

Negotiation Update

March 29th 2009

Value creating reading for business professionals

Searching for Value

Sunday morning in...

Saturday evening in Cape Town and the evenings have just started to have a bite to them that tells you that Autumn can't be too far away. Also had some spits of rain yesterday. The garden was grateful.

This is the week when we say goodbye to all of the people who haven't opted in to receive the newsletter. For over 8 years I've sent this note via Outlook and endless distribution lists and it's a bind. The Aweber site is good for me...it's much easier...very much easier...and it also allows folks to unsubscribe much more readily when they've had enough of the jokes.

So far over 250 people have registered and I'll be in touch with them next week. Remember...if you want to continue receiving this note then visit:

www.beasor.com/contact.htm

and leave your details. If you don't wish to do that then I'll say a happy "goodbye" to you and wish you luck for the future. Go well.

Have a good one with 3 tips as usual.



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

I'm really keen to get going on making training videos and this week I downloaded Cam Studio which is free and should not be missed. If you want to make online vids and your budget is tight then this is the software for you.

I also took a free trial of Camtasia and this is the industry standard software for this kind of work with an industry standard price tag. Thankfully there's a student discount! That's the way forward and when I've had a play with this then I'll create a short vid and send it round. It's only a few meg which won't hurt your bandwidth unless you're a South African and bandwidth is gold dust. I need to find a streaming solution for the web site and that's the next step in the progress.

We've had Skype and now we've got Team Viewer and Mikogo and then there's Cam Studio...and it's all free and gives you some real communication clout online.

and finally...

(03-27) 12:20 PDT Port Huron, Mich. (AP) --

A Michigan man accused of breaking into a gas station — and then calling police himself so he could see his brother in jail — has pleaded to a lesser charge. Matthew Robert Kiss, 24, of Imlay City, pleaded guilty Friday to attempted breaking and entering.

A St. Clair County judge will sentence Kiss on April 27.

Police said Kiss broke into a gas station in January, smoked cigarettes and drank alcohol before calling 911 on himself. He said he wanted to go to jail to see his incarcerated brother. But he was not allowed to see him.

Defense attorney James Downey did not immediately return a message seeking comment.

A picture is worth a thousand words...



Taxi drivers protest in South Africa.

And we complain about taxi drivers in London!

How much would you pay not to have to get into this guy's minibus...answers please to the usual email address!

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The search for value

SDI Tips

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Our flexible friends

When you live in a corner of the triangle the way I do you'd think that the people I get on with best are those whose scores are close to me...but no.

I find it extraordinarily easy to have happy relationships with equally Green and Blue people and we're all happy bunnies together.

Where I find it hard is to handle the people who live right in the centre of the triangle. They're the Hubs and they're the people who value flexibility, teamwork and working with others.

It's the word flexibility I find hard to understand and also the constant seeking for new options and choices. I've learnt to work with them as I've understood their driving forces but I must say that a good unreconstructed Green is much easier to come to terms with and Blues are a snip.

I'll have to work on my Hub relationships...it's my relationship Achilles heel.



The search for value

Sales Tips

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Selling boxes

When I develop a new training course I pay a lot of attention to the title and the short strapline summary.

People buy titles to training courses...nobody wants to go on a Negotiation for Novices course...or Negotiation for Junior Managers. I'm pretty good now at finding the right titles.

The nub of the matter is that people buy the sizzle and not the steak. They buy the box and not the contents.

Whatever you sell make sure that you put it in an attractive box...give it a sexy title and make it look exciting.

Product development is important but you also need to spend some time in designing the box it comes in.



The search for value

Negotiation Tips

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Ranges

You'll know that I spend a lot of time looking at the crossover between negotiation and poker. It's an endlessly fascinating subject...well, it is for me!

When you play poker you look across the table and try to guess their hand values. You try to put them on a range of hands top to bottom. You ask yourself what's the best hand they could have and what's at the bottom of their range.

Negotiation like poker is a game of incomplete knowledge so we're always asking this question.

You ask yourself what the other party will accept and what they'll reject...top to bottom...maximum and minimum. You put them on a range of possibilities and you do your contingent planning based on that range.

We can never know for certain but trying to find their min and max ranges will help you find a better solution and make you much better prepared.