

Negotiation Update

March 22nd 2009

Value creating reading for business professionals

Searching for Value

Sunday morning in...

Saturday morning in South London and I don't get to say that very often. I've been back for the week and I'm back in Cape Town on Tuesday.

I obviously brought the good weather with me to London...it's been a glorious week and not a grey cloud in sight.

The move is going well to Aweber with 130 people having registered. This is week three and after next week I'll be sending it from there permanently so don't forget that if you want to read this newsletter into the future then do visit my site below and leave your details.

www.beasor.com/contact.htm

Sport is so much easier to talk about than politics so we'll just concentrate on the Stormers who won a game and Millwall who are winning and Man Utd who are losing. All's well in the world.

Have a good one with 3 tips as usual.



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

This week I visited the Apple shop in Regent Street and what a place it is. I got a new Airport so that I can back up my files wirelessly and a copy of VM Ware Fusion so that I can stretch windows across two monitors when I set up my new computer...yes I bought a MacBook Pro...with an extra monitor.

I got a fantastic bargain on the Apple courtesy of my nephew who got the student discount and I would urge all parents and uncles and aunts in this network to capitalise on student discounts for their software and hardware. It's a real opportunity.

Had a look at some more screen capture software...Camtasia is very expensive...and I'm looking at Wordpress to create a blog. If anyone has experience of Wordpress or IshowU then I'd be happy to hear from them.

and finally...

(03-20) 04:27 PDT SAN DIEGO (AP) --

Two narcotics suspects have been arrested after leading police on a wild chase, tossing out more than \$17,000 in cash out of their truck's windows as motorists stopped freeway traffic to grab the bills.

The pursuit began Thursday afternoon when police and federal drug agents followed two men who drove off in a pickup truck, Drug Enforcement Administration spokeswoman Eileen Zeidler said.

The driver took officers on a circuitous route over several streets and freeways, eventually getting onto Interstate 5 at the height of rush hour. On the busy freeway, the suspects flung mostly \$20 and \$100 bills out of the truck's windows before surrendering to authorities.

As the cash blew across lanes, motorists slammed their brakes in the middle of the road and scrambled to pick up the bills, police Sgt. Kevin Rausis said.

"We saw people stopped on the freeway and running around," he said.

Officers following the money trail collected more than \$17,200 and some passers-by later turned in cash to police.

"The way the money was being disposed of, I think it was more of a desperate measure to get rid of evidence," Rausis said.

Zeidler called the case "a significant drug investigation."

A picture is worth a thousand words...



Must be tough being an albino elephant.

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The search for value

SDI Tips

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Driving Miss Daisy

Back in London this week I've had my wife in the car quite a bit and I've been surprised how worked up she gets about people's behaviour.

Many of you will know that my wife is 84 Blue and it's me, the Red guy, who's the one who's supposed to get angry.

Here's why it works the other way. I tend to think that most other car drivers are idiots and when they behave badly it just reinforces my opinion. It's nothing to get angry about....it's just the way things are.

Sue tends to wonder why people behave as thoughtlessly as they do and that their behaviour is dangerous and very selfish. This offends her value system enormously. It's just a pinprick on my value system.

So...beware Blue people who get vexed about your thoughtless behaviour... they'll notice it ...and rejoice at Red people (maybe!) who don't care much and probably didn't notice it anyway.



The search for value

Sales Tips

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Two real guys...

I could discuss the business behaviour of Ben & Jerry at great length. They're real heroes of mine and I try to run my business along similar lines.

If you want to know what I'm talking about visit: www.benjerry.com

What I value most is that throughout their business careers they've always been "two real guys" and when I'm selling my services I'm always trying to be a similar "real guy."

I don't want to employ too many people and I just want to treat people the way that I want to be treated myself.

Consultants know that in many cases they are the product themselves. Well... why not widen this out and ensure that your company is full of "real guys" and you're not just a faceless corporate entity.



The search for value

Negotiation Tips

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Walk the walk

I generally tell you when I negotiate with my own money about the outcomes and here's another example.

I bought a computer this week and I lined up all the variables that I wanted to include:

Memory
Hard Drive
Delivery
Price

were the most important.

During my conversation with the computer company I didn't get too much chance to negotiate as they were in charity mode and offering deals that surprised me. Life must be tough in the computer business at the moment.

It rather reminded me of the mobile phone I bought in Hong Kong where it seemed as if I'd won the lottery as they kept giving me free extras.

The key learning point here is to do some market research in advance. It seems that if you're a buyer and the market is very soft at the time of purchase then you're in a happy place.

Don't assume that you know the market. Make some preliminary investigations and you may be pleasantly surprised. Certainly if you can't do a deal on a new car now then you'll never be able to do one. Sales are way down and sellers are desperate...must be the same for real estate agents and their fees...similar buyers' market.

Check the market before you do deals.