

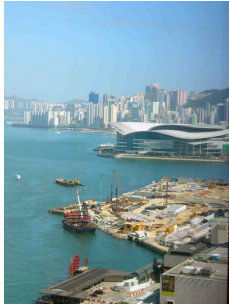
Sunday 18th February

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



It must be a long term plan to fill in the whole of Hong Kong harbour

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Sunday morning...

Friday morning in South London. We're off to New Jersey very early tomorrow morning and its freezing bloody cold there and snowing. I should charge hardship fees for these journeys. Gluhwein in the lounge perhaps? Macys beckons...and my good friends the Brooks Brothers and Ralph Lauren...and my other good friends Johnstone and Murphy.

Some of us are old enough to remember when British Airways was an airline to be proud of. Sadly their path to oblivion is now carried in two bags...one free (as long as it's under 23kg and the other one costing you £120). Fly Virgin it's easier.

If Arsenal keep playing such great football then I'm going to have to transfer my allegiance from Millwall. It's a bit like the Pope deciding to go to Mecca so I think I'll stay where I am (for the time being).

Finished planning the holiday in August. I am now one of the great experts in the route from Cape Town to Victoria Falls. I'll share the itinerary if you'd like to see it.

Next week's update will be late...expect it Monday or Tuesday. I'm travelling over next weekend back from NYC.

Enjoy your week with 3 tips as usual ...

This week I...

have been mainly watching Youtube. There can never be a moment in your life that can't be filled by youtube. It's a fantastic website. Check out the tributes to Thierry Henry, Dennis Bergkamp's goal against Newcastle and just millions of others. Is this the world's best (or worst) website.

I watched the vid Race to Dakar. If you liked Long Way Round then you'll enjoy this one. Highly recommended.

Started reading Ted Simon's Jupiter. He's in the highest echelon of travel writers... Unique book.

And finally...

02-14) 17:44 PST Saint Petersburg, Fla. (AP) --

Jennifer Mee can't stop hiccuping. For more than three weeks now, the 15-year-old St. Petersburg teen has hiccuped close to 50 times a minute — despite the best efforts of doctors and home remedies.

She's had blood tests, a CT scan and an MRI. Drugs haven't worked. Neither has holding her breath, putting sugar under her tongue, sipping pickle juice, breathing into a paper bag and drinking out of the wrong side of a glass.

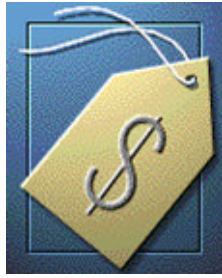
And, yes, people have tried to scare them out of her.

The hiccups do stop when she's sleeping.

According to the National Institutes of Health, hiccups are caused by involuntary contractions of the diaphragm, which causes vocal cords to briefly close, which makes that distinctive hiccup sound. They can start for no reason or be triggered by anything from spicy foods to stress.

It is not clear what triggered Jennifer's hiccups, which started in school Jan. 23. Her mother, Rachel Robidoux, recently turned to the local newspaper for help.

"I'm just looking for some answers where somebody's gone through this," Robidoux told the St. Petersburg Times. "At this point, we're willing to do anything."



The search for value

Management Tips

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What did you say?

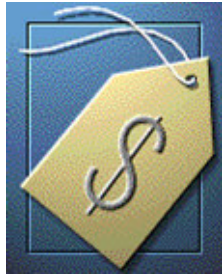
We got into a bit of a muddle this week trying to work out some communications. First was whether what someone had said to someone was what they said to me and whether what they said to either of us was what they really meant.

All in all it was a situation where some clarification was required. We obtained that clarification and now we're on an even keel.

This often happens in email...where there's no body language and tone of voice.

I also received a note this week talking about a reduction of 25%. It wasn't clear whether the reduction was "of" 25% or "to" 25%. You can imagine how much difference that makes.

Two simple things...and this week's sermon is...let's be clear...crystal clear...we're dealing with idiots!



The search for value

Sales Tips

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Buyers as partners

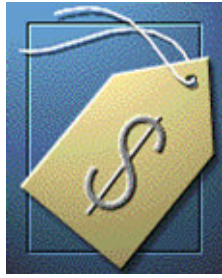
I'm doing a proposal this week for a client and neither of us is completely sure what the successful outcomes of the project might be and what the content should be.

I've sent them a few first thoughts and they'll bat it back and then I'll send some more focused thoughts and eventually we'll have a formal proposal that will do the job.

I'm lucky in so much as many of my clients are people who are happy to participate in the process...why shouldn't they want to be.

We have a common purpose...I want to sell some consultancy and the client needs a problem solved. This is the same issue whether you're selling training or coconuts.

If you can...try to involve the buyer. They are the final arbiters of success and so their participation is crucial to long term value creation.



The search for value

Negotiation Tips

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Play the man

I was discussing an upcoming negotiation with a colleague this week and his words were..."You play the ball and I'll play the man. Tell me who they are and I'll do some homework."

This is a smart person. He knows that we don't negotiate with companies or governments, we negotiate with people. People are subject to many forms of pressure from third parties and if we can find their weaknesses or pressure points then we can expand their weaknesses and increase our strengths.

If you've ever worked with me on a live project you'll know we always do two simple things: one is to work out our strengths and their weaknesses and second is to know who exactly they are so that we can do our preparation on them as individuals.

You must know now after 350+ tips that negotiation is a very well planned and structured business.

Play the ball and the man.