

Sunday 24th June

Weekly tips and ideas for business professionals



# Negotiation Update

The search for value



Out with the old and in with the new this week.

Written and published by Tom Beasor

Tom Beasor is Managing Director of Blue Line Consultancy Ltd.

Contact Tom at: [tom@beasor.com](mailto:tom@beasor.com) or on +44 (0)207 252 0377

Contact BLC Ltd at 11 Kinburn Street, London SE16 6DN England

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## Sunday morning...

Sunday morning in a rainy South London. Arrived back from Nigeria yesterday and first of all an apology for the lack of a newsletter last week. I'll tell you why in a minute.

I've had a fortnight in Nigeria before and staying at the Eko hotel in Lagos is not exactly a punishment. With Skysport channels on the satellite there's was always something to watch. Food was OK and much to my surprise I found myself on the treadmill in the gym.

There are two issues of note. First was the cost of the internet. 24 hour dial up in the room was about \$13 and the cost of the broadband in the business centre was \$12 an hour....yes...that's the hourly rate. This is a world record and I should telephone Guinness to get it into the book. So that's why there was no update last week.

Second issue of note was the armed guard to and from the airport. I didn't know I was that important and it's good to have a client who cares enough. The general strike caused all sorts of problems involving among other things the running out of fuel. This meant a detour on the return trip via Majorca to refuel.

All of this will make Wednesday's trip to The Hague seem very ordinary...but then I think I'll appreciate an ordinary visit without armed guards.

When I've got a minute I'll update the blog with more details. I've let slip in recent weeks.

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

## This week I...

When I got back from Lagos I had a copy of Office 2007 waiting. I've written this in it and first impressions are positive. Several colleagues offered a negative and I do think that not being backwards compatible is not a clever move but I'm looking forward to getting Outlook beefed up.

I'll load Visio today. The 2007 version was also on the mat. I'm looking forward to playing with it as it's been my graphic programme of choice for some years now. The maps on the website are done in Visio.

I've been reading a book called Watching the English. I'll tell you more about it next week. Fascinating book.

## And finally...

(06-22) 00:47 PDT WELLINGTON, New Zealand (AP) --

New Zealand authorities have blocked a couple's bid to officially name their new son "4real," saying numerals are not allowed. Pat and Sheena Wheaton said they decided to name their new baby "4real" shortly after having an ultrasound and being struck by the reality of his impending arrival.

"For most of us, when we try to figure out what our names mean, we have to look it up in a babies book and ... there's no direct link between the meaning and the name," Pat Wheaton told TV One on Wednesday. "With this name, everyone knows what it means." But when the parents filed the name with New Zealand's Registry of Births, Deaths and Marriages, they were told names beginning with a number were against the rules.

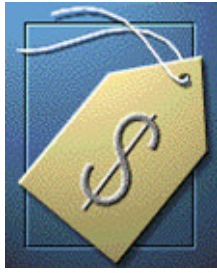
The government office has opened negotiations with the parents about the name under a policy that says all unusual names must be given case-by-case consideration.

"The name has not at this stage been rejected," Registrar-General Brian Clarke said in a statement Thursday. "We are currently in discussions with the parents ... to clarify the situation."

Clarke said the rules are designed to prevent names that are "likely to cause offense to a reasonable person." Satan and Adolf Hitler were proposed names that have been declined, he said.

If no compromise has been reached by July 9, the baby will be registered as "real," officials say.

New Zealand law requires all children born in the South Pacific nation to be registered with the Births, Deaths and Marriages registry within two months of birth.



## The search for value

# Management Tips

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### Finance

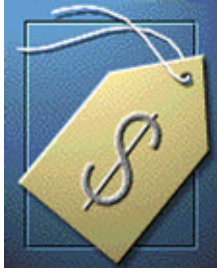
I was running a negotiation course recently and the participants of the programme struggled with the case study because they didn't find the number crunching easy. They also had difficulty with a cost breakdown.

It is self evident in commercial negotiation that if you're not comfortable with fixed costs, variable costs, P&L accounts and basic numbers then you're going to find it tough.

My point this week is that some skills are so generic that they span the whole gamut of management. In this example I use numbers but the example could just as easily have been a marketing example that suggested everybody should understand the key issues of putting a product into a market.

Maybe you work in a non commercial, non financial department but I can't imagine that any manager would progress far in an organisation without these key areas of knowledge.

I don't much enjoy finance but I learnt the basics and it does the job for me. I'd suggest that you do the same across the whole spread of general management subjects.



## The search for value

# *Sales Tips*

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### The same old song

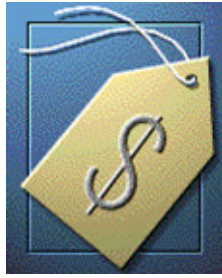
When you've written 350 tips the challenge is to choose between trying to come up with something new or maybe visit an old theme that's worth the repetition.

Here's something that I'm sure I've mentioned before but it certainly bears some repeating.

I recently won some business from a new foreign company. It was a company that I'd never heard of in a market sector that I hadn't much dealt in recently. The reason that I got the work was because I trained somebody some years previously who'd remembered my name and when they moved to another company and somebody asked them if they knew anybody who might help with an issue they remembered me. It also didn't hurt my case that they received my update each week.

I drone on in my selling courses about the power of referral and the power of reinvigorated orphans. Never forget a customer...try never to lose touch with a customer. It might seem a vain attempt at first but eventually...and there's always an eventually...you'll get some business down the line.

You don't need to be a great seller...just log the names and keep in touch.



## The search for value

# Negotiation Tips

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### Mr Nice and Mr Generous

You might have heard of the negotiation tactic where one of the negotiators plays “tough cop” and another one plays “good cop” in the hope that by toggling behaviours across the team they’ll be able to manipulate the other side.

I watched a team negotiation recently where I saw a variation of this theme...we had “Mr Nice” and Mr Generous”.

I travel a great deal in my job and observe many different cultures. People are brought up in societies where they are taught to be polite and respectful and to answer questions fully when asked. Ask these people how much discount they’ll give you and they’ll tell you and when you ask for more they’ll give it to you as well.

I seem to spend a lot of my time accusing people of being too kind and too generous. Let’s look at some rules:

1. Don’t give gifts...always get something in return.
2. Just because you’re asked a question you don’t have to answer it. “I’m sorry the answer is commercially sensitive...” is one of many “no” answers.
3. It is OK to say “No” to a request. “Can we have a discount?” “No” is the right answer at first...followed by a request for a trade or something to your advantage.

You don’t have to be Mr. Nasty...just avoid being Mr. Generous.