

Negotiation Update

February 1st 2009

Value creating reading for business professionals

Searching for Value

Sunday morning in...

Sunday morning back in Cape Town after a quick trip away and with a week back here before repeating the dose the week after next. It's always ironic when a two day job takes up 5 days of time...but that's the nature of working abroad on short assignments.

I've just put the television on pause with Nadal 2 sets to 1 up on Federer. I still find it a novelty being able to pause live television and catching up later.

The business consultancy is taking a back seat for a week or two while I concentrate on the SDI business. We've got courses coming up and I'm in a marketing mode for a while. Being a small business means that you do all the jobs yourself from marketing right through to credit control...now there's a subject close to my heart!

This is a good week to catch up for folks in Cape Town so if you'd like a chance to meet then this is a week with some space in it.

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

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

As I suspected it wasn't hard to buy a decent radio at Singapore airport. South Africa does seem to be cursed with very slow technology sales development. It was last year's model in Sing but it still hasn't arrived in Cape Town.

Bought a couple of newly published poker books on Amazon. Colleagues did recommend local sellers in South Africa but I'm far too impatient to wait 2 weeks for a book when Amazon (at a fee) can get it here in 72 hours.

and finally...

(01-30) 18:30 PST PHILADELPHIA (AP) --

In a gut-busting display of championship eating, a man nicknamed Super Squibb has won Philadelphia's Wing Bowl by downing 203 chicken wings in about 20 minutes. For his efforts, 23-year-old John Squibb of Berlin, N.J., gets a car, a \$7,500 diamond ring and a crown of miniature chickens. And maybe a case of indigestion.

Thousands attend the early morning gorge-fest held every year on the Friday before the Super Bowl. The contest is sponsored by sports-talk station WIP-AM. It also features scantily clad "Wingettes" and a cast of sickened contestants.

Professional eaters were not allowed in this year's Wing Bowl, but organizers say they'll be back next year.

Richard "Not Rich" Razzi came in second by eating 180 wings.

A picture is worth a thousand words...



Australia is very hot indeed...unlike their Cricket team!

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SDI Tips

30

A simple difference

I often use SDI in commercial applications and one constant reminder of the difference between Reds and Greens is the way in which they process information.

Red people want to get on...they're task focused...often impatient and overviews and headlines will do nicely for them.

Greens, on the other hand, wish to make sense of all the information before they continue so they'll want facts and they'll ask plenty of questions.

If you know this in advance then you'll not be frustrated by Red's lack of detail awareness and Greens desire for information.

The more we understand people the easier it is to do business with them.



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Sales Tips

413

Selling ideas...

I often run classes about influencing and persuasion. They're pretty similar to negotiation classes but often we're not in a commercial environment. There's no selling of goods and services to persuade people about just the persuading about ideas and principles.

Influencing is often little more than trying to sell someone your idea. When they "buy" it then you've done your job.

Even if you've never sold anything in your life you'll have "sold" many ideas and tried to persuade many people.

Sellers should realise that not only are they selling their products but they're also selling the less tangible elements of their business and as such they should concentrate just as fully on persuasion and influencing as they do on selling techniques.

Influencing is the place where selling meets negotiation.



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Negotiation Tips

433

Go first or second?

We teach our students that when it comes to putting forward your argument you should always try to go first. The power of primacy is a strong one...and a winning first argument is a very powerful tool.

When it comes to prices and numbers then you should very much go second. Always hesitate to put down a "marker" until you've heard the other party's numbers or figures first. You can't lose that way.

So remember...go first with your arguments ...but numbers and markers very definitely come second.