



August 2nd 2009

**Written and published
by Tom Beasor**

**Contact Tom at
tom@beasor.com
www.beasor.com**

**Copyright © Tom
Beasor 2009**

**Back numbers of this
newsletter are
available in the
archive on the
website.**

**You are welcome to
share this newsletter
with colleagues and to
clip the tips provided
that my authorship is
acknowledged.**

Value creating reading for business professionals

Sunday morning in...

Sunday morning in Cape Town and I've swapped the hot and humid conditions of Hong Kong for the cold and humid conditions of Cape Town. The real difference is that the humidity in Hong Kong is in the air while in Cape Town it's in the rain. It just never stops. People tell me that Newlands is the wettest part of Cape Town and I can certainly concur.

It was good to get to Macau and Hong Kong and as always it was a pleasure to catch up with friends. I discussed business opportunities with a training company in Shanghai and hopefully there's a match up with them coming soon.

The challenge this week is to work on the subscription service that I want to offer. This newsletter will always be free but there's a new service that I'm launching and I hope that in next Sunday's newsletter I'll be able to scope it out for people who are interested.

What has happened to the Australian cricket team and the All Blacks. Australia don't seem to be able to beat a very sub par English team and the ABs have been monstered twice by the Springboks. Isn't it lovely!!

Enjoy your week with three tips as usual...

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

I was just about to buy a new Ipod in Hong Kong when the assistant took my current one and placed it in the charger. Like magic it worked. It seems that if you take the Ipod below 5% of charge then you can't recharge it from a computer USB port and it needs a mains boost. I am a happy man.

I left my Sony radio with posh ear pieces in Macau...goodbye forever. I replaced them from the Sony shop in Causeway Bay. Excellent place. I got a tiny FM/AM Walkman radio. It does the job nicely. In the "old days" I travelled with a short wave radio but now the BBC World Service is either on FM or AM depending where you are in the world or I can stream it on the internet. The earpieces that you generally get with an Ipod or radio are neither use nor ornament so I always replace them with in the ear ear pieces that are always worth the money. On planes I've got noise reducing headphones...an investment that's paid back greatly over many journeys.

and finally...

(07-30) 18:04 PDT Fraser, Mich. (AP) --

A game of Monopoly has landed a Michigan man in jail. WDIV-TV reported a 54-year-old man was playing the board game Saturday night with a female friend when he tried to buy Park Place and Boardwalk from her.

When she refused, Fraser police Lt. Dan Kolke told WWJ-AM he hit her in the head, breaking her glasses.

The man was arrested and charged with misdemeanor assault and battery.



The search for value

SDI Tips

54

The worry index

I have no evidence whatsoever for this view except my personal experience of friends and colleagues.

Blue people worry a lot.

I don't know if it's because I'm not a great worrier and that means I measure people by my own standards but I wouldn't say optimism was a Red trait at all.

As a Red person I'm often seeing the glass as half empty rather than half full....but I don't worry about it. I'm just a fatalist that tells you that glasses are generally half empty and that's just life.

So...am I right. Do Blues worry more than Reds? Are Greens and Hubs neutral worriers? I know plenty of Greens who'll do a situation analysis and tell you why something negative will happen and what the risk is but I wouldn't necessarily call that worrying. Hubs don't worry much...they enjoy the state of uncertainty and consider it normal.

These are the Sunday musings of someone who after 20 years of thinking about SDI still finds it fascinating.



The search for value

Sales Tips

437

If I wanted to be a seller then...

I'd be one...but I don't want to be a seller that's why I'm an engineer, accountant, advertising executive...etc.

I've heard this one hundreds of times over the years and there's one fatal flaw to this statement...that in many situations you don't have a choice. It's sell or die.

Organisations only exist if they can move profitable good and services to their customers. This means that everyone in that commercial organisation has to understand how they can contribute.

This is most often seen when non commercial people get taken to meetings to support the sales effort. Their behaviour is often sub-optimal because they don't understand the rules of the game.

They'll give away critical information...explain sensitive cost breakdowns...reveal confidential statistics. I've seen it done.

Maybe the worst example was when I took a colleague to a meeting. I told him to be quiet, very quiet and let me do the talking. After 15 minutes he couldn't contain himself any longer and joined in the conversation with the deathly words...."You know, the trouble with your organisation is that you think you're world class...but you're not. Let me tell you why..."

If I'd had a gun I'd have shot him. The client was horrified.

Train everyone who is client facing in your organisation about the basics of selling and customer management. Whatever the cost...the alternative is worse.



The search for value

Negotiation Tips

457

10 second negotiation theory

The world is full of NO.

You should try to turn it into YES.

Negotiation helps you do this.

Finish.

10 second theory.

Lifetime practice.