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## Value creating reading for business professionals

### Sunday morning in...

Sunday morning in Cape Town and it is still wet. Went to Newlands yesterday to watch the Lions and got soaked. Wonderful. At least the Lions won.

Not much to tell anyone this week. It's one of those weeks when you work from home and not a lot happens except that the builders are next door and concentrating is tough. Ended up drinking lots of coffee down the road to escape the noise.

Regular readers will know that there are not too many sports that pass me by and this week I want to mention two sports people that many of you will never have heard of. Some time ago I read Phil Jackson's autobiography. He's currently the manager of the LA Lakers who are trying to win the NBA title. He's one of the greatest sports managers in history. You should read his book and understand what managing Shaq and Kobe is all about.

I'll also mention Phil Ivey. I've just seen him win another poker tournament in Las Vegas where he scooped over \$10M. He's the Tiger Woods and Roger Federer of his generation and it's got to the stage where he can't now find anyone to play him he's so good. If you celebrate excellence in performance Phil Ivey is arguably the most successful sportsman in the world.

I'd rather talk about sport than the recession or Iranian or North Korean politics. Excuse me if sport doesn't turn you on but it can be a great metaphor for many of the things in our lives.

Have a good week with three tips as usual...

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

Searching out podcasts and downloading them. Watching live events on the internet. Trying to compose a negotiation planner...that's nearly finished.

Chewing up half a gig of bandwidth a day which in South Africa is costing me a fortune...but that's the price of "working" from home.

Started preliminary planning for the Cape to Cairo trip for February of next year. More to follow on that one.

Got the beta of my new negotiation update website. More to follow on that after a meeting this week.

### and finally...

**A Tel Aviv woman has been searching through Israeli rubbish dumps after accidentally throwing away a mattress containing \$1m (£700,000).** The woman, identified only as Anat, had bought a new mattress for her mother as a surprise and threw away the old one, Yedioth Ahronoth newspaper reported. But when the older woman returned home she "almost fainted", as she had hidden her entire life savings inside. A search of three landfill sites has so far turned up nothing, said the paper. When the woman realised her mistake, she rushed out to retrieve the mattress but it had already been taken away to the Hiriya local dump. She hurried to the dump, only to find the mattress had been shipped to one of two larger landfill sites, along with another 3,000 tonnes of rubbish collected that day. A search of the first site, Ganei Hadas, proved fruitless so she moved onto Efeh, close to the Dead Sea.

Yitzhak Borba, the director of the Efeh site, told Israel's Army Radio the woman had been "totally desperate" when she arrived. He was reported to have kept some of his staff on overnight to fend off treasure hunters and help the woman. But despite being unable to retrieve the mattress and its hidden fortune, "Anat" appeared philosophical about her loss.

"People have to take everything in proportion and thank God for the good and the bad," she said.

There has been no comment from her mother.



## The search for value

### *SDI Tips*

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#### *SDI, religion and politics*

So how can we position SDI when we're talking about religion and politics. Let's try:

In the Christian tradition:

Jesus loves you  
10 commandments give you the rules of life  
The church is a community  
Believers go to Heaven non believers to Hell

Let's look at politics:

We want to win an election  
We want to do what's right  
We want to help the community  
We want to have a more caring group of people

You can position any activity in light of the 4 main SDI Motivational Value Systems. These are the reasons that people enter into any activities...the things that make them feel good about their enterprises.

You'll see that SDI can talk to us on many levels.



## The search for value

### *Sales Tips*

430

#### *A new hotel*

Went to a very upscale new hotel in Cape Town this week...primarily to look at the menus to see if I could afford to eat there.

There's a Gordon Ramsey restaurant and a Nobu and I know what these people charge elsewhere and I was ready for a fright.

Surprisingly the restaurants were very cheap and absolutely affordable and I'll be there with my friends sometime very soon. In fact the restaurants were so cheap I almost wondered if there was something "wrong"...maybe a special introductory offer while the hotel is still so new.

In any sales driven business you have the choice to go for volume or margin...or indeed both if you're lucky enough. In both these cases the restaurants were trying to establish their businesses by making themselves affordable and going for volume. I guess they have the ambition of improving their margins if business is successful.

I've tried going for volume and it does mean that you can be a very busy fool and make little money...so I watch their launch activities with interest.

In the meantime if anyone wants to buy me sushi in Nobu then it's really very cheap and I'll happily put a date in the diary with you.



## The search for value

# Negotiation Tips

450

### *Handshakes*

I'm not a great lover of contracts and lawyers in negotiations because they invariably get in the way of the substantive commercial deal.

I've never yet met a lawyer who could tell you what you could do...but I've met many who could tell you what you can't do.

Contracts, maybe are a necessary evil and I understand that a deal can be so complicated that it needs to be recorded and commitments made.

Personally I tend to work on a handshake, a phone call or an exchange of emails. I've just done a deal this week based on a phone call and a couple of emails for clarification and it worked just fine.

When you're dealing with honourable people then it shouldn't be too tough to get the substantive issues agreed with a handshake and let the lawyers top and tail it afterwards.

Get the principles and issues agreed first and go to the detail later. If you let the details get in the way up front then you'll spend all day arguing over very little and missing the main points.

Sort out your agenda and keep the lawyers out of the first up items.