



The search for value

# Negotiation Update



Not a bad view from a hotel window.

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## Sunday morning...

Sunday morning in Kuala Lumpur overlooking the Petronas Towers. Arrived yesterday morning back from Sandton after a quick turn round in Cape Town. Fly to Borneo this afternoon and then back to Cape Town on Thursday before another spin to Nairobi next Sunday. Those air miles are really clocking up.

The weather in KL reminds me a lot of Singapore...wet and hot or humid and hot. There doesn't seem to be a great deal in between.

I'll remind colleagues who think that their eyesight is failing that I do cram a whole lot into these boxes but the zoom button on Adobe does work wonders.

I understand that the Kiwi rugby players are undergoing grief counselling after their debacle in the Rugby World Cup. As a lifelong Millwall fan I understand the situation really quite well and could offer a great deal of advice if they'd care to contact me and we've a few Yankees fans in this network who also understand grief only too well. Alcohol does seem to do the trick in numbing the pain.

Nelson Mandela looked very frail on the television this week. Let's hope for a long and happy retirement. At nearly 90 I reckon he deserves a rest.

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

## This week I...

This is one week when I'm going to ask for advice rather than give it. It's time for me to get a new laptop and I've had a quick look at the Mac with the new Leopard operating system running Bootcamp. This means that at long last Apple can run Windows at full native speed. Does anyone in the network have any experience of running Windows in a Mac? The last time I tried you had to run both the systems simultaneously and it slowed the processing down terribly. Things look a whole lot better now...should I plunge in with my hard earned dollars?

## And finally...

(10-25) 14:29 PDT JOHANNESBURG, South Africa (AP) --

It was a real stock car, but the driver was the only one racing. And he got away. Police in rural South Africa found two cows and two goats being transported in a compact car barely large enough for four people.

The blue Fiat Uno was impounded Thursday after residents alerted police in a town in northern KwaZulu-Natal, the South African Press Association reported.

Capt. Jabulani Mdletshe, a police spokesman, said that when the officers arrived, the driver had loaded the animals into his vehicle and was trying to speed away.

He eventually stopped the car after being unable to outrun the police, and fled into the nearby bushes, SAPA said. The cows and goats were handed over to an animal theft unit.

Colleagues who enjoy this section should look at <http://www.sfgate.com/news/bondage/>

That's where I get these news items.



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## *Management Tips*

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### Training metrics

I was discussing the measurement of training effectiveness this week with a training manager.

This is a very tough subject and one where an easy answer isn't immediately available.

It's very easy to measure the training gap...the difference between what's required and what's currently being achieved but not always so easy to work out the effect of the training intervention.

Clients are rightly keen to seek a Return on Investment for their training dollars and it's our responsibility to try to provide it.

My suggestion is that the manager must be a key player in knowing what is taking place as a result of any training or development work. They should have a clear idea of what is desired and what is being achieved. This, at least, will provide some visibility of the improvements that the training has created.

Where were we...what did we do...and what are people doing differently as a result. They're the key questions managers should be asking.



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# *Sales Tips*

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### Close out

I tried to buy a book this week on closing. One book contained a CD as part of the package and tempted me.

The more I looked the more I became dissatisfied with the manipulative nature of this work.

I went back to my original thinking on closing a deal. It's simple...You can call it the "Nike Close" if you like. Just do it.

Talk to the client...summarise the situation...agree that you've reached a key position in the deal and then ask for the business. It's as simple as that.

Here's the script to help:

"Charlie, we've been talking now for a whole hour and I think we're near agreement. You've agreed to the terms ABC and I've agreed to XYZ and we did some good work on JKL. We've pretty much covered it all so if you're happy with this can we shake on the deal? Are we good?"

That's all there is to it. Just ask. If you get an objection then that shouldn't be a handicap. You repeat the benefits and ensure that you've got agreement and then Trial Close after the objection has been cured.

(I'll cover this next week if you're not too sure what I'm talking about).



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# *Negotiation Tips*

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### Just and only

I work with a wide variety of students who are not in their first language but this week's issue concerns just as many native speakers.

The words "Just" and "Only" are really quite dangerous words and should be used with real care.

"I only need a small discount..."

"Can you just give me a little more volume..."

We're sounding here as if we're apologising for what we're saying and that we don't really have commitment to the cause. In many cases "Just" and "Only" diminish what you're saying and create an easy way for the other party to say "No."

Here's what's better:

"I need a good discount here..."

"Extra volume earns you a substantial discount..."

You'll see that I've got rid of the "Just" and "Only" words and also got rid of the small words and replaced them with something more assertive.

There may be cultural issues at play here in some Asian countries but generally you should always sound confident and give an expectation of a successful outcome. Don't sound apologetic.