

## How does your counterpart function?

**May 25, 2014 – The introductory speeches of the "Business Excellence" event last week at Stuttgart Stock Exchange were dominated by interpersonal relationships. How do I make myself a brand and how will my customers remember me? How does my counterpart function? How do I win my negotiations? During the evening, keynote speakers Barbara Liebermeister, Matthias Herzog and Frieder Gamm responded to these questions for approximately 90 guests.**

Management consultant Alexander Hornikel who led through the evening first introduced Barbara Liebermeister to the guests. In her lecture "People - Power - Brand" the author and management consultant made clear: "People are and will remain the rate of return factor No. 1." Personality as a success factor for companies, products and services will also have a great future in the digital world. However, according to Liebermeister your own personality cannot be digitalized. One click at Xing, Facebook and other digital services may connect you within the Web. Although you are linked, there is still no relationship. For most people, decisions are not rational but emotional. This includes an honest recognition, enthusiasm and appreciation for the person (and not for the job) – this is how you create a brand out of yourself. Liebermeister therefore advises: "The more creative you maintain your contacts, the longer you will stay in your customers' mind."

The lecture of Matthias Herzog, an expert in sustainable motivation and performance enhancement, was about different types of people. Among others, the successful marathon runner and IRONMAN participant is the mental coach of the German hockey and handball league. He questions interpersonal skills, and appeals to different talents of people. Herzog recommends looking closely at what "color of person" you are dealing with. He speaks of four types of colors (red, blue, yellow and green), which relate to the color theory of the psychoanalyst Carl Gustav Jung. Human behavior from introvert to extrovert and people-oriented to task-oriented can be divided into these four color categories. In his lecture, Herzog gives a small instruction manual to audience members for communication with others. "Be open to new things," Herzog said, "because according to economic psychology eight out of ten mistakes can be traced back to the fact that we are not willing to let go!"

In his lecture, the experienced negotiation specialist, speaker and author Frieder Gamm, pleaded for serenity and good preparation for negotiations. Gamm said: "Negotiations are won in your head and with a smile." In his lecture, Gamm also talks about four basic strategies: pressure, partnership, side tracking and giving in. During his long career in procurement and sales at Porsche AG in Stuttgart, he has experienced, applied and blocked each negotiation tactic himself. But which strategy is the best? When it comes to this question, Gamm sticks to the principle: "Strategy is the victory of ideas in preparation for coincidences during negotiation."

According to Gamm, those who follow this principle will have an excellent starting position for success-oriented negotiations. In order to always be a step ahead of your negotiation partner, Gamm is confident that this principle together with good preparation, concrete definition of objectives, optimal implementation of strategy and tactics as well as mastery of psychological processes is indispensable.

Afterwards, everyone had the opportunity to maintain and expand the personal network while enjoying a small snack. The organizers (Barbara Liebermeister, Matthias Herzog, Frieder Gamm and Alexander Hornikel) are very satisfied with the first event in this series. More Business Excellence evenings will follow during the current year. This event was supported by HR consulting division one.

#### About division one

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