

Sunday 6th May

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Will Blair resign this week?

Written and published by Tom Beasor

Tom Beasor is Managing Director of Blue Line Consultancy Ltd.

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

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

Copyright ©Tom Beasor 2007. All rights reserved.

Back issues of the tips are always available free. Please ask. The archive is at www.beasor.com where you can catch up with recent copies.

We're happy for you to put our tips on your company intranet at no cost. Formats are Powerpoint and Adobe pdf.

If you wish to unsubscribe then please reply to: tom@beasor.com and put "unsubscribe" in the title box.

Your privacy is assured. Your name will never be shared with a third party.

Sunday morning...

Sunday morning in South London. If this is May weather then August is going to be special. Weather people reckon it could go to 40 this Summer.

So this is the week of the 1000th tip. We started 7 years ago with about 30 people and now we've got nearly 3000 in the network worldwide. I've not looked to grow the list just for the sake of numbers and most people who get this newsletter know someone who's been on a training course or have a personal contact. I prefer it that way. Almost everybody is a buyer or a seller.

I'm always happy to leverage the power of this network. I tried a forum some time ago and it didn't take off but if you do have any questions or issues to share I'll happily pass them on any Sunday.

Let's look forward to another productive 7 years. It'll be interesting to see if we get to 2000.

If you're a real masochist then I'm selling 750 of the tips on the website and I will package up all 1000. I'll let you know when it's posted.

Another great week for sports fans. Mayweather beat De La Hoya, Street Sense won the Kentucky Derby, Milan thrashed United and Chelsea lost to Liverpool. It's hard work keeping up with all this sport.

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

This week I...

Started reading the latest Precious Remotswe book by Alexander McCall Smith. It's a fun read and I'll be in Botswana in August.

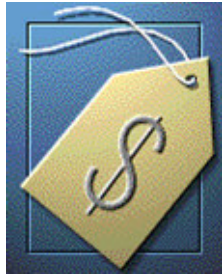
I also found some more free software for those of you who use the Betfair website. Check out BF Explorer in their Beta forum. It's free and very powerful. Regular users will know where to look. I see that Google have now got maps...both written and photographic. I don't know what the world coverage is like but they're fantastic for both London and Cape Town. I'm a subscriber to Google Earth. It's cheap and very useful if you travel a lot. These new maps are free and a fantastic resource. One last request...does anyone know the location of a good proxy server website. I'd pay a subscription if anyone knows a reliable site that offers this service.

And finally...

(05-04) 14:05 PDT JOHANNESBURG, South Africa (AP) --

A gang of armed robbers forced a man to strip naked and then glued him to his exercise bike and sealed his lips with more glue while they ransacked his house, according to a published report. Kobus van Deventer, 50, was left stuck to the bike with super-strong glue for three hours until he was rescued by his girlfriend, the South African Press Association reported. Van Deventer was carjacked Wednesday while driving in Johannesburg's northern suburbs, the association reported. His assailants, dressed in suits and armed with handguns and an automatic assault rifle, forced their way into van Deventer's car and made the property developer drive to his house.

"The victim was then forced to strip, after which he was super-glued to the seat of an exercise bicycle, his hands were super-glued as were his feet and then his mouth was super-glued shut," Mark Stokoe, spokesman for emergency services Netcare 911, told SAPA. Workers from Netcare, a private company, provided aid at the scene. Stokoe said the robbers ransacked van Deventer's house and safe while "helping themselves to Chivas Regal and the like."



The search for value

Management Tips

292

Robert Maxwell

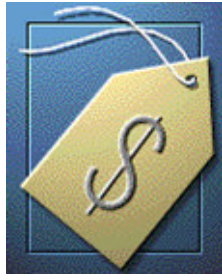
Before he died you couldn't have written anything about Robert Maxwell for fear of a crushing lawsuit. He ruled his organisation by fear and loathing.

To all intents and purposes on the surface he was a very successful businessman and ran a large international conglomerate. Sadly behind all of this he was a crook and stole money from his staff courtesy of their pension funds. His demise was not mourned.

So how does he rate as a role model...unpleasant person and dishonest. What about other major figures whose names come to mind...too numerous to mention but this week John Browne was seen to have lied to a judge...in what were, admittedly, very trying circumstances...and he ran one of the biggest companies in the world.

So what's the learning point here...it's this...let's look at success beyond the P&L and let's get some integrity into the operation.

It's not a bipolar decision: success or integrity. You can have both.



The search for value

Sales Tips

344

Telling and selling

One of the old chestnuts of selling is:

Telling is not Selling.

I'll give you an example. I have a very good friend who's an expert in their field....a serious expert. They're very used to telling people what to do based on this expertise and clients are happy to pay for that knowledge and expertise.

When that person comes into the selling field they sadly don't do so well. They're so used to telling people that they tend to use expressions like:

"I know what's best."

"Let me tell you what to do."

"Listen to me..."

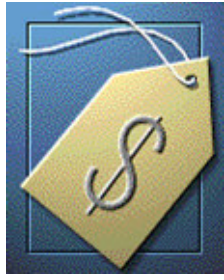
The potential clients run a mile.

So...a revisit to basic principles. Selling is listening to client's needs and trying to offer them what they want at a price that they can afford.

This is a maxim that I often need to learn myself. I ought to have it written down somewhere as I know I'm just as guilty myself.

Listening is selling.

©Tom Beasor 2007
tom@beasor.com



The search for value

Negotiation Tips

364

The 1000th tip

The secret of success

So we finally got there...the 1000th tip...and it only took 7 years.

So here it is...the secret of success...and I borrow from Woody Allen:

“80% of success is showing up.”

That's it pure and simple. I've never worried about doing great tips...and I'm sure other people could have done it better but I showed up and got it done.

I've tried to use this maxim in all my work, business and pleasure. I've met a lot of people who've had more talent and innate ability than me but they haven't always been as good at showing up.

If you don't show up then you can't win.

So we start next Sunday...showing up every week...for another 1000.