RULES FOR THE NEGOTIATION

1. AT LEAST ONE SALESPERON IS MANDATORY TO CARRY THE MESSAGE.
2. THE MORE SALES PEOPLE THE STRONGER THE INFLUENCE WITH VISIONARIES BASED ON TRUST ALONE
3. DEVELOPER: HAS NO INFLUENCE WITHOUT AT LEAST ONE SALESPERON TO CARRY THE MESSAGE TO THE CLIENT
4. DEVELOPER WITH SALESPERSON STRENGTHENS TECHNICAL MESSAGE AND SALESPERSON INFLUENCE
5. DEVELOPER: CAN CARRY MESSAGE UNAMPLIFIED BY THE EXPERTS BUT IT IS BASIC AND HAS LOW INFLUENCE
6. USING EXPERTS AS A WAY TO GAIN LEGITIMACY ONLY WORKS IF THERE IS SOMEONE TO FEED THEM INFORMATION. SO AT LEAST ONE DEVELOPER MUST BE SELECTED.
7. ADDITIONALLY, SALESPERSON MUST BE IN PLACE TO TAKE ADVANTAGE OF THE EXPERT OPINION. SALES PLUS UNFED EXPERT BRINGS MINIMAL INFLUENCE

SO SUMMARY:

* SALESPERSON CARRIES INFLUENCE IN OWN RIGHT
* PRODUCT DEVELOPER CARRIES NO INFLUENCE WIHOUT A SALESPERSON. WITH A SALESPERSON CAN ADD WEAK AMPLIFICATION OF SALESPERSON’S INFLUENCE OVER THE VISIONARY
* EXPERT OPINION ONLY WORKS IF AT LEAST ONE DEVELOPER IS IN PLACE TO FEED TECH INFORMATION **AND** SALES PERSON IN PLACE TO LOCK IT IN WITH THE VISIONARY
* ROLE OF EXPERT IS TO AMPLIFY THE SALES MESSAGE. WITH NO SALESPERSON TO TAKE ADVANTAGE OF THE EXPERT COMMENT THERE IS NO INFLUENCE
* NEEDLESS TO SAY: DEVELOPER PLUS EXPERT WITHOUT A SALES PERSON TO CARRY THE MESSAGE HAS NO INFLUENCE NO MATTER HOW WELL FED BY DEVELOPERS

ADDITIONAL

* LegacyCo LOSES LOT OF COMPETENCE IN MARKETING AND DEVELOPMENT AND SO IS WEAKENED IN THE LEGACY MARKETS DEPENDING ON THE PEOPLE LOST. THIS ENCOURAGES LegacyCo TO RESIST REQUESTS TO TAKE PEOPLE
* NewCo GAINS A LOT SO WANT TO TAKE AS MUCH AS POSSIBLE
* NewCo NEEDS TO SELECT WHICH EXPERTS TO TRY TO INFLUENCE. CAN TRY FOR ALL BUT THEN NEEDS TO HAVE (NEARLY) ALL THE DEVELOPERS TO MAXIMIZE THE AMPLIFICATION.
* FROM A GAME VIEWPOINT SHOULD TRY FOR ALL THE EXPERTS AS I HAVE BUILT IN NO PENALTY. SO I SHOULD PUT IN A CONSTRAINT. EXAMPLE: CAN ONLY SELECT 3 OUT OF THE FIVE MAXIMUM EXPERTS. FROM EXPERT VIEWPOINT WANTS EXCLUSIVITY OF INFORMATION – IF NOT GENERAL KNOWLEDGE