

Sunday 29th April

Weekly tips and ideas for business professionals



The search for value

Negotiation Update



Spring in Cabourg

Sunday morning...

Sunday morning in South London back from sunny France and watching the sport. I've been checking out the Americas Cup this week. Modern technology now makes it a sport worth watching. Australia and Sri Lanka look like making it a good cricket final (written Saturday morning!).

If you're a lover of the beautiful game check out Lionel Messi's recent goal on youtube at: <http://www.youtube.com/watch?v=-spoi736vDI>
Amazing.

I'd be interested to know how many Aussie colleagues (and there are many in this network) are now saving up to move their families to New Zealand in search of water. Maybe the historic movement across the Tasman may now be reversed if what I hear about water shortages is true. That's almost a perfect definition of irony. I await the replies from those closer to the watering can than I am. The South Island does seem pretty empty...apart from the Sheep.

We've now got Phil Spector in the dock. Is this another OJ...surely not.

Continued with the book this week and put the final touches to the trip up to Vic Falls in July...

Heard that I'd passed the course in California and I'm now an expert user of SDI. There are quite a few SDI users in this network. I'm always happy to share thoughts on this topic. If you don't know what I'm talking about check out: <http://www.personalstrengths.com/> and it'll explain it to you.

Have a good one...with three tips as usual.

Written and published by Tom Beasor

Tom Beasor is Managing Director of Blue Line Consultancy Ltd.

Contact Tom at: tom@beasor.com or on +44 (0)207 252 0377

Contact BLC Ltd at 11 Kinburn Street, London SE16 6DN England

Copyright ©Tom Beasor 2007. All rights reserved.

Back issues of the tips are always available free. Please ask. The archive is at www.beasor.com where you can catch up with recent copies.

We're happy for you to put our tips on your company intranet at no cost. Formats are Powerpoint and Adobe pdf.

If you wish to unsubscribe then please reply to: tom@beasor.com and put "unsubscribe" in the title box.

Your privacy is assured. Your name will never be shared with a third party.

This week I...

In my everlasting search for free software I came across Picasa. It's a very handy piece of kit that will organise all of your photos on your hard drive. Download it at: http://picasa.google.co.uk/#utm_campaign=en&utm_source=en-ha-emea-uk-google&utm_medium=ha&utm_term=picasa
Or just google it up and it'll take you to the site. I've got thousands of digital pictures and this is a really good way to get them into some form of order and if you don't have any editing software it will do the job for you. This is classy software and it is very free.

Finished reading the Ted Simon book. It was a great read and I recommend it wholeheartedly. Any thoughts on who's going to win the UK Apprentice series?...they all seem a bunch of no hopers...but maybe I'm just getting old.

And finally...

(04-26) 14:28 PDT Greensboro, N.C. (AP) --

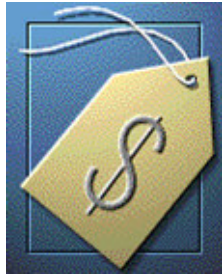
It took one glance for Sandra Rowells to recognize the man she said broke into her home, offered her \$500 to hide him and fled wearing some of her clothing. Rowells, 70, said police asked her if Jahmell Kareem, 33, of Winston-Salem was the right suspect.

"Yeah, 'cause that's my shirt he's got on," Rowells said she told police. "It made me mad because my daughter had just sent me that T-shirt from Florida."

Police said Kareem crashed a car near Rowells' home Tuesday after leading police on a high-speed chase along Interstate 85 that reached speeds of 130 mph. Rowells said she woke up from a nap when Kareem forced open her locked kitchen screen door.

"I'm like, you can have this house, buddy, I'm out of here," Rowells said.

Kareem faces several charges including felony hit and run, breaking and entering, and fleeing in a vehicle to elude arrest, said Highway Patrol Trooper A.R. Locklear.



The search for value

Management Tips

291

The Daily Drucker

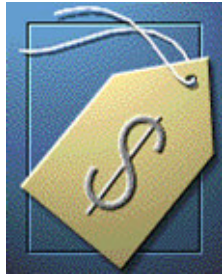
Whenever I'm short of a tip for this management section I turn to a book called "The Daily Drucker." It's 365 tips ideas from management guru Peter Drucker.

I turned this week to a page at random and it talked about the balance of short term results with those of the long term. Drucker talks about balance...how to continue to develop the long term profit vision while at the same time developing the need for short term P&L results.

Many organisations have this dilemma...many who are not even profit focused. Let's pick an example. Take a police force/service who need to show a good clear up record for crimes. Maybe also they need to show a low tolerance stance for street crimes at the same time. That's the short term perspective.

The long term perspective would be a different imperative. We're talking here about the need to improve relationships with the public and to develop policies that reduce crime over the longer term.

That's the balance that Drucker suggests. All organisations will have this challenge.



The search for value

Sales Tips

343

Lead times

Selling is a multi faceted activity and at any moment in time a seller might be concentrating on one particular element.

Of course delivery of the product or service is the element that creates the greatest buzz but that's not much good if the credit control element is neglected and the invoices don't get paid.

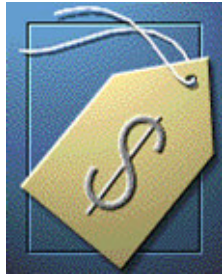
The element which is most important is the search for business. It is said the 20% of your customers disappear each year and so you've got to replace them just to stand still. That's the marketing and proposing phase of selling.

The issue is of course lead times. It can take months, sometimes years, between the initial proposing phase and the collection of the invoice. If you don't manage this time frame then you can suffer badly.

The time to propose, sell and market is when you're busiest. That way the music never stops playing and the lead times just rotate into each other.

If you wait until the delivery music does stop playing before you start selling and proposing then you'll have a very nasty fallow period when nothing is being delivered and no income is being received.

Never forget how long lead times can be...and plan for it.



The search for value

Negotiation Tips

363

Better lucky than good?

Here's a view on luck from Wikipedia:

One view holds that luck is that which happens beyond a person's control. This means that luck stands in opposition to one's control, but not to causation. This view incorporates phenomena that are chance happenings, a person's place of birth for example, but where there is no uncertainty involved, or where the uncertainty is irrelevant. Within this framework one can differentiate between three different types of luck:

1. **Constitutional luck**, that is, luck with factors that cannot be changed. Place of birth and genetic constitution are typical examples.
2. **Circumstantial luck**, that is, luck with factors that are haphazardly brought on. Accidents and epidemics are typical examples.
3. **Ignorance luck**, that is, luck with factors one does not know about. Examples can be identified only in hindsight.

So what does this all mean? Good negotiators are not lucky...they're good. They don't rely on luck...they rely on ruthless preparation and prework activity.

If you go into a negotiation relying on a lucky break then you didn't do your contingent, preventative and opportunity planning. Don't expect a throw of the dice or a turn of the card to help you out.

You might get lucky...but I'd rather rely on being good.