

Sunday 20th May

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Virgin comes to America. They've just received approval.

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Sunday morning...

Sunday morning in South London. The weather is haywire...we're either building barbecues or arks. At least I know what I'm getting when I fly to Bangkok tomorrow. I'll be there until Saturday and then it's off to Hong Kong for a few days. The courses I run in Bangkok are public in so much as it's open to all comers rather than an in-house programme. It means I get to meet a really wide variety of people.

I'll watch the Football at 3.00 in the morning on Thursday like just about every other football fan in Thailand but I can't see Milan making the same mistake twice.

I won't do the update next week as I've had internet problems a few times in hotels lately and I'll also be in transit and I don't want to make a promise I can't keep...but we'll be back again in a fortnight.

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

This week I...

Here's something that I've recommended before but I have no hesitation in recommending it again. If you travel a lot and you don't have your corporate email set up here's an SMTP server service that works and is affordable. It means that you can continue to use Outlook and don't have to use webmail. Personally I hate webmail and avoid it at all costs. Try out: <http://www.bortnet.com/>

And for not too many dollars you can use your laptop and Outlook when you're on the road. This service has got me out of many corners and I use it when I'm away to send this update.

And finally...

(05-15) 11:17 PDT MILWAUKEE (AP) --

Ryan Lipscomb lived to tell how it felt to have a truck run over his head. "Really strange," he said. Lipscomb, 26 of Seattle, suffered a concussion but was otherwise unhurt. He was shaken up, especially after he saw his mangled helmet.

Lipscomb, a graduate student in medical physics at the University of Wisconsin-Madison, was riding down a bike path in Madison on Friday afternoon. As he approached an intersection, he said, he noticed the oncoming delivery truck preparing to make a right turn in front of him.

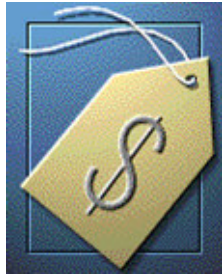
The truck wasn't going to stop, Lipscomb said, so he slammed on his brakes, flipping his bike and landing in the street.

A moment later the truck rolled over his head.

"I didn't see it coming, but I sure felt it roll over my head," he told The Capital Times newspaper. "It feels really strange to have a truck run over your head."

His black helmet was flattened, tread marks visible on the cracked frame.

Lipscomb was taken to a hospital and released about three hours later.



The search for value

Management Tips

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Ugly champions

Gennaro Gattuso is a great footballer. He was a star in the world cup for Italy and is considered by many to be an easy member of a world team. This is the good news.

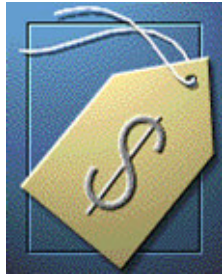
The bad news is that maybe you don't want him marrying your daughter and maybe you won't find him standing next to you in church. His track record is clouded with difficult incidents of personal behaviour.

I can imagine he might be a tough player to manage.

So that's your choice as a manager. Do we want stars who are tough to manage or average performers who fit in better. I knew a senior director once in a bank who purposely chose a deputy who'd be tough to manage because he wanted their talent. It worked out OK but it wasn't an easy ride for either of them.

As always in management there are few right answers...just options. Every time you hire or promote a person you're faced with this dilemma.

Your choice.



The search for value

Sales Tips

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So what's this selling game?

I'm taking on a marketing assistant soon and they're very inexperienced. It'll be an intern post for someone who's new to the world of selling. It's a brand new venture.

Here's what I'm going to do:

I'll get them a laptop with Outlook on it and a decent database tool plus the usual programmes.

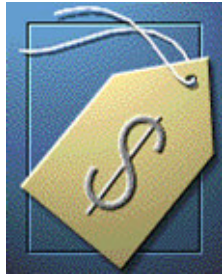
I'll get them an email address and an SMTP server subscription, fax machine, scanner and printer.

Once I've got the kit I'll then aim them at the target market. I'll give them a very solid grounding in the product base and I'll give them a whole load of scripts both written and oral so that they can speak with confidence on the products, arrange meetings and send out proposals

I'll then give them a set of tasks, objectives and targets for their first 3 months and then I'll monitor, support and encourage them.

That's my ambition...I hope I'm up to the task.

It's always interesting to take on a novice and get them properly trained. If you've got any tips for me I'd be glad to hear them. Sales Management is a different skill to front line selling.



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Negotiation Tips

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Keep it simple

Last week I told you to be glad that there are so many untrained negotiators around and that no matter how new you might be to the art you'd still be better than the great unwashed. So...how to be better?

I decided to write down some basic principles and I've put them on the download page of the website at www.beasor.com. You can listen to my dulcet tones as I tell you about "The 5 Commandments."

If you write them down you'll see that they are almost embarrassingly simple. It's hardly rocket science to tell people that if they don't ask they won't get...but the ironic fact is that many people don't ask and for sure they don't get.

As I said last week...don't worry if you're not an experienced expert. Check out the simple easy to do behaviours and you'll be off and running...and a long way in front of the unwashed...with some of their money in your pocket.