

Sunday 4th February

Weekly tips and ideas for business professionals



# Negotiation Update

The search for value



2007 is the Chinese year  
of the boar (pig).  
Kung Hei Fat Choy

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## Sunday morning...

Saturday morning in South London. Read my mind and you'll guess what the weather's like...grey!

Off to Hong Kong tonight and back on Saturday. It's a chance to catch up with some colleagues...it's quite a while since I've been in Hong Kong and that's pretty unusual.

Booked the Easter break. I'm attending a training seminar in California and then I'll get 8 days R&R at The Orleans in Las Vegas. Also continued booking the August holiday in Southern Africa. I've used a fax machine more this week than any time in the last 5 years. It's like being in a time warp.

The English team finally won a cricket match...I guess if you play long enough anything can happen. I don't have an opinion on the Super Bowl but we've a few Bears fans in this network so we'll root for them.

I've brought the travel blog up to date and if you've been on a course recently you'll see your pic on the website front page.

Enjoy your week with 3 tips as usual ...

## This week I...

watched "Long Way Round" on dvd. I enjoyed the book and the vid really adds to the experience. Well worth the outlay for travel fans.

I went to see Venus with Peter O'Toole. Strange film...with a great performance...but it won't stop Forrest Whitaker winning the oscar.

I also dipped again into The Naked Jape by Jimmy Carr and Lucy Greeves. It's a history of humour and it's the repository of most of the terrible jokes that I use in my training. If you take humour seriously then it's a book for you.

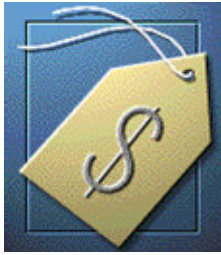
I also checked out [www.photo.net](http://www.photo.net) which had some truly wonderful pictures. It's a great site for a budding photographer.

## And finally...

(02-01) 14:08 PST Iowa City, Iowa (AP) --

Ding! Time to throw your drawers in the dryer. That's the message University of Iowa students can now receive by e-mail. Thanks to software installed along with new high-efficiency washers last fall, the school's dormitory residents can receive e-mail alerts when their laundry cycles have finished. The school also has a new Web-based service, called LaundryView, that lets residents look online for open washers and dryers.

"We're hoping with the notification that your clothes are done, people will get down there and remove their clothes more quickly," said Kate Fitzgerald, the assistant director for Iowa's residence life. The school paid for the \$13,000 annual software fee in part by raising the cost of a load of laundry by about 50 cents, according to Fitzgerald. The company, LaundryView Monitoring Service, has been providing the software to colleges and universities since 2004.



## The search for value

# Management Tips

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### Networking

Outlook is my most valuable piece of software. It's backed up in three different places and without it I'd suffer.

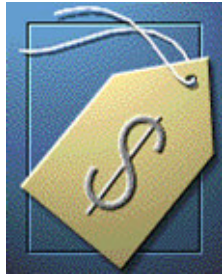
It contains...I've just looked...the details of 4682 people that I've bumped into, met, trained, worked with, eaten with etc...over the last 10 years or so.

I can never understand why people in business don't keep records. Dale Carnegie said, "Be genuinely interested in other people"...and when you're a self employed consultant it's the "other people" who help pay the bills.

One day I'll migrate all this stuff on to a proper database but at the moment just an email address will do fine. It keeps me in touch and allows me unbelievable access to people around the globe.

Effective managers know the power of people and a network...don't wilfully ignore it just for the sake of a business card entry into Outlook.

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## The search for value

# *Sales Tips*

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### Emotion and Logic

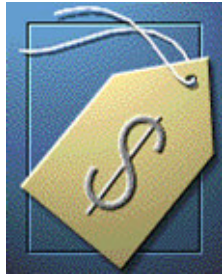
Here's a quote from Zig Ziglar:

“To succeed in selling, use emotion and logic in your sales presentation. Logic makes people think; emotion makes them act. If you use only Logic, you'll end up with the best educated prospect in town. If you use only emotion you'll end up with a cancelled order. Balance these keys and you'll sell more.”

Couldn't have put it better myself.

Next time you pay a premium for a brand you like...remember Emotion.

Next time you buy a product that's the best in it's class...remember Logic.



## The search for value

# *Negotiation Tips*

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### House selling

I was talking with a good friend this week and he's just sold his house.

He had a dilemma and asked for my view.

He accepted an offer from a buyer and then received an offer which was £3000 more from another buyer. Should he stick with the first offer or go back and ask for more?

My view...and it's just my opinion...is that we're mixing morals here with business. If you can't sleep at night thinking that you cheated someone then don't "cheat" them. An offer is an offer.

If, however, "All's fair in love and war" then go get the extra cash and count the money.

What would you do?...email me and I'll tell you what he did!