

Sunday 15th July

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



I met these sheep this week.



View from the classroom

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Sunday morning...

Sunday morning in a warm and damp South London. Got back from Yorkshire with pictures of sheep and the experience of driving over 20% gradient roads. We don't get too many 1 in 5 hills in London.

It's always a strange experience sitting in a classroom as a participant. Having spent the thick end of 30 years as a teacher I think I prefer that role more.

I'm off to Cape Town this evening for the start of my annual holidays. Next Saturday we're starting driving up to Victoria Falls and back via Namibia and Botswana. It'll take 5 weeks and I've been planning it for months. As you can imagine there'll be less chance to keep up with email and messages so this is the last newsletter until we get back at the end of August. There's always someone at the end of my phone and my email will be answered promptly as usual but it might not always be me personally.

I trust colleagues in the Northern Hemisphere will enjoy their Summer break and for those in the South Spring will soon be on the way!

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

This week I...

I sat in a classroom...didn't read any books or surf the internet a great deal but what I can do is to recommend a training centre to colleagues in the UK near Skipton in Yorkshire. Colleagues looking for a place for a meeting or training course would do very well to look at this site

<http://www.high-trenhouse.co.uk/>

They let the facility on an exclusive basis so you're always sure that you have full personal use of the premises. It is highly recommended and readers of my blog will know that I've stayed in quite a few places and my praise is very hard won.

And finally...

(07-11) 06:30 PDT Bohemia, N.Y. (AP) --

There were flashing lights atop his SUV and what appeared to be a police badge in his hand, but it was the man he tried to pull over who was the real police detective.

Robert Lane, 25, was arrested Tuesday on charges of criminal impersonation and aggravated unlicensed operation of a motor vehicle, Suffolk County police said.

Lane was driving an SUV fitted with flashing lights when he tried to stop the off-duty New York police detective on a highway on Long Island, Suffolk police said. They said Lane told investigators the detective had cut him off.

The detective got suspicious when Lane drove up alongside him, identified himself as an officer and flashed a small police badge, Suffolk police said.

The detective showed his own police ID and ordered Lane to pull over, then followed him when he didn't and called in local police to arrest him, authorities said.

Lane could not immediately be located for comment.



The search for value

Management Tips

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The land of the blind

It is said that in the land of the blind the one-eyed man is king...let me expand on this.

I teach people that one of the benefits of being trained at negotiation is that there are a lot of untrained people in the world and in that case my students will have a large advantage.

Unfortunately people don't always believe me because one of the benefits of training is that you start to know exactly what it is you don't know. This can cause a real set back.

Remember...people always underestimate themselves...they always know their weakness...they always sell themselves short about what they're good at. They suffer from foolish modesty.

Do the opposite...be proud about what you can do and try to do it better.

Remember...no matter how poor you might think you are there are millions of people worse than you. You're better than you think...so why not try to get even better.



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Sales Tips

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Vouchers

Deep in the mists of time I was responsible for running restaurants and whenever we had a problem with quality or service we would offer the diner a voucher as a gesture of goodwill.

We also offered vouchers whenever we wanted to try to attract people for repeat business.

This method worked in two ways...one good and one not so good.

When a diner had a problem a voucher often did the job. It created some goodwill and generally cost us nothing as it was central London and there wasn't much repeat business.

When we tried to create some marketing we had the same problem...in this case the diners didn't value the vouchers as they knew it'd be months before they'd ever return.

If you want to offer a voucher against a future purchase then look carefully at two issues:

What's it going to cost?

Does it have perceived value from the customer's perspective?

I've seen vouchers (and loyalty cards) work well...but they need to be thought through carefully.



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Negotiation Tips

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Final offers

I watched a skilled negotiator this week on the television and he made a terrible mistake. I'll explain...

He got to the end of the deal and then uttered the fateful words..."this is my final offer."

We'll never know if it was his final offer as the other party was so useless that they immediately capitulated and offered another concession.

What if the other party hadn't given in. What if the other party had said..."Well, I'm sorry to hear it's your final offer, but this is also my final offer and maybe there's no deal to be done here today. That would be a shame, I know, but sometimes business doesn't always work out the way you'd hope..."...or something similar.

In that case the "expert" would have been totally stuffed. The use of the "final offer" script is a threat and it's only credible if you're prepared to walk away. If you're not prepared to walk away and the other party calls your bluff then you are in a very hard place...and your credibility is on the line.

Don't make threats you can't or won't carry out. You only look foolish.