

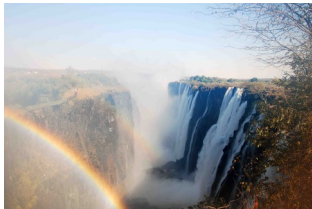
Sunday 26th August

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Victoria Falls

Sunday morning...

Sunday morning back in Cape Town in the middle of a wet Winter. We're back after 5 weeks away during which time we travelled 8,000kms up to Victoria Falls via Fish River Canyon, Etosha, Maun and the Kalahari. It was a great experience...going back to Zambia after living there 25 years ago made the memories come flooding back.

Can't wait until the next trip next year. By the way...a big thumbs up to the Nissan Navarra. Didn't miss a beat either on road or off.

Back to the business of consultancy and it's good to report the positive response we've had about the SDI. I did a presentation in Cape Town recently and we're really looking to get that off the ground in South Africa.

I'm ploughing through the emails and hope to be up to speed by the end of next week. Holidays are fun but they leave a back log.

Have a good one...with 3 tips as usual.

This week I...

During the last few weeks I've read quite a few guide books and find Bradt to be easily the best. I read the last Harry Potter book and enjoyed it and bought the whole set of "Only Fools and Horses" to watch on the road and it was great fun. That's all the holiday reading...back to normal next week.

And finally...

(08-24) 09:52 PDT HELSINKI, Finland (AP) --

A 15-year-old schoolboy was fined Friday for posting a video on YouTube showing a karaoke performance of his teacher and for claiming she was a lunatic.

In the first case of its kind in Finland, Nurmes District Court found Toni Vesikko guilty of intentional defamation and fined him 90 euros, or about \$120. He also was ordered to pay 800 euros (\$1,000) in damages for "causing harm and suffering" and 2,200 euros (\$3,000) in court costs.

Vesikko, who took the video of his teacher singing karaoke at a school party on April 30, admitted posting the video on the popular video-sharing site YouTube a day later. He said he did it as a prank and had not intended to insult the teacher.

But the court said Vesikko's actions "falsified facts" — about the institution and the teacher's mental state — and caused her to suffer anxiety, depression and insomnia. The video was watched more than 600 times before Vesikko took it off Google Inc.'s YouTube on May 7 on the orders of the principal of the school, near Lieksa, 330 miles from Helsinki.

The video, which Vesikko called in English "Karaoke of the mental hospital," named the teacher and said she was "a lunatic singing at the karaoke of the mental hospital." The Nurmes court found that the video had become "very well known and public" after its release, both in school and regionally, and could be accessed internationally. It said the video added anguish for the teacher, who had already been teased by pupils for about two years, according to her own account.

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

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Management Tips

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A decent break

Here's a tip written from the heart.

I've just taken a 5 week break. I saved up, planned it to death and had a time I'll not forget. I've got video and thousands of pictures to prove it.

So...holidays are fun...we know that.

But what else did I learn. First that the world didn't collapse because I didn't check my emails every day and second that there are more things to challenge you in your life than trying to fill your diary with work related issues.

I'll do this again next year...cash permitting...and I'm looking forward to it now. It provides focus and makes me really understand why I work and more importantly what I'd do if I didn't work.

I've already made my job my hobby...the next challenge is to turn the hobby into the job!



The search for value

Sales Tips

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Owners

I've just stayed in a whole host of hotels and guest houses....17 in 31 days. What did I find?

The best places by far were the ones run by the owners. In each case we saw a personal touch and a care for the people and the standards that was never replicated by any manager except for one place that was remarkable for this fact alone.

My point is that if you treat the business as if it were your own and treat the customers as if they were putting the money into your own pocket and if you try to get a direct link of success and failure from your own behaviour then you'll really know how to sell...sell as if the business was your own.

Everybody knows that attitude is a key issue in selling...and nobody has a better attitude than the guy who owns the business.



The search for value

Negotiation Tips

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Hard negotiations

I've just had another exhausting negotiation trying to persuade somebody to take more money than they wanted. These negotiations are tough!

You may believe that all negotiations are about relieving the other party of their cash... But it's quite the opposite. In many cases the real challenge is to understand that people often sell themselves short and you, yourself, might have to be the custodian of what's fair and right...even if it means giving them more than they want.

We teach that a deal has to offer good value but also be the basis of a good relationship and this is the key. I'm finding more and more that a point or two sacrificed in a deal can often help nurture the relationship far beyond whatever could be gained in the short term.

Take the long view sometimes. If you always try to exploit the short term view you might find that you'll never find that pot of gold that only exists in the long view.