

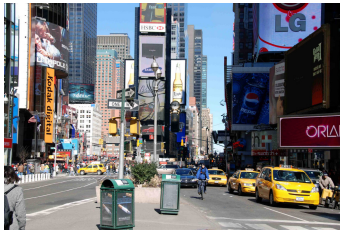
Sunday 25th February

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Times Square on a brilliantly sunny Winter's day

Sunday morning...

Sunday morning in Manhattan. I'm flying home tonight and I'll send this when I get home tomorrow. By that time let's hope that Scorsese has the Oscar and Little Miss Sunshine is the best film.

Explored Parsippany in New Jersey this week and found two malls, a teppanyaki restaurant and a pasta house. Stayed in a hotel with no bar or restaurant. That's a unique experience in all these years of travelling.

After that I travelled to Manhattan by my first US train to meet some clients, take some pictures and work on the hypothermia. We are talking serious cold here. It's been -5 Celsius and I'm not used to that.

America is agog with the antics of the Anna Nicole Smith courtroom and the Britney Spears hairdressing and tattoo salons. I guess it's a welcome distraction from anything remotely important.

I know we've got plenty of engineers in this network. Perhaps someone could explain how exactly it is that Donald Trump gets his hair to defy gravity.

Only in America!!

Enjoy your week with 3 tips as usual ...

This week I...

found a really good negotiation book on China. You'll have noticed that I'm not buying too many new business books lately but this one's worth the trouble. It's called The Chinese Negotiator by March and Wu and if you want to think about negotiating in China then it's a book to buy.

I found a Discovery store in a mall and bought some interesting travel vids. There's one of Route 66 (I've done that journey) and another of US road journeys. At around \$20 each they're great value.

I also bought a very nifty piece of Belkin kit that allows two computers to plug into one printer. I've not seen an adapter like that before. It'll save a load of plug/unplug time.

And finally...

(02-21) 13:43 PST Oconomowoc, Wis. (AP) --

A man says he broke into an apartment with a cavalry sword because he thought he heard a woman being raped, but the sound actually was from a pornographic movie his upstairs neighbor was watching.

"Now I feel stupid," said James Van Iveren, who has been charged in the case. "This really is nothing, nothing but a mistake." According to a criminal complaint, the neighbor told police that Van Iveren pounded on the door and kicked it open without warning Feb. 12, damaging the frame and lock.

"Where is she?" Van Iveren demanded, thrusting the sword at the neighbor, the complaint said. "Where is she?" The neighbor told police Van Iveren became increasingly aggressive as he repeated the question, insisting that he had heard a woman being raped. The complaint said that, with the sword pointed at him, the neighbor led Van Iveren throughout the apartment, opening closet doors to prove he was alone.

The neighbor later played for police the part of the DVD he believed Van Iveren heard downstairs.

Van Iveren, 39, of Oconomowoc, was charged with criminal trespass, criminal damage and disorderly conduct, all while using a dangerous weapon, and is due in court March 5. Together, the misdemeanor counts carry a maximum sentence of 33 months in jail.

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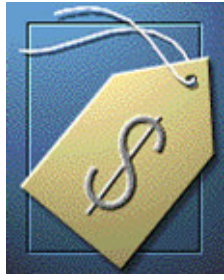
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The search for value

Management Tips

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Nanny society

I got into a discussion this week about a training course where the delegates spent rather too much time drinking and spending the client money and not enough time working hard for the benefit of their company.

My argument was that my responsibility was in the classroom and if the delegates worked hard there then there was nothing that I could do when they were in the bar.

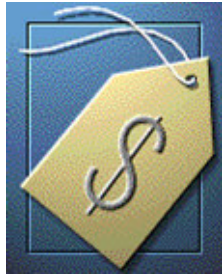
The client felt I should have been more directive and “sent them to bed.”

I could just about understand this if they were 12 years old but these were adults.

Many societies are caring...some too caring. The UK has been accused of having a “nanny society” where the government knows best.

My view is that we're all autonomous adults and responsible for our own behaviour. You can't blame a third party when you foul up through your own foolishness.

Anyway...I'm off to the bar for a drink.



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Sales Tips

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Selling & Negotiating

Let's recap on the difference between selling and negotiating.

Selling is the matching of a product or service with a client's needs.

Negotiating is the discussion of the terms and conditions of that piece of business.

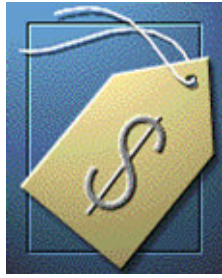
So...many professional buyers don't need to be sold to. They know what they want and most often know what you provide. You might need a bit of help but generally the selling is the easy bit.

The tough bit is about price and cost...negotiating.

Buyers are taught..."Keep the seller selling..." That means...don't let them think they've got the sale...keep them fresh and keep the concessions coming.

Of course what this really means is "Keep the seller negotiating" because in many cases the sale is a done deal...it's the terms of that deal that are under discussion.

Always know if you're selling (if....) or negotiating (how much...) and you'll be more in charge of the process.



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Negotiation Tips

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First or last?

Sometimes in a negotiation it pays to go first and sometimes last.

If you're talking about your arguments, facts and information then these should be on the table quickly. You'll have heard me talking about "playing the white pieces."

When it comes to markers and the parameters of deals then we need to be more careful and going second can't usually hurt you. Generally you won't go too far wrong by letting the other party put down the first marker.

If you do put down the first marker you do have a chance to condition the other party about expectations for the deal...and this can be successful...but by and large letting them go first is usually to your advantage. Buyers are fortunate here because in the vast majority of cases the seller's marker goes down first. Its called the Price!

So...in short...be quick with your conditioning and a lot slower with your markers.