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newsletter are
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acknowledged.**

Value creating reading for business professionals

Sunday morning in...

Sunday morning in South London and very early as I'm off to Wembley today to see Millwall in the Division One play offs. Got a package that includes lunch and a posh seat and they're banning people in these seats from wearing football colours...so no blue and white football shirt for me today. I was going to wait until tonight to write this but I thought I'd do it at 5.30 in the morning just in case Millwall lose...or actually more to the point...win!

I travelled up to central London this week and got on a bus. I write this with some interest as the number of times I've travelled on a London bus in recent years are easily counted on the fingers of one finger. With a tube system as good as we've got in London I generally use the underground. Shame about Cape Town.

Back to South Africa on Tuesday with a long session in Cape Town stretching through until July. London is very warm at the moment...Cape Town will be a whole lot cooler. That's the problem with travelling. Two summers a year is nice but two winters should be avoided.

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

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

Went up to the Apple shop and got a cable for my Mac. The Pro version doesn't have quite the same slots as the ordinary MacBook so I've got to duplicate the screen cable. I guess that's progress.

There's a favourite bookshop just off Russell Square and that got a visit this week as I stock up for my trip to Cape Town. Exclusive books is OK but the choice in London is huge.

Got the heads up on a couple of negotiation podcasts this week. You might like to visit www.pon.harvard.edu and then you can try the iTunesU site which I'm told contains good negotiation material.

and finally...

(05-22) 18:01 PDT WELLINGTON, New Zealand (AP) --

A New Zealand mom made some online bids on toys before napping. Then her 3-year-old daughter took over and bought a bigger plaything than expected — a huge earth-moving digger for a cool \$12,300.

Pipi Quinlan made the winning 20,000 New Zealand dollar (\$12,300) bid on the Kobelco digger with a few mouse clicks at the auction site TradeMe while her parents slept, the Rodney Times newspaper reported in northern New Zealand.

"The first I knew about it was when I came down and opened up the computer," said Pipi's mother, Sarah Quinlan. "I saw an e-mail from TradeMe saying I had won an auction and another e-mail from the seller saying something like 'I think you'll love this digger,'" she was quoted as saying in the paper. Quinlan said she had made auction bids on several toy sets and assumed she had bought a toy digger. "It wasn't until I went back and reread the e-mails that I saw \$20,000 — and got the shock of my life." She immediately called the auction site and the seller to explain what happened.

TradeMe reimbursed the seller's costs for the auction and the digger was relisted.



The search for value

SDI Tips

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Poker comes to SDI

I didn't think it would be long before I'd use a poker example in these SDI tips.

It's my opinion that poker players can be found at all corners of the SDI triangle but I think there are some particular issues that come to the fore.

Poker is a game of winning. You have to play for money and your challenge is to separate the other party from their cash. This satisfies the Red elements.

Poker is also a game of immense strategy and to study this in any depth is likely to appeal to our Green players...but not forgetting that many Red players will also study strategy because it helps them win better.

Poker is game of choices and options and you have to make decisions fast and often. I'm not too sure if that is really the best place for Hubs who maybe don't always enjoy the need to make a fast and definite decision. I'll take this under advisement, though, as I don't know any Hub poker players.

Lastly we have Blue poker players. Poker is a people game and Blue people have great people skills but these same people skills are likely to make them less than aggressive at the winning part of the game. My knowledge of my Blue friends tells me that they are often risk averse and gambling is maybe not their idea of fun.

The Red/Green blend is often described as the strategic blend and maybe that's where most poker players are to be found. It seems about right...as I think about it.

If we have any poker players in this network I'd appreciate the conversation about the use of SDI to make you a better poker player. Could be that I'm on to a winner!



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Sales Tips

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Giving it away

If you go to the Apple store in Regent Street in London you're in a veritable computer palace. It's a huge establishment on 2 floors with dozens of computers that you can use and sample.

Each of these computers is hooked up to the internet and it's all free...so if you need to surf the web while you're shopping then this is the place for you and there were plenty of people doing emails on the machines while I was there.

All of this will seem like an alien world to my colleagues in South Africa where bandwidth is measured out like gold dust and costs about as much...but in London it's free and the computers are there to create good will and they certainly do plenty of that. I'm sure Apple wins many friends by taking this open house approach.

I cottoned on to this some years ago with these tips and this newsletter. I've written over 1000 tips and given them all away. I have sold a few but not too many and if you wish to comb the archives on the website then they're all there to view for free. I know that this has won me a great deal of work over 9 years and it's money and time well invested.

They do say that you can sell anything if you give it away but that's not what I'm talking about here. What I want to emphasise is the means by which you can win business and create goodwill if you take an approach of abundance and not a mean and penny pinching approach. People know that the cost of the Regent Street Apple store is written down in the cost of the computers but nonetheless the goodwill it creates makes it a great investment.

Try not to chisel your customers. It is a world of abundance and customers will appreciate it. It creates loyalty and repeat business and how bad can that be.



The search for value

Negotiation Tips

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Haggling on the television

I was watching a motoring programme this week and in the show there was an expert who was proving that you can get a good deal by haggling with sellers and getting their price down.

He was exactly correct and we saw him save hundreds of pounds by getting the seller to reduce their upfront price and move towards the position that the buyer wanted.

There's nothing wrong with this and I teach haggling in my classes but what we didn't see here was any use of variables. It was just price, price, price.

This is fine when you're in a street market or buying a one-off car but in the world that we inhabit then haggling alone just won't do the job. We need to bargain and we need a whole stack of variables to make this happen.

You don't need me to tell you for the hundredth time about variables but let's never forget:

Commercial negotiation is about value. It's not about price. Haggling gets you the lower price if you're a buyer but it will never lock in the value that the professionals need.

Let the amateurs play with prices...and we'll let the pros organise the value.