

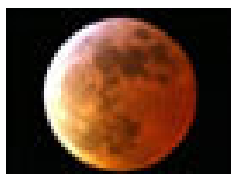
Sunday 4th March

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



The Moon turned red last night. These Man Utd supporters get everywhere.

Written and published by Tom Beasor

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Sunday morning...

Sunday morning in South London. Back from the US in good shape and with a couple of weeks to spend writing before my next trip to California. This week saw the curse of the independent consultant...illness. I trapped a nerve in my leg and am currently hobbling around like an even older man that I already am. 1000+ words a day is the writing target and the book needs to get to 100,000 if I'm ever going to get it published. How I'm grateful that I learnt to touch type...it only took me 6 hours of practice and it's one of the skills that everyone should possess.

I'm working on a means to sell some of my work on the website. I think I've finally found a way of doing it and so if you'd like to buy 1000 business tips then watch this space and hopefully you'll soon have the opportunity.

Thanks to John for this week's "and finally". One of the better ones I think you'll agree.

Got home Monday morning and watched the Oscars on fast forward. Well done Alan Arkin and Martin Scorsese. Please watch "Little Miss Sunshine"...it's just the most marvellous film.

I also watched Arsenal v. Chelsea...one of the more memorable football games and the yanks are coming to Millwall. A US consortium has bought into the club. Soccer comes to South London!

I've just done the calculation and in 8 week's time we'll have the 1000th tip...the countdown has started.

Enjoy your week with 3 tips as usual ...

This week I...

Watched American Chopper on a DVD that I bought in New Jersey. If we have any benevolent readers here then I won't refuse an Orange County Chopper if you'd like to buy me one.

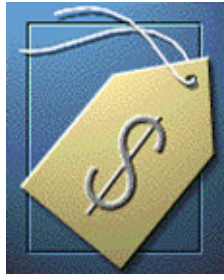
I finished Jupiters Travels by Ted Simon. I feel enriched after having read it and I put him in the same category as Paul Theroux and Eric Newby. Great book. I watched American Idol. Surely it's a toss up between Melissa and Lakisha...but don't tell me...we're a week or two behind the US.

And finally...

When the constable arrived at the house, Detective Inspector Bernie Hollewand told a press conference in Auckland, he found a heated domestic dispute taking place between a husband, his wife, and their teenage son. After remonstrations with the couple proved futile, he decided to use his Taser weapon to disable the man. But unfortunately these electronic stun guns are still in the trial stages among frontline police in Auckland and Wellington. His first 50,000 volt shot from the Taser missed the husband and hit the cat, killing it outright. The second hit the teenage son, knocking him to the ground. A further shot also missed the target, and when the constable tried to remove the Taser's spent cartridges, he forgot to wait for the five-second discharge cycle to complete, and inadvertently blasted himself with another 50,000 volts.

When he had recovered and reloaded, he fired two further shots, both of which hit the ceiling. At this point he abandoned the Taser, and took out his pepper spray in another attempt to disable the husband. Unfortunately, this also missed its target, and instead hit the couple's twenty one-year-old daughter who had just entered the room.

Luckily, at this point the husband decided to give himself up, and an arrest was made.



The search for value

Management Tips

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Show me the money

I've bought a car in South Africa and have taken a loan from a bank. I won't name and shame them but they do deserve some humiliation.

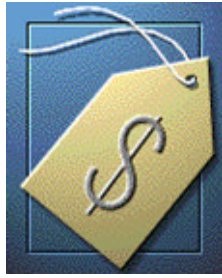
It's taken nearly 3 months to get this business finished. All I can say is that in the UK or the USA it would have been done the same day.

I've not experienced such a convoluted structure of management approval and paperwork. It was bordering on the Kafkaesque.

So as you read this please don't ever allow your company to let procedure and administration to get in the way of common sense. Procedure exists to facilitate service to the customer not to prevent it. Sadly people who work in admin tend to think that procedures exist for their own purposes and to provide everyone with a job.

Lean flat structures give a short route through to a fast decision maker. Tall fat structures create employment agencies for staff who add no value.

We all know the route forward, don't we!



The search for value

Sales Tips

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Selling & Marketing

I was asked this week by a member of this network to differentiate selling and marketing. Here's what I said:

Selling is the process of matching a buyer's needs with a seller's product or service.

Marketing is the placing of goods and services in the market place for potential buyers to know about.

That's my definition. I'm sure there are others.

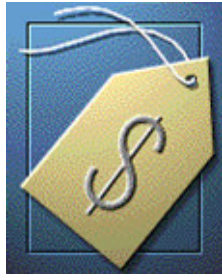
In a nutshell...marketing comes first...and selling finishes it off.

It's really quite simple but I know many sellers who refer to the marketing department as the "sales prevention" department. That's because marketers often insist on putting products in the market place for which there is absolutely no demand. I spent many fruitless hours of sales activity trying to sell Midori Melon Liqueur when I worked in that business and the marketers told us it was a potential goldmine.

In fact it had fleas, four legs and a tail....it was a dog of a product and you couldn't even give it away and, boy, did we try.

I'll happily share a seller's prejudice with you any time but we've got many marketers in this network who might care to disagree.

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Negotiation Tips

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Doctor, heal thyself

I'm in the middle of preparing for a negotiation with my local council over a property issue which has a potential cost to me of £20,000.

This is a serious sum of money and with the other residents in the apartment block we're getting ready to meet a council official and put our case. So we'd better be ready.

I often tell clients how to negotiate for their cash but this time it's my cash on the line.

We've followed the principles and we'll be in good shape. We've not got a good contractual argument but we've got an excellent moral argument and the threat element for us is a major winner.

We have a fallback position of arbitration if we don't get what we want and we can appeal that decision as well if we wish.

Our council has already made a concession of £5000 if we agree not to go to arbitration. They don't want the grief and cost. For us there's no grief or cost.

This is going to be a whole load of fun. Don't you wish you were sitting next to me and enjoying the game.

I'll tell you how we get on in a month or two.