!

The “SPIN”:
 The dynamic momentum in behavior, tactics and situational development = the core criterion.

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(Trust X Seduction) :
 tactical discipline =
 VIRTUOSITY

Practice simulation of the **MAGIC SPIN** Method – the “Werewolfe Game”:

„The WEREWOLVES of Darkwood“ – is a known and recognized interactive group game. The basic idea is to build two groups, building teams: the werewolves, hungrily killing the villagers at night, and the village inhabitants, setting out in the day to identify the werewolves and submit them to their just punishment – death. The werewolves sign out at night one villager to kill, in order to calm their eternal hunger. In the day, the villagers discuss, accuse and negotiate about finding the werewolves, now being amongst them as harmless villagers too. At the end of day, the villagers have the opportunity and need to execute the killing of the seemingly identified werewolve.

But – attention! In both teams may ply the “witch”, the “drunkard”, the “God of love – Armor” their dreadful trade...! Essential: each participant only knows HIS own role – so no one can really trust the other one and is not only in need to try to keep his head on his shoulders, but needs to develop a longhaul strategy safeguarding against not letting the werewolves become majority, and end as winner of the game – alone or as a team. Some characters’ goals are compatible so that they may form coalitions. But this works only with fine switching between red- and green approaches to distinguish between friends, competitors, neutrals and ... the beasts. Via the dynamic and at night even unexpected vanishing of gamers it becomes inevitable to iteratively adapt the situation analysis and in the same time collect as much information as possible and translate it into action – without dismantling oneself.

The trainer facilitates the game and thus controls its dynamic. Having worked with the gamers in the foregoing training elements, he disperses the role allocation to assure group dynamics AND room of maneuver for living one’s potentials, and he generates the resented and real time pressure, which is necessary for a thorough application of the MAGIC SPIN. It may, exemplarily, be, that villagers in a first round of the game, have some good 20 minutes to debate their positions and decisions, whereas in late rounds of the game, they are left with only 2-3 minutes - for the same decision about life and death.

This revolving act-observe-feedback loop assures together with the facilitators feedback a 360° feedback of growing intensity, mainly aiming for self-reflection and self-inspiration. Based on this stepwise upbuild of self-experience and competence-building in negotiation the gamers develop systemically their potential of virtuosity.

The “MAGIC” of the spin lives in the self-inspiring development of own-resource based behavioral options, going along with the pragmatic knowledge about its efficiency and how to apply – in adaptation to whatever situational change. -

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The “STAY GREEN” obligation...

Keep control.

The negotiation is a process of agreement on decisions and outputs. The process needs to be initiated, organized, controlled and finally focused to deliver optimized results. The multiplicity of factors governing into this process is a key danger of getting into diverse traps and counter-measures from counterparts engaging to maximize their win solely. Keeping control becomes so a core challenge of the entire negotiation process especially as fact analyzing and awareness often weakens throughout the power balancing of the negotiation. Yet, ‘learning’ about eventually productive new insights on facts and their interpretation needs to be followed as it allows sometimes most efficient short-cuts or bypasses of dead ends. “Stay green” so is a permanent obligation being the one of two dimensions the negotiator works in – consciously and intuitively. -

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The “GET RED” obligation...

Move the process.

Different negotiation parties have different agendas – and they are not necessarily or entirely what they are told to be. And whatever the facts may speak and the issue may be clear – intentions, power constraints and similar negotiation tactics may derive from the goal and an efficient process to its fulfillment. Group dynamics between negotiators and concerned stakeholders from the business-, the corporate- or the market environment challenge the timing, the result delivery and the resource allocation of the business case – AND the negotiators. This requires a 360° alert facilitation with both, a dynamic drive following the ‘red line’ to the goal and the cultural sensitivity to get hold of crucial moments to fix results and fully exploit the situation towards the win-win maximum! “Get red” is as well a permanent obligation, yet not in opposition with the “Stay green” obligation, but in steady interaction with it. -

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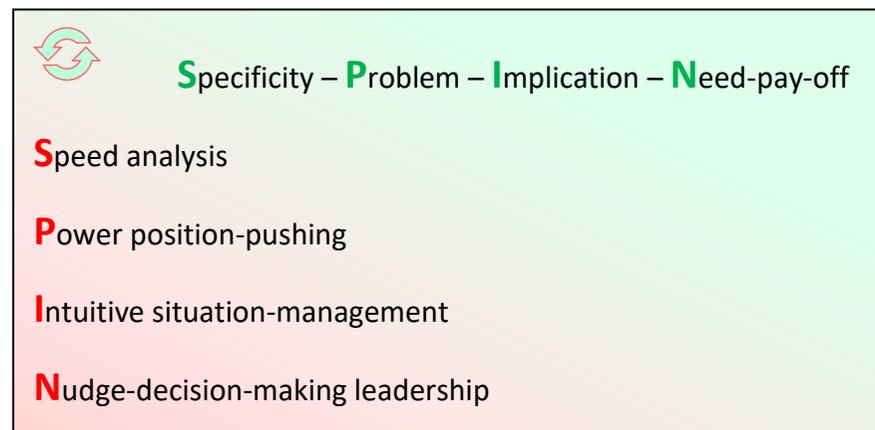
The SPIN factor

Practice derived methodology

A 'spin' means to give a directed, dynamic move on any element in motion. We exactly use this analogy to make understand a negotiation as a highly volatile process which allows a lot of interventive actions as to get to a desired outcome. MAGIC SPIN focuses on making the participants understand a negotiative situation as a process of complexity. It needs a sharp look on essentials and self-training on quickly shifting from one to another negotiative challenge – be it in the same negotiation or making the link to consequences of the running negotiation to the next level challenges.

The negotiation process is organized in different “spins”, each of which has a distinct role in the negotiation process. And everytime, when the negotiator gives 'spin' to the process, he needs meanwhile to reflect on the side effects of the current situation on further negotiative levels. The 'spin' is the momentum describing the behavioral and the procedural dynamic on content, tactics and the further dispersion of effects. -

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“Negotiation is the art of focusing dynamic inter-human momentum in a decision-obtaining process.”