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## Value creating reading for business professionals

### Sunday morning in...

Saturday morning in Cape Town and I'm off to the UK tonight from Cape Town. It's nice to fly direct rather than have to change at Joburg.

I'm having a public holiday fortnight. There were 2 this week in South Africa and one next week in the UK. We've had Freedom Day and Workers' Day.

I've just had a look on the web and it seems that 2 people die in Africa every minute of Malaria...so excuse my cynicism at the idea of a global flu pandemic. There's been a continent wide pandemic in Africa for the last 100 years and it's still not cured. I wonder what the difference would be if Malaria existed in Europe or the US.

Went to the casino in Cape Town this week. It's quite a place but so full of sad people. How much of a punishment must it be to have to play 2c slots for the rest of your life. I like to gamble but 2c slots is pushing it even for me. Great curry though at Bukhara.

Saw Pieter-Dirk Uys last night. Helen Zille was in the audience and got a standing ovation from the audience. Great entertainment...the tears rolled down my face for 2 hours.

Let's hope I can bring some sunshine to the UK with me. More next week from London.

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

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

I bought a couple of domain names this week. I'm now the proud owner of negotiationupdate.com and sdiAfrica.com. I've commissioned the work to create a new update website and I'll be doing the same for the SDI side of the business in South Africa. Beasor.com will then become a more personal biography website for me. Hopefully we'll get it all running by July.

I host my website with Demon in the UK. They do a good job at a fair price. People in SA should always get their websites hosted overseas...it's so much cheaper and with more capacity and service. Bought a new mouse this week. Logitech are the business I believe and the MX is a nice piece of kit. Recommended.

I'm looking to upgrade my computer headset. That's one for the UK...and the Apple shop in Regent Street next week.

### and finally...

(04-30) 18:14 PDT Northport, Ala. (AP) --

A 24-year-old man likely will rethink his habit of sleeping with a gun after police said his 40-caliber pistol discharged and hit him in the shoulder on Wednesday. A police detective said the wound was not life threatening.

The shooting at his apartment complex was ruled an accident.



## *The search for value*

### *SDI Tips*

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#### *Conflict Management*

Something happened recently in my business that made me very angry and I “rose to the challenge” and fired off a stinging email. Fortunately I’m sensible enough not to send these messages so I deleted it and then phoned the person concerned and fixed the problem sensibly.

My conflict sequence is Red-Green-Blue and I know how easy it is for me to try to fix everything in a Red style. I get through this now and get to the Green where we sort things out reasonably with proper and sensible conversation.

SDI has a lot to say about managing your own personal conflict sequence and ensuring that it doesn’t come between you and an important relationship. A bit of self knowledge when life isn’t going so well is a real plus and because my learning style is to be an Activist Pragmatist it’s important that I see it working rather than just to read the theory. You become your own guinea pig in these matters.

Use SDI to help you both when life is good and when it’s not so good.



## The search for value

### *Sales Tips*

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#### *Computer shopping*

Went shopping in a large computer store in Cape Town this week and within 2 minutes of entering I had to fight off the young lads who serve there.

They're keen to help but a bit too keen. Evidently when they help you with a sale their staff number gets put against the sale so they always want to get the credit for your business.

My shopping style is that I like to know what I want and then go get it. If I need help then I'm happy to ask but only when I want it.

I remember shopping at BestBuy in the US. They have just the right combination of sales expertise without mobbing you as you enter the place.

Sometimes you need to sell to a customer but other times you just need to let them buy from you. You should try to understand their buying style...and make them feel comfortable during the process.



## The search for value

# Negotiation Tips

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### *LAGS and TAGS*

Poker players fall into many categories: Active, Passive, Loose and Tight are the major types but Nits and Maniacs are also quite common.

Generally the styles that win the most money are Tight Aggressive (TAG) and Loose Aggressive (LAG). I play a tight style but I'm aware that it's often too tight and I need to loosen up. I have software that can measure this.

So what does this tell us about negotiation.

Let's look at Tight Aggressive negotiators. They give nothing away, have very carefully defined ranges of numbers and control the event rigidly.

This is good news. It means that they're well prepared and know their targets and objectives well...but it can be narrow and maybe lack scope.

Loose Aggressive negotiators don't have such narrow bands. They have an overview of success but are happy to adapt and modify in the light of circumstances. They will plan but they won't plan the numbers they'll plan the process and use that process to explore opportunities and be flexible.

It's much more difficult to be a LAG negotiator than a TAG. LAG negotiators may give the impression of being unprepared and lacking direction but they know exactly what they want to achieve but they believe that there's more than one way to get there.

Ironically, unlike my poker, I'm very much a LAG negotiator. I'm always exploring options and variables but if you've ever worked with me you'll know that the process is planned to the second. It's just that we leave the options open and don't wish to limit them through our planning.