

Sunday 7th October

Weekly tips and ideas for business professionals



# Negotiation Update

The search for value



The Ivory Coast flag. The Cote d'Ivoire is the 33rd different country I've visited as a consultant.

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## Sunday morning...

Sunday morning in Cape Town. The weather is so-so and can't make up its mind whether it's Winter, Spring or Summer.

I'm off to Abidjan on Monday for a two day negotiation programme. It's my first visit to Ivory Coast and let's hope the armed guard is as efficient as they were in Nigeria. The official news tells me the civil war has pretty much stopped. "Pretty much"...interesting words!

I'm in development mode with new programmes on the books ready to deliver. There's an Advanced Sales Programme on the desk along with a hybrid sales and negotiation programme. It's good to deliver new material from time to time.

Colleagues from Australia and New Zealand may care to write to me and discuss the supremacy of Northern Hemisphere rugby. Sadly this Kiwi team has proved the least successful World Cup rugby team in their history and Australia went the same way as they did in the last World Cup by finding England just too good. Anyway I'm sure we'll be happy to see them again in the next World Cup where we'll again express the usual courtesies. Life is good.

Colleagues in the US should be aware that Rugby is a great game and England are until next weekend at least still the world champions.

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

## This week I...

I ploughed through my sales books and also checked out a new negotiation book. It's a Harvard publication called "Negotiating Outcomes". I always check the Harvard material. It's often higher level strategic teaching without too much "what should I do" instruction but in negotiation there's always room for the thinking books as well as the instruction manuals. Personally I prefer the "how to" books more and therefore I tend towards Herb Cohen and Roger Dawson's books...both of whose work I would recommend.

## And finally...

(10-04) 13:54 PDT Rosemead, Calif. (AP) --

Sheriff's deputies who mistook an exploding cigarette lighter for gunfire dived to the ground and called in reinforcements, shutting down a neighborhood for hours.

"We have a lot of unusual things happen in our business, and we expected the unexpected. It's better to be safe than sorry," Los Angeles County Sheriff's Lt. Robert Craton said.

The lighter belonged to one of two people stopped midday Wednesday for loitering and drinking alcohol in Zapopan Park. During questioning, "a lighter was placed on the hood of a radio car," sheriff's Capt. Richard Shaw said.

"The Bic lighter exploded, and shrapnel went everywhere," Shaw said. "Two deputies and the suspects went down to the ground. They all believed they were being fired on."

Reinforcements were called in and the neighborhood was locked down for two hours. Deputies clutching shotguns and pistols leaned on squad cars and a command post went up at a nearby Wal-Mart Supercenter parking lot.

Paramedics and dozens of deputies were on hand as helicopters buzzed the area. Two hours later, a special enforcement officer discovered the culprit -- the Bic lighter.



## The search for value

# Management Tips

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### Development and commerce

I had two very different meetings this week. The first was about sales and commerce and concentrated on P&L performance and profit and margin.

The second meeting was about personal development, coaching and performance management.

It's not often that I get two such diverse meetings back to back and it reminded me of what corporate life is like...the corporate life I said "goodbye" to nearly 20 years ago.

Sales and Procurement people are the commercial operators in a business and they know what their performance is all about...it's usually counted at the end of the month. Their colleagues in HR and talent management are responsible for the hiring and support of these people and their success is rather harder to measure but nonetheless equally as important.

Of course these folks hardly ever talk to each other...one lot is "on the road" earning money and the other are managing the total work force and looking at a bigger staffing picture.

I think I'll stick to working independently...managing myself is hard enough.



## The search for value

# *Sales Tips*

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### Tough buyers

I met a potential buyer this week who needed detail. Then they needed more detail.

Colleagues who know our colour coding will have spotted a “Green” buyer. I find these people very hard to manage. I’m a “Red” seller and I like to cut to the chase and get to a decision point quickly.

I’m not a silly seller though! I know that buyers come to the decision point in various ways and need different approaches.

I had to borrow some Green behaviour and put on my Green hat and talk detail. I didn’t much enjoy it but I got to the end position in better shape than I would have done if I’d have raced it. That would have left the Green buyer feeling uncomfortable and almost certain to say “No.”

Horses for courses. Sensible sales people quickly analyse their buyers and try to frame their sales pitch in a way that will seem attractive. Talk the buyer’s language and wear the buyer’s clothes is a good way to try to build rapport and get the sale.



## The search for value

# *Negotiation Tips*

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### Negotiation 1.01

I had a quick negotiation this week with a novice. They put down a marker in the first 10 seconds and I snapped their hand off.

They got the deal they wanted and then I burst out laughing. It was a friendly atmosphere and I explained to them that by putting down such an early marker they'd cheated themselves of quite a bit of value. I would have gone higher if they'd pushed.

To an experienced negotiator this is hardly earth shattering. Surely everyone knows not to put down early markers in a small tactical negotiation....or do they?

The good news is that no matter how unskilful you think you are as a negotiator there are plenty of people out there who are worse than you.

This is good news for you...you can get better...and this is good news for me...'cos I can train you.

Is that a win/win outcome!