

Sunday 2nd September

Weekly tips and ideas for business professionals



Negotiation Update

The search for value



Some elephants get closer than others

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Sunday morning...

Sunday morning in Cape Town in the middle of a wet Winter. That's what I wrote last week and it's still true, sadly. Spring is not quite here yet.

First up is a big apology to those people (mostly at the top of the alphabet) who got multiple copies of the update last week. The messages got stuck in the outbox of Outlook and wouldn't clear so they got sent over and over again. I think I've found out why so it should be back to normal this week.

Off to New York this week and then on to Houston and then on to California so over the next 3 weeks I'll be in the USA. Not been to Houston before so that'll be another tick in the box and there should be time for a hand of poker in Vegas on the way.

I'll have to try to find a way to watch the Rugby World Cup. I'm sure I'll find a sports bar or two en route.

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

This week I...

Managed to learn more about Visio and Captivate. These are going to be our two main software programmes for a whole host of new interactive learning courses that we're creating. The challenge is to take chunk of knowledge and get it into usable format. When we're finished we should have all of our IP out of our heads and onto disks. If you're in the learning business you might like to share ideas and we'll tell you how things are going for us.

And finally...

(08-28) 17:24 PDT GREENBURGH, N.Y. (AP) --

A knife-wielding robber needed only \$4, so he refused to take a \$10 bill from his victim and waited while the man made change at a pizza parlor, police said Tuesday.

He then took the \$4 and ran off, only to be captured a few blocks away, police said.

The suspect, James Mitchell, 48, was arraigned Tuesday on robbery and weapon charges. His lawyer, Arlene Popkin, refused to comment. Police Capt. Joseph DeCarlo said it "really is an odd case, but it is a robbery."

The confrontation began over an artificial rose that the 18-year-old victim had just bought, police said.

"He came out of the store and was approached by the suspect, who said, 'Give me the rose,'" DeCarlo said. "The kid told him, 'Go in there and get one.' But the suspect says, 'I want that one, and your money, too,' and pulls out a knife.

When the teen said all he had was \$10, the suspect said he wanted only \$4, DeCarlo said.

"He tells the kid to go into the pizza parlor and get change," DeCarlo said. "Then the kid comes out, he takes his \$4 and he leaves."

The teenager and his mother, who was across the street, called police and led officers to Mitchell, DeCarlo said.

He couldn't say why Mitchell wanted only \$4.



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Management Tips

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Good or bad?

As you get older you start to develop a very strong understanding of who you are, what you like, where you excel and where you don't. That's the self awareness that helps you grow as a person.

I was debating recently with some folks who have skills and abilities that I can only dream of...well, actually I don't dream about them because they're skills that I'm quite happy not to have. I can't drive a car fast but I'm really not over fussed because that skill set lives in my second or third rank of skills I'm trying to polish.

I'm much more interested in other areas of activity that live in my top rank.

So...fear not that you'll never play Rugby for the All Blacks or beat Barry Bonds' home run record or play the guitar like Eric Clapton. Maybe you were destined for other different things and the quicker you get to know what they are the better for you and all concerned.

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Sales Tips

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Special

I went to a car dealer's this week to sort out a couple of points with a car I bought recently.

I asked to speak to Malcolm, the man who sold me the car, and he approached me and said..."Hello, Mr. Beasor, how's the Navarra going?" I'm impressed.

I also went to a wine tasting this week and the owner of a wine I like, Sterhuis, saw me in the crowd and again recognised me with my name.

These are people whose products will stay with me.

Customers like to feel special...they like to think that you value them and remember them as individuals. If you can do this then you'll find that the bond between you and them will exist quite separately from the bond that they have as a buyer of the product. It becomes a personal issue.

Keep your business personal. Deal with people you know and value and above all things let them know exactly that and you'll have a customer for life.



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Negotiation Tips

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Buyer's market

The Cape Town property market has been a seller's market for some time. Demand exceeded supply and sellers had a good time.

With higher interest rates and a tighter market it's now time...maybe...for the buyers to take the upper hand and property is starting to stick with the agents.

This situation applies throughout the world and in all types of market. Demand ebbs and flows and the dynamic between buyer and seller changes frequently.

All this is self evident to the experienced negotiator but the learning point for this week is not to allow this analysis to block your overriding principle that your challenge is to represent strength no matter how weak the market says you ought to be.

If you talk yourself into believing that the market is moving against you then you're giving away money. Maybe the market is difficult but that means that you've got more work to do to create some leverage and power.

Remember..."I am strong, they are weak". That's your negotiation mantra no matter what your market analysis tells you. To believe otherwise is to commit commercial suicide.