

Sunday 11th March

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Early Spring in London

Sunday morning...

Sunday morning in South London. Spring has sprung and the birds are giving it large outside my office window.

Worked on the new book this week and I'm up to 15,000 words. If I could do the same next week I'd have broken the back of the first part of the book.

Next week should see much of the same. I cherish these R&D weeks and hope to increase their frequency over the months to come.

I'm using www.payloadz.com to post my tips for sale. Within the next two weeks I'll have 250 management tips, 250 sales tips and 250 negotiation tips all ready for downloading. It's a good site if you want to sell digitised material. The weekly newsletter will always be free but I believe there is a market for batches of edited tips. We'll see. I'll tell you when it's all done and posted on the website.

We see that Lewis Libby has been found guilty of telling porkies in the US. A politician lying...there's a novel concept...not.

Millwall continue their stellar form. It could be the play offs this season. If only Arsenal...

Enjoy your week with 3 tips as usual ...

This week I...

Went to the cinema and watched my first digital film. It was pin sharp and the sound quality was outstanding. Hot Fuzz isn't exactly a world beater but it was OK. My sky+ box broke and I lost all my recordings of Masterchef, American Idol, American Chopper and The Sopranos. Shows you the sort of leisure viewing I indulge myself with.

Bought a website name for \$19.99. It's really easy to own website names if you think you've a project that might fly on the web. It's called www.alpharoutes.com. I'll get someone to host it and then I'll work on the content. It'll be a travel site.

And finally...

(03-09) 19:01 PST Folsom, Calif. (AP) --

The mother of a 13-year-old boy was arrested for allegedly driving her son to a fight with another boy, then cheering him on as he struck his smaller opponent. Police say the mother shouted down another woman who tried to break up the fight across from Sutter Middle School on Monday. A student caught the scene on video.

Renee Ann Honnold, 37, of Folsom, was arrested Thursday on suspicion of two felonies, endangering the life or health of a child and criminal conspiracy, as well as contributing to the delinquency of a minor, a misdemeanor. Her son was cited for suspicion of misdemeanor battery. "In my eight years I have never seen anything like this," Folsom Police Officer Kurt Knudsen said. "You can hear her on the tape shouting, 'Hit him! Hit him! The kid is throwing serious punches.'"

Gayle Williams, who was parked nearby waiting to pick up her son, said she tried to intervene as Honnold's son pinned the other boy down and hit him.

"I thought she (Honnold) was coming to help me, but then she told me to mind my own business. She was out of control," Williams said. "Her rage put me in a defensive mode."

Knudsen said the fight was brief and neither boy was seriously injured. Both boys were suspended for five days.

Kim Williams, the mother of the boy who was beaten and who is no relation to the witness, said it was not fair to suspend her son.

"I don't think my son had a choice (to take part in the fight). Even if he kept walking, this mother would have kept after him," she said.

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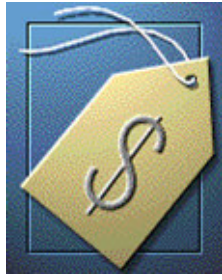
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Management Tips

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Coke and Pepsi

This isn't about taste it's about strategy.

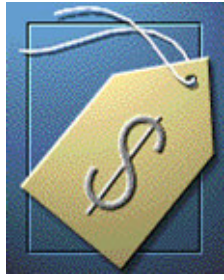
Coke is a drinks company. It knows why it exists.

Pepsico is a diversified food and beverage company. It knows why it exists.

Both companies have a very different view of what success looks like yet they are taking very different paths to get there.

It's an old cliché that you can't start a journey without a destination but nobody could accuse Coke and Pepsi of not having a destination.

What does success look like in your company? Do you actually know?



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Sales Tips

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Chugging

I always like to see fresh young kids out on the street trying to raise money for charity. Charity mugging isn't quite as pleasant as you might like to think but they do their job with a smile.

First of all they're on commission. Never forget that.

Second they play on people's emotions:

"Would you like to help cure cancer?"

"Could you help us save a baby's life in Africa?"

The point of this tip is not to knock chuggers. It is to show how people who have enthusiasm and can take knocks and rejection can be so resilient and friendly.

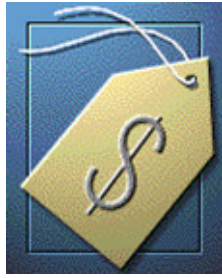
Recently I met a chugger in New York. Here's the conversation:

"Excuse me, sir....."

"Oh, no it's a chugger....I'm being mugged!!!!"

"High five, sir."

The kid's a star.



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Negotiation Tips

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Justice

A good negotiation needs to be seen to be fair on both sides if it's going to have any mileage. There's got to be justice.

There's Distributive Justice...the division of the cake must be a fair slice for all.

There's Procedural Justice...people are treated fairly and given a proper chance to put their case.

There's Interactive Justice...people are given a chance to talk and ask questions.

There's Systemic Justice...everyone is treated the same with no favouritism.

And then there's Judge Dredd....I am the law! (just joking!!)

Are your deals fair? Is everyone happy with the outcome and the process? That's what you've got to have in mind at the beginning of the planning process.