

Sunday 30th September

Weekly tips and ideas for business professionals



# Negotiation Update

The search for value



There are worse places to have Sunday brunch.

Written and published by Tom Beasor

Tom Beasor is Managing Director of Blue Line Consultancy Ltd.

Contact Tom at: [tom@beasor.com](mailto: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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## Sunday morning...

Sunday morning in Cape Town. Arrived from London on Thursday and am here for the duration. Spring is on the way and the sun is shining.

Those of you at the beginning of the alphabet will know that I've had a few problems with mail servers over the last few weeks. To try to get round this I've organised something with my web designer whereby we'll post the newsletter on the web each week...so if you don't get it or there's a problem it'll be available to you on the front page of [www.beasor.com](http://www.beasor.com) and in the archives as usual.

This will make it easier for me when I'm in difficult places and I'll just post it on the site if I can't get through to you individually.

I know not everyone's a sport fan but if you are then weekends like this are sport heaven. England beat Tonga and Lewis Hamilton looks nailed on for the driver's championship. Next weekend we'll probably lose to Australia in the World Cup but if we somehow win I shall be crowing.

I took it for granted that folks knew what SDI is. If it is new to you then you can check it out on: <http://us.personalstrengths.com/sdi.php?id=100>

In short it's a psychometric tool to help people manage relationships and handle conflict.

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

## This week I...

I've been revisiting my sales books this week and one that I always consult when I need an idea is "Key Account Management" by Peter Cheverton. Just like with negotiation I've read most of the best sales books and if any of you would like to share recommendations with me I'd be happy to correspond. I'd suggest that many of the buyers in this network would do well to read anything about KAM as they can use the skills equally themselves.

## And finally...

(09-27) 13:14 PDT Morrisville, N.C. (AP) –

Morrisville police have charged a man with assault on a government official after an officer said the man coughed into his face during a traffic stop.

Officer Chris Gill said in his report that Kent Kauffman looked into his eyes before "hacking" in his face three times, according to Morrisville spokeswoman Stacie Galloway. Kauffman said he did cough from the window of his minivan but did so toward Gill's waist.

"He says I coughed in his face," Kauffman said. "But that would only work if he had a 4-foot-long face."

Kauffman said he developed a cough after his dog died last week. He said Gill put him in handcuffs and threw him into the side of the patrol car.

Gill pulled Kauffman over Tuesday for not wearing a seat belt. He now faces a misdemeanor charge and, if convicted, could spend up to 60 days in jail.



## The search for value

# Management Tips

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### Management models

Management consultants often get accused of trying to reduce everything to a series of 4 box models. This may well be the case but I'm not going to apologise for using a model that helps people understand situations better even if occasionally they do tend to oversimplify.

What can be really powerful is the use of a combination of tools.

Let's think of 3 tools to help teamwork. First we have Belbin's 9 team types. I've found this to be very helpful over the years to understand team behaviour. We can combine Belbin with the work of Bruce Tuckman and look at the stages of the development of group behaviour and we can then add in my favourite personal psychometric, the SDI to look at individual and group motivations.

This is not just promoting models for the sake of it. This is a powerful way to get a handle of an issue with the help of people who have researched the subject before and whose experience we can leverage.

As always Google is a fountain of information...and [www.businessballs.com](http://www.businessballs.com) maintains a fantastic library of this type of work.



## The search for value

# *Sales Tips*

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### Never ending process

Selling never ends. Don't ever think that selling ends with the close and contract signing. That's just the end of the first stage.

Let's look down the line. We now have a satisfied customer. Our challenge now is to look at this customer and think:

"If they bought this product is there another one that I can sell them?"

It's got to be easier to sell to someone who knows you.

Second you should be asking:

"Do they know anyone inside or outside their organisation who I could also sell to?"

Again...your satisfied customer should have no hesitation in recommending you to someone they know.

Upselling and cross-selling are the activities that ensure that the sales process never ends. 1 customer can become 2...and 1 product can lead to another.



## The search for value

# *Negotiation Tips*

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### Boycott and Faldo

Two sports players come to mind this week.

First is Geoff Boycott, the pre-eminent cricketer of his generation in the UK and the second is Nick Faldo, winner of 6 golf majors.

In each case we have a person who merits some admiration as players...real admiration...but each person has been found to be flawed when it came to the personal relationship side of life.

You shouldn't try to be a negotiator like Nick Faldo. For sure if you wanted to select someone to knock a putt in for you he'd be the man but there's more to life than technical competence.

Good negotiators are technically excellent...we almost take that bit for granted...but if you want to rise to the top you've got to work on the people side and manage relationships successfully.

So let's be both technically competent and very able to handle people. With this combination negotiations will seem to be very easy indeed.

This is an area where we concentrate in our Advanced Negotiation courses. It's a vital ingredient.