

Sunday 25th November

Weekly tips and ideas for business professionals



The search for value

Negotiation Update



Check this week's 4th tip for information on the never to be repeated End of Year sale.

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...

Saturday morning in Cape Town and Western Province is suffering biblical weather. If this is Summer then let's go back to Winter.

Off to Dakar tomorrow and home again on Thursday. I've been to Dakar before but found it tough to leave the hotel without being mobbed for knock off watches and the like. Not at all threatening...just annoying.

Next weekend we'll be getting ready to launch our first SDI programme in South Africa. It's a landmark occasion and needs plenty of planning.

I've included a fourth tip page this week. I'm going to have an End of Year sale for subscribers to this newsletter. Check it out and if you're interested let me know.

Lastly...Anyone like to manage the England football team?...anyone got a spare monkey or gorilla with nothing much to do?...it pays well and they'd feel at home with the players.

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

This week I...

I've got a book to recommend. It seems that fable type management books are all the rage. There's the cheese book, the fish book and now we have John Kotter's "Our iceberg is melting". I've recommended John Kotter's work before and this simple book...and I read it in one sitting...is worth the money if you don't have "Leading Change" or if you just want a quick read. The "Leading Change" book is the best book on organising company change bar none. It's pre-eminent. The fable book just makes it a little more simple and they're some nice cartoons of penguins.

And finally...

(11-19) 13:58 PST Ripon, Calif. (AP) --

Six cheerleaders are fighting suspensions after they flashed football fans a message on their underpants. Vice Principal Ken Goeken ordered the girls to serve suspensions Tuesday and Wednesday for defying their coach and going ahead with a special cheer they choreographed for the last day of the football season.

At the end of the cheer, the girls bent over, lifted their skirts and showed the crowd the words "Indians No. 1" on their bloomers.

The girls — who missed reading scenes from William Shakespeare's "Macbeth" and fear their grades will suffer — are asking to make up coursework and instead be banned from cheering at an upcoming basketball game.



The search for value

Management Tips

314

Self awareness

One of the advantages of being older rather than younger is that you have a longer history of knowing what you're good at and what you're not so good at.

I worked out a long time ago that corporate management wasn't for me...I just don't have the temperament or the competencies required.

I did manage to work out what it is I'm good at...and there are some!...and I've been majoring on them over the last few years.

Self awareness is a bit like feedback that you give yourself. Instead of relying on other people to tell you what they think...you tell yourself the truth and then act on it.

Not everyone has the opportunity to put it into practice what it is they'd really like to do but at least the first step is to know. Ask yourself these questions:

1. What am I good at?
2. What is it that I'm not as good at?
3. What do I enjoy doing?
4. What do I dislike doing?
5. How can I spend more time on 3 and less time on 4?



The search for value

Sales Tips

366

The opposition

I spoke to a potential customer this week and he asked me how my offering was different from the opposition.

I trod carefully as I didn't want to knock the opposition...that both me and the prospect knew well.

Eventually the potential customer said, "Well, let me tell you what's wrong with x..." and he went on a long tirade against them.

Hallelujah.

He did what I couldn't do. I've always worked on the basis of not knocking the opposition even when they're hopeless. It really is unprofessional.

The challenge is to ensure that the client knows where your advantages are in the marketplace without seeming to denigrate the competitors who the potential customer might actually be using.

I've never known exactly how far to go on this one and I'm happy to admit it. In this case the customer did the job for me. I need to think about this some more and see how I can make that happen on a regular basis. An improvement in the questioning technique is the obvious first place to start.



The search for value

Negotiation Tips

386

Eaten alive

I had a negotiation recently with a potential business colleague and it progressed fairly smoothly and in a friendly manner.

As it went on I could feel the shoes being sucked off my feet and the wallet disappearing out of my pocket.

The tone was still very friendly but I was being taken to the cleaners and I'm not much sure that I enjoyed the process.

We've always worked on the "leave them the bus fare home" principle and in this case I could definitely see myself walking home.

I won't be surprised if this piece of business reaches deadlock.

So what's the learning point? Don't be greedy...obtain a great result for yourself but don't do it so obviously at the expense of the other party.

I'm sure you've heard about the win/perceived win concept. Well...in this case it really did apply. I didn't perceive that I was getting a good deal so I'm very likely to walk away.



The search for value

End of Year Sale

500 tips for \$19

If you're interested in having 500 tips at a knock down price here's the deal:

1. You decide what mixture of 500 you want. They're at least 300 of each so you might want 300 Management, 100 Sales and 100 Negotiation , for example, or some other combination.
2. You send me an email with your choice.
3. I reply with payment instructions via Paypal.
4. You pay via Paypal.
5. I send the tips.

Helpful hints:

1. Paypal is the only payment channel. It's cheap and quick. Surely you've got a Paypal account.
2. This offer will finish on the 31st December 2007. Definite.