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that my authorship is
acknowledged.**

Value creating reading for business professionals

Sunday morning in...

Sunday morning in Cape Town ...8.00 in the morning, dark and with a torrential rainstorm putting 2cms of rain on Cape Town. The reservoirs will be full this week. They publish the figures every week!

I'm now busy writing and creating my new material for the website and the new products that will go with it. There will be a soft launch of negotiationupdate.com in the next 7 days and the graphics and layout look good. I've got a smart team working with me and it's an exciting project. With websites there's always a balance between the design and the technical. Anyway I got captured on film on Friday and they'll need to do a lot of photoshopping before I'll let in on the site!

Working from home is always a joy. I have a rule that I never spend a whole day in the house so it's out for coffee in the morning and a read of the newspaper. This week we've had the Tour de France on the tele in the afternoon and the Cricket. It really doesn't matter if you're a sports fan or whether sport leaves you cold but this week the performance of Lance Armstrong puts him way up there in the Pantheon of the sports Gods. We saw Federer last Sunday but imagine Federer taking a 4 year break at the age of 37 and then coming back at the highest level. I'm a fan of Armstrong's.

One more week in Cape Town and then it's off to Hong Kong for a week. That'll take me through to the end of the month.

Enjoy your week with three tips as usual...

This week we used, read, visited, played with...

Went out to Nobu on Wednesday. There's a new top end hotel in Cape Town and there's a Gordon Ramsey and a Nobu restaurant. How disappointing that the service was less than stellar. Some of the best meals I've ever eaten have been in Nobu restaurants...Capetonians deserve better.

No books or software this week but plenty of podcasts. I'm late to the world of podcasting but I now have subscriptions to the best broadcasts on poker...and it's all free....and I just love FREE. Might be room for a podcast of my stuff when the new site comes onstream.

and finally...

(07-09) 17:46 PDT Naples, Fla. (AP) --A southwest Florida woman was arrested after deputies said she assaulted her 71-year-old common-law husband after he complained about her cooking. A Lee County Sheriff's Office arrest report shows 66-year-old Meredith Hart Mulcahy was charged with battery on an elderly person Tuesday night.

Deputies said the man got into an argument with her about undercooked potatoes and burnt bread. He went to the bedroom and began eating, and authorities said the woman then threw a phone at him.

Deputies said Mulcahy became belligerent in the back seat of the patrol car and told them that she "burned the bread she was cooking because she was so intoxicated." She was in the Lee County Jail on Wednesday pending a \$1,500 bond.



The search for value

SDI Tips

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Customer service

Let's think what SDI tells us about giving good service to customers:

Red customers are likely to want to get something fast and simple.

Green customers are likely to want to get something right, sensible and detailed.

Blue customers will want to think about the people involved in the transaction.

Hub customers will look at options and won't want to be railroaded into a fast decision.

Now that's my "put everyone in a box overview" and SDI has more to say than that. People are blends and very few people fit a single profile perfectly so we need to be thoughtful and deal with people as individuals. Nonetheless the starting point is often the broad brush approach and then we refine it.

I hope you're seeing that SDI is a versatile tool that helps us all examine our interactions with each other and seek to improve them and make the relationships more effective.



The search for value

Sales Tips

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Restaurant service

Had a meal out this week...went to Nobu in Cape Town. It's a very high end Japanese restaurant with branches around the world.

I asked the waiter some questions about the menu and the food arrived in a haphazard fashion and it was clear from the waiter's responses that he'd never eaten in the restaurant and didn't have much understanding of the etiquette involved.

Now this is not a rant against the waiter...it certainly wasn't his fault. I want to put the blame on his boss who had let him loose on customers without the proper training and support.

If you sell something then the customer is going to assume that you know something about it...indeed that you may even be an expert in that field.

Do I know something about training and consultancy...you bet. It's my job.

You must put the time in on yourself and your people to make sure that you understand the customer experience intimately and therefore can add a real layer of empathy to the service levels.

All hotel staff should have stayed in the place as a guest.

All PC salespeople should know how computers and software work.

All brush sellers should know their tufts...and veggie sellers should know their onions.

I hope you're an expert in what you sell.



The search for value

Negotiation Tips

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Basic rules

If I'm going to expand the 3 theorems into some sort of 10 commandments for negotiation then we'll need to find some other basic tenets.

If I put down a No. 4 then it would be this: People always understand perfectly why they're weak and the other party is strong and that you're bound to fail.

It's truly ironic how many times I've worked with clients who only ever saw weakness and I've had to change their mindset fundamentally.

No. 5 is this: Once people start moving they'll continue to move.

People say that a deal is non negotiable and that they can't move a single cent. Once you persuaded them to move that single cent then you'll find a second cent of movement is really easy to find....and a third...and a fourth.

No. 6. A principle and a detail are not the same. People will die for principles. They're non negotiable. Details are just dollars and can be easily changed. Whenever I meet a blockage in a negotiation I always check whether it's a matter or principle or detail. If it's a principle (and I'll check carefully) then we won't labour the point. If it's detail it's a cinch to fix.

More to follow.