

# Negotiation Update

January 18th 2009

Value creating reading for business professionals

Searching for Value

## Sunday morning in...

Sunday morning in a hot and summery Cape Town. The kids are back at school now and most businesses are open after the break.

Had a touristy time this week enjoying sharing Cape Town with a visitor. Went up Table Mountain again and paid another visit to Robben Island. I think these are the two must-see items in Cape Town and every time you go to Robben Island it's always fascinating to hear the stories of the individual guides who are all ex-political prisoners. Combine that with the Waterfront and it's not hard to see why Cape Town is so popular.

This week sees the first of our Level 2 SDI courses in Cape Town and it's a big step up in terms of upskilling our users. We'll be moving on to Joburg next month and that's another big step forward in building the SDI community in South Africa.

That's about it except for the developing of a new negotiation programme which I'm hoping to launch in a month or two. We need just one more brick in the wall and I'll then feel we have a full portfolio of products and courses.

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

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

I'm building up my wish list for new toys and gadgets. I'm in for an Espresso machine down the path and a BluRay DVD player won't go amiss either.

Two books arrived from Amazon with 72 hours of posting so although they do charge alot for postage they're very fast.

One question to Mac users...is anyone getting flickering in Windows? I think my Parallels software isn't stable and is causing the picture to degrade. Does this ring a bell for anyone?

## and finally...

(01-16) 17:22 PST CAPE CORAL, Fla. (AP) --

Authorities are looking for a shoplifter who was run over twice by her getaway car after stealing \$1,200 worth of designer purses from a Cape Coral store. A T.J. Maxx security guard told police she saw a woman stuff six designer Dooney & Bourke purses into her pants Tuesday morning and walk u of the store. The guard said she was confronting the woman when a car pulled up.

A report said the shoplifter tried to get into the vehicle but fell out and was run over by the car. She then got up and jumped onto the hood of the car. As the car was driving away, the report said the woman fell off and was run over again. On her third attempt, she finally made it into the vehicle.

Police are using the car's license plate and a check the woman dropped to track her down.

## A picture is worth a thousand words...



It's easy to pick this week's picture.  
Speaks for itself.

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## *SDI Tips*

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### **360 feedback plus**

SDI provides many feedback opportunities.

We have the Standard Inventories and then there are the Feedback versions so that it's possible to compare people's views of themselves with how others see them.

Included in this suite of tools is the Expectations Inventory where we can give people feedback not on how we see them but how we might prefer to see them.

This allows for a very full and focused picture of people from themselves and from others combined with a preference picture of opportunities for change and improvement.



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# *Sales Tips*

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### **Selling or buying?**

Occasionally I write some purchasing tips in this series because for every seller there has to be a buyer and understanding our buying friends is important.

The question I'll pose here is whether you're selling to them or whether they're buying from you? Do buyers buy or sellers sell?

My feeling is that for many professional buyers the issue is that they'll buy from you and you must organise your pitch accordingly. Generally they'll know what they want and it's your job to facilitate that process. Non professional buyers need more guidance and the seller needs to be more proactive.

When I'm running sales training courses I'm always keen to show how the sales process differs depending on whether you're dealing with professional buyers and then to understand who needs to take the most pro-active stance.

This all comes down to knowing your buyers and we should be doing that in all cases...dealing with either trained or non trained customers.



*The search for value*

## *Negotiation Tips*

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### **Can't move...can't negotiate**

I was looking at some definitions of negotiation this week and one that I like concerns the issue of movement.

It's very difficult to understand how a negotiation can progress unless both sides are prepared to move...i.e. make concessions.

If one party continually utters the words.."It's non negotiable...take it or leave it" then the negotiation is bound to fail.

When you prepare for a negotiation you should understand:

1. What movements are we prepared to make?
2. How can we get the other party to move?

These are fundamental issues in planning. Movement is the life blood of negotiation.