



The search for value

Negotiation Update



Sunday morning...

Sunday morning in Cape Town where the Winter won't go away.

Continuing the theme of hotel windows. Nairobi National Park viewed from the other side of the airport road.

Back from Nairobi this week...and I'm now in CT for 2 weeks before going up to Dakar. Getting a ticket was like finding gold...it helps to have a good agent when you can't get a ticket on a regular website. Everyone must want to go to Senegal...they must have heard that I was going there!!

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

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I'm trying to hunt out a good courier in Cape Town. Does anyone have any experience of Postnet?

I've bought PVR...that's the SA equivalent of Tivo and Sky+. I've had it all these years now in the UK and I'm still charmed that I can put a live programme on hold for a minute and then carry on watching it. Small things please small minds, I guess.

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

This week I...

Here's a website that I heard about from Fiona in this network. It's <http://www.12manage.com/index.html>

It's very similar to the businessballs website and it's well worth checking out if you want a quick definition of key management principles and jargon. Ever wondered about Michael Porter...check it here. Highly recommended.

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.

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MASCOUTAH — A 13-year-old junior high school student was given two days of detention after school officials spotted her hugging friends after school last Friday.

Megan Coulter, an eighth-grade student at Mascoutah Middle School, was hugging her friends goodbye after school Friday when vice principal, Randy Blakely, saw her and told her she would receive two after-school detentions.

Blakely had previously warned Coulter that she was in violation of the school's policy on public displays of affection after she was seen hugging a student at a football game.

The school's policy says that "displays of affection should not occur on the campus at any time."

Coulter's mother, Melissa Coulter, says she has requested to speak with the School Board at its next meeting, and is mystified about the punishment leveled at her daughter.

Mascoutah Superintendent Sam McGowen said today that the district's policy helps prevent misunderstandings and unwelcome expressions of affection.



The search for value

Management Tips

312

The sharp end

Who knows more about a company...the boss in the boardroom or the people at the sharp end.

We could spend a happy couple of hours debating this...and there's a good argument for both sides.

Personally nothing appeals to me more than listening to the troops in the trenches. These are the folks who meet customers every day...deal with suppliers...handle the products...spend the company's money.

I like to listen to these people.

There's always room for strategic discussion about corporate direction but most soldiers know that any army is run by the NCOs...the sergeants and corporals who handle the day to day tactical implementation of policy.

If you're a boss...ask yourself when you last had a straightforward and honest conversation with your "troops". You might learn a lot.



The search for value

Sales Tips

364

I object

Objections are wonderful things. Customers object to something in the deal and we're off and running.

First of all...customers only object because they're interested...that's good news.

Second...learn to understand the difference between objections and excuses. An excuse sounds like an objection but what it really means is..."I'm not interested."

As always let's learn the script:

"Your price is too high."

"Yes, we're certainly not the lowest price in the market. Let me tell you why...it's because...(state value proposition)...and I'd say that when you add all of that together we're just about the best value in the market even though we might be beaten on raw price but some bottom end competitors...(be careful when criticising the opposition)..."

Never argue with an objection. Agree with it and use it as an opportunity to restate the value proposition and test the temperature with a tentative trial close.



The search for value

Negotiation Tips

384

Words, music and dance

Let's repeat a tip from yesteryear. It's important.

I was watching some vid this week and the student offered a very powerful script. It was very articulate and well done.

Unfortunately it was said in a sad and miserable tone of voice and was addressed to the table. Certainly no eye contact was taking place.

In a live negotiation you've got to have good words...that's why I concentrate on scripts so much...but you've also got to have a firm and confident tone of voice (the music) and this has to be accompanied by powerful body language...good gestures and eye contact (the dance).

If you get this congruence right then you'll be projecting the power of your words and the impact will be multiplied.