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acknowledged.**

Value creating reading for business professionals

Sunday morning in...

Sunday morning in Cape Town ...and did it rain last week. Last Sunday we had 180mms of rain. It was a 30 year record for CT...

Said "goodbye" to maybe our longest surviving reader. Tineke joined us in issue 39 in 2000 and she tells me that all the tips (over 1000) and every newsletter is on her hard drive (69megs). We wish her well for the future. Anyone else still around since 2000?...seems like a long time ago.

Nelson Mandela was 91 yesterday and you don't need me to tell you how important that birthday is to most South Africans. He's quite frail now but still as sharp as ever. We look forward to 92.

Off to Hong Kong tomorrow where I hope I won't be put into quarantine. I was there during the SARS outbreak and it's clear they enjoy a good epidemic. Just one day in HK and then off to Macau. I was there last year and it's now bigger than Las Vegas which may or may not be a good thing.

Sport continues to sparkle and Lance Armstrong and Tom Watson are fantastic role models. England are murdering Australia as we speak at Cricket and they look a pale shadow of their former selves.

Enjoy your week with three tips as usual...

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

The website may go live this week. It's a beta launch so if you log on to www.negotiationupdate.com don't be too disappointed if you find either a blank page or the site half built. We should be there within 10 days.

Recording training vids on camtasia and trying to build up a small library. I'll share one with you next week if I get a chance to upload it from Hong Kong.

Looking forward to getting some computer kit in Hong Kong and maybe a new mobile phone. I always use a visit to Hong Kong as a chance to buy the latest kit not available for months or in the case of mobiles never available in South Africa. One of the advantages of travel is that you know what to buy where to capitalise on best opportunities.

and finally...

(07-15) 15:22 PDT Madison, Wis. (AP) --

An Illinois teen knew he was too drunk to drive home after a Dave Matthews Band concert south of Milwaukee. So he fell asleep in his car, only to be awoken by a state trooper. Travis Peterson, 19, of Dixon, Ill., said even though he told the officer he was drunk and sleeping it off, the trooper ordered him to leave because the lot was being cleared.

Once out of the parking lot, Peterson was arrested for drunken driving. He was subsequently found guilty and ordered to spend 60 days in jail.

A Wisconsin appeals court on Wednesday commended Peterson for doing the right thing by trying to sleep it off, and said the trial court was wrong not to let him argue that police had entrapped him. The state had argued successfully at trial that people who choose to drink too much can't argue they've been entrapped when stopped for drunken driving. The 2nd District Court of Appeals disagreed. "Drinking alcohol to excess, while inadvisable and unhealthy, is not unlawful by itself," the appeals court said.



The search for value

SDI Tips

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Biscuits

Enjoyed a good meeting this week with 8 SDI trained facilitators and after 3 hours of discussion we needed to talk about where to meet next time and the arrangements.

Somebody said that they could provide some biscuits for the meeting and then somebody mentioned different sorts of biscuits they liked and then we were off talking about biscuits. I say "we" but I found myself staring into my computer screen while the crumbly details of biscuits were being discussed by the others.

I wanted to get on with the agenda and I didn't think that biscuits actually mattered much. The Blues and Hubs in the room, however, disagreed. Team biscuits are a key issue for working together and the Blues enjoyed the conversation full of smiles and laughter. The Greens started planning the biscuit consumption per capita...no, just joking there!

It can be sad, I guess, that in the Red world tasks become more important occasionally than biscuits but I'm beginning to learn and I'll be taking my packet of Hobnobs to the next meeting.



The search for value

Sales Tips

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Restaurant service...cont.

So the manager at Nobu writes back to me after I'd emailed him about his service and he actually starts arguing with me. Believe me...I have the email.

This is close to being suicidal if you're a seller. He just can't win that battle.

If a customer is unhappy then fix it...don't argue with them.

If he had written back in a conciliatory tone asking me back to the restaurant and maybe suggesting that I'd be given a warm personal welcome I'd have gone back and given them a second chance. As it is...there's no no chance of that happening and I've told quite a few potential customers about it as well.

Learning point...the customer may well be a fool. Maybe the complaint isn't founded on the strongest evidence and a court of law would throw it out...but that's not the point. Your challenge as a seller is to separate the happy customer from their money over and over again. That's what pays the bills.

Maybe I should send this tip to the manager of Nobu for his approval.



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Negotiation Tips

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Basic rules

Here's Rule No. 7 and I'll probably stop here.

A dollar of payment terms spends just as well as a dollar of price discount.

Repeat after me....a dollar is a dollar is a dollar.

There are no second class dollars in a deal. Every dollar is a good one. There are hard dollars...easily measurable and softer dollars...harder to quantify...but they've all got a picture of George on them.

Don't just focus on price. Check the value...hunt out the variables and put all the dollars in your pocket...Georges and Bens.