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**Written and published  
by Tom Beasor**

**Contact Tom at  
tom@beasor.com  
www.beasor.com**

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## Value creating reading for business professionals

### Sunday morning in...

Sunday morning in Cape Town and we're kicking off with the new style. I'm not sure I like it so much but I'm back in Microsoft Publisher so it makes it easier to edit and change. I never really got the hang of InDesign and I use it only when business demands.

It's election week in South Africa and the outcome is not in question...clearly Zuma will win...but the real issue is whether they'll get less than 66% of the vote and whether Helen Zille will win Western Province. At least it's a proper election unlike many of those "up north."

Off to Newlands today to watch the IPL cricket...that's after I've watched the Grand Prix. South Africa is sporting heaven with everything available on the television at a fraction of the price elsewhere. As I write this it's raining...so the cricket is in severe jeopardy.

Had my work permit application approved this week so that's the first step towards getting business residency. I had to get a medical to prove among other things that I'm sane and an x-ray to prove I don't have TB. Filling in these forms is a cottage industry in South Africa.

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

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

I'm meeting some people this week to see how we can get our SDI business more fully online and I'm beefing up my sales and negotiation business online as well.

I'm hoping that within a few weeks I'll have a all singing and dancing SA SDI website and I'll be able to offer online Negotiation and Sales Training as well. As they say...watch this space.

Upgraded my ADSL this week to 2 megabits. Let's hope it really is faster...as it costs enough...and the bandwidth is \$7 a gig on top. This must be the most expensive broadband in the world.

### and finally...

(04-15) 12:28 PDT HOLLIDAYBURG, Pa. (AP) --

A central Pennsylvania man begged a judge to send him to jail, only to have the judge tell him to borrow money to repay a convenience store \$214 for gasoline the man allegedly stole in six separate trips. Jerome Banks, 42, wanted Blair County Judge Hiram Carpenter to jail him Tuesday. Banks said he's due to receive disability payments in about a year, but for now claims he's broke and can't repay the Sheetz store in Tyrone for gas he stole last June and July. Carpenter refused to accept Banks guilty plea and send him to jail. The judge told Banks he'd still owe the money after he got out of jail, so he might as well pay it off sooner — at which time Carpenter said he'll dismiss the charges.

The judge gave Banks until May 4 to pay.



## The search for value

### *SDI Tips*

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#### *Energy*

I'm doing business with someone at the moment who has energy and enthusiasm and it just wears me out reading their emails and going to meetings with them.

Whatever they have for breakfast...I'd like some.

I can't immediately pick up their SDI MVS...(sorry for the jargon...that's their colour). I don't think they're Red as there's no great jumping to fast action...and there's a touch of Green as they have a sense of detail...but there is a lot of Hub with a strong sense of working together and teamwork. There is though above everything else a whole dose of enthusiasm.

I need to do some more observation on them to start to understand what makes them tick best and where they're coming from in their motivations. That's the joy of SDI...it really helps us understand people better.

In the meantime I'll go along for the ride...and it's a fast ride...but not too fast for an old 72 Red like me!



## The search for value

### *Sales Tips*

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#### *Tomorrow's feather duster*

There are a lot of roosters in business who are very likely to become tomorrow's feather dusters.

I can think of a couple of software companies who enjoy untold success but don't actually encourage great loyalty. People do business with them because they have to...because there's no alternative but as soon as there is a viable alternative then the customer base will disappear and disappear very quickly.

Any company can seem successful when they have the best of it in the market place...a monopoly even...but monopolies don't last for ever...ask Standard Oil or AT&T...and when their time comes and the opposition starts to be active ask yourself whether the customer base will remain loyal or whether they'll jump ship as soon as they can.

My last corporate job many years ago was with a company that had as much as 80% of the global market. That company no longer exists as an independent entity. Over many years it alienated its client base and slowly but surely committed commercial suicide.

Don't let this happen to you. You can be successful and popular. You can have a benevolent monopoly and once you've locked your customers in then they'll never disappear and it keeps the opposition out permanently.



## The search for value

# Negotiation Tips

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### *Gameflow*

I was watching an instructional poker video this week and they talked about Gameflow and how it can improve your success.

Gameflow in poker means that you're aware of the dynamic between yourself and the other party...the hero and the villain...in poker parlance... and the way that you become conditioned to their behaviour and know what to expect.

Here's an example: If you're a buyer and you always threaten the seller with cancelling the contract if they don't provide better prices then you're going to become very predictable and the seller will have a plan to counteract this when they meet you.

If you're a seller and you always go in for the usual price rise then again the buyer is ready and waiting.

What we need to do in commercial negotiations is to try to provide an element of unpredictability so that we don't become a victim of our own conditioning. Remember what you did last time and whether you want to repeat it or try something new.

Sometimes we will wish to repeat our processes and behaviours but if you never change...never offer flexibility then the other party's preparation is a breeze...they're ready and waiting for you before you've even arrived.

Don't be an open book...maintain an element of surprise.