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Value creating reading for business professionals

Sunday morning in...

Sunday morning in Cape Town and it is cold and it is wet and it is grey and I could just as well be in London in the Winter. The rain has been torrential and that's good for the reservoirs and my garden but not too good for the day to day living.

Arrived on Wednesday and now that I'm a Platinum customer with SAA they blocked a whole row of seats for me on the flight so although I'm in economy I always get the seat next to me blocked. I certainly earned that "free" perk.

Had a meeting this week and we're planning the launch of the new website negotiationupdate.com for the 1st of July. There'll be lots of new material and I'll be migrating much of the business material from beasor.com and that site will become a more personal biography site. We'll also have a new service to offer and sell and I'll be telling you more about that when it's properly in place.

So Millwall lost last weekend and it was a great game and we had a great day out. Like all sport the winners shout and the losers go home but I've been supporting them now for 45 years so we're not going anywhere just on the basis of one result. The British Lions played their first game down in SA yesterday and were far from impressive. My money's on the Springboks in that series especially after what the Bulls did to Waikato yesterday in the Super 14.

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

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

I've written this update on my new MacBook Pro and a very fine machine it is. I got my computer man round this week to install VM Fusion and Vista so that I could make Windows work on it. I must say that VM Fusion looks better than Parallels and Vista's not too shabby now that they've had two service releases.

I also loaded Microsoft Office Ultimate which I downloaded from the Microsoft UK site for a pittance once I had my nephew's student credentials checked. If you have any students in your family you really must use them to buy your computer products. I saved over £300 on this computer and the software only cost £30 for the Ultimate Edition of Office and it's all legit.

and finally...

(05-29) 14:24 PDT Colorado Springs, Colo. (AP) --

A retired Air Force colonel with decades of experience as a flight instructor gave one of his students a hands-on lesson in a key principle of flying: Don't run out of gas. Al Uhalt of Colorado Springs made a bumpy but safe landing in a field Thursday when the single-engine Aviat Husky he and a student were flying ran out of fuel near the end of a 45-minute lesson. Neither Uhalt nor the student, 16-year-old Kyle Sundman, was injured and the plane was undamaged.

Uhalt says he's embarrassed. Kyle's grandfather, Jim Young, who owns the plane, was flying behind them. He says he didn't worry because he knew Uhalt was experienced and the plane was rugged.



The search for value

SDI Tips

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SDI and persuasion

Talked this week about the use of SDI and the process of persuasion. It's really quite easy to adapt the theory and it offers a really powerful means of improving your communication horse power.

Red people know they're right and they're prepared to debate the subject vigorously with you. Don't argue with them or they'll push back and you'll escalate the situation. Tend to agree with them and then get them to change their views carefully and slowly. You need to bend with them and not offer an opposite view. I can think of many scripts in my mind that start with things like: "That's a very good point...let's see if we can develop it..."

Greens need reasons and facts and details. Be prepared for many questions and a lengthy process. Show them that you're a thorough person and you'll be in good shape.

Blues need to have a sympathetic persuasion environment in which you take it slowly and show that you appreciate the other party at a personal level. Don't bulldoze Blues they're not usually aggressive people and they'll shy away from anything that is too quick or too abrupt. Reduce the risk profile for Blues...they usually don't value risk greatly.

Hubs need options and choices and plenty of time to make up their minds. They're often "maybe" type of people and you mustn't just have one principle to show to them. Show them plenty of alternatives and let them mull it over and come to it at their own speed. Also show them what other people have done. They are often best persuaded by finding out what others in similar situations have also agreed.

As always in these tips I've jumped to conclusions and been overly stereotypical but it's a good starting point for your own more thoughtful and detailed analysis of SDI methods and principles.



The search for value

Sales Tips

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Waste of time...

I got a voice message this week from someone in Cape Town who I don't know telling me about a product I'd never heard of from a company I'd never heard of in a voice that was garbled.

As a matter of interest I listened to it again just to see if I could understand it. I couldn't...so I deleted it.

I guess this must have cost a company somewhere money to employ a person to leave messages on voicemails on a random basis.

Maybe I don't know exactly what's right it selling and negotiating but I surely do know what's wrong and this was it.

What a waste of time and money...mine and theirs.



The search for value

Negotiation Tips

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Value or price?

I'll follow up last week's tip with another thought on value and price and I'd better be careful because I know they read these tips!!

Every commercial deal contains a price tag and there's no getting away from that. I don't think I can ever remember a deal that didn't somewhere mention the price of the product or service. Sometimes the price is paramount but quite often it's just one of many issues that need to be discussed.

This week I did a deal where yet again I agreed with the upfront price un-negotiated. This wasn't through any reluctance to face up to the price issue but in my mind the key issue...the overriding issue...was quality and I'll feel more able to give the other party a hard time on quality if I haven't chiselled them up front of a few percentage points of price.

I don't think that I'm being too sensitive. I do have a value equivalence in my mind but in these calculations I'd rather invest my dollars of cost in extra quality rather than in price reduction.

This also has the added benefit of keeping the relationship warmer rather than colder.

I'll never know if I could have balanced the deal differently and still got a price discount but knowing those facts is a luxury that negotiation rarely affords us.