



The search for value

Negotiation Update



Still on...and for 2 more weeks only. 500 tips of your choice for \$19.

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Sunday morning...

Sunday morning in Cape Town...very early...4.00am... as I'm meeting someone at the airport. Weather report...warm...just how we like it.

This week is one of the more important weeks in the year. It sees the launch of SDI in South Africa and if it goes the way we hope we'll have a new and thriving business. We've got 12 participants on the launch programme and fingers crossed, hold thumbs, touch wood and stand on toes.

Next Sunday sees me off to Accra for the last training course before the Christmas break. Colleagues and friends in Accra are very welcome to get in touch while I'm there.

So farewell John Howard. You had a good innings but now you're out...and maybe... welcome back Jacob Zuma... you were out and now it looks like you're going to be back in. Strange game, politics. I'll stick to business.

Courtesy of Fred's request I've now enabled Moneybookers...so if you want to buy any of the tips in the End of Year sale you can now use either Moneybookers or Paypal.

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

This week I...

Not too many business books to look at in Dakar this week but I did have a travel book waiting for me on my return to Cape Town. I bought "The Africa Book" on Amazon. It's a Lonely Planet coffee table book about every country in Africa. It's a richly presented book with excellent pictures and information. It'd be a great Christmas present for people who like nice books and enjoy Africa.

And finally...

(11-29) 14:09 PST STOCKHOLM, Sweden (AP) --

While Swedes have a reputation of being reserved, a new study shows they'll hug just about anyone except their boss. Nine out of 10 Swedes embrace somebody at least once a week, with women aged 30-44 being the most active huggers, according to the study presented Thursday by the Swedish Red Cross.

About 70 percent of the 1,036 people interviewed between Nov. 5-8 said they had hugged their partner or spouse that week, while 59 percent said they had hugged a friend or acquaintance.

One-quarter had hugged a work colleague of the same sex, while 14 percent had embraced a co-worker of the opposite gender.

Only 4 percent hugged their boss.

The study by the Synovate polling institute also found that there is a certain etiquette to Swedish hugging traditions.

More than 80 percent said it was appropriate to hug a person in mourning, while 55 percent said they would hug a stranger who had just found their wallet.

Sixty percent said hugging a vague acquaintance at a party was not OK.



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Management Tips

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You're never too old...I hope

This week sees me taking a new turn in my career and I try to launch a new business.

Nobody's guaranteed success so let's hope that we manage to get it going and we build a thriving business.

The learning point I want to make is that one of the benefits of being self employed and independent is that you don't get anybody telling you what you can do and when you can do it. There are no arbitrary rules about retirement and promotion.

Jacob Zuma wants to become the next President of South Africa and he's 65. There are many who are not his supporters but whatever his failings his age doesn't seem to get mentioned. Maybe it gets lost in all the other criticisms!!

Don't set yourself strict rules that just limit your potential. You don't have to retire at a certain age and just as importantly you don't have to be at university before you're 21.

If you have the energy and the desire then you should do what you feel is best for you...You make the call and you live with the decision.



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Sales Tips

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Fax to email

Some weeks these sales tips are strategically focused and some weeks they're just common sense.

This week we're talking about communication...again.

I travel a lot and there's not always someone standing next to my fax machine in Cape Town ready to receive a message. To counteract this I've taken out a subscription to a fax to email service whereby if you fax me on 0866227410 in South Africa then it'll come through to my laptop anywhere in the world.

Conversely I can send a fax from my laptop in the same way that'll come through on your fax machine.

Remember...if your customers are not talking to you then they're talking to the opposition. People love their faxes in South Africa so it makes good sense to put yourself easily in contact with them.



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Negotiation Tips

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Market analysis

Here's a topic that has come up quite a bit recently...it's how to negotiate in different types of market.

We only teach commercial negotiation and as such we need to understand how markets operate if we're going to be active market players.

The two tools of choice are Porter's Five Forces and PESTLE analysis. Both of these are well known and have been the subject of previous tips. What I'd say now is that you should Google these two topics or try Wikipedia and learn the basics.

Proactive negotiators don't accept the status quo of the market...they try to change it. Understanding how to describe a market and then how to change it are fundamental principles of strategic negotiation.



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End of Year Sale

500 tips for \$19

If you're interested in having 500 tips at a knock down price here's the deal:

1. You decide what mixture of 500 you want. They're at least 300 of each so you might want 300 Management, 100 Sales and 100 Negotiation , for example, or some other combination.
2. You send me an email with your choice.
3. I reply with payment instructions via Paypal or Moneybookers.
4. You pay via Paypal or Moneybookers.
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