



July 5th 2009

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## Value creating reading for business professionals

### Sunday morning in...

Sunday morning in Cape Town and the weather has quietened down...no great winds or storms now.

This is a quiet period in my diary and I'm enjoying getting going on some projects that have been on the boil for some time but haven't risen to the top of the "to do" list.

Saw the first version of the negotiationupdate.com website this week and we should be there in a couple of weeks. That's where the energy lies at the moment because once this comes off there'll be a whole new direction in the way that I take my training and consultancy work. More to follow...

So the Lions won yesterday and I hope Federer wins today. The main event in Las Vegas is taking place this weekend and 6000 poker players and playing for \$60M. I've got in in my list of ambitions to play in this one day. All I need is the \$10,000 entry fee. All donations gratefully received.

Off to Hong Kong on the 20th for 10 days and a chance to meet up with colleagues and friends there...but in the meantime it's back to the computer and my new website challenges.

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

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

I got an article published this week in the coaching magazine in Cape Town. Sadly they laid it out badly and got my email address wrong so I'll be thinking twice before doing that again. It's nice to get an article in print but you're hostage to how they present it...and this week I was definitely hostage.

Sorted out the new sdisouthafrica.com website. I've now got all the technical issues solved. In short the site is hosted in the UK but I also have a site personalstrengths.co.za which is registered in SA but has DNS servers pointed to parent SDI site in the US. I'm getting quite a bit of experience of this. What I've learnt is that although a site is registered in one country it can point visitors to another site elsewhere...but it's taken a while to set this up.

Reading the new Spud book by John van der Ruit. Excellent fun read and deservedly successful.

### and finally...

(07-03) 18:24 PDT NEW YORK, (AP) —I

n the fight of pachyderms vs. people — the pachyderms now have the upper trunk. Three circus elephants scored a decisive victory over three human competitive eaters at a cross-species eating contest Friday, chomping down on 505 hot dog buns in six minutes. The humans forced down only 143 buns in the bout at Brooklyn's Coney Island. The elephants, Bunny, Susie and Minnie — all in their 40s — ate at what appeared to be a leisurely pace from behind a table piled high with buns. They even paused to eat some fresh fruit, which was not counted toward scoring. Their human competitors were far more focused. Eric "Badlands" Booker, a New York City subway conductor who is the world champion in corned beef hash eating, took a double-fisted approach, dipping two buns at once into liquid to make them go down easier. Juliet Lee, a petite 43-year-old who started the contest with her midriff exposed, pushed several buns into her stretched mouth simultaneously. Originally from China, Lee is the world cranberry sauce champion, a title she won by eating 13.23 pounds of the sauce in eight minutes. Tim "Gravy" Brown, whose claim to fame is having eaten 8.47 pounds of blueberry pie in an eight-minute, handsfree competition, rounded out the team. "We went all out, hungry and focused," said Booker, who like the others was preparing for Saturday's annual Fourth of July hot dog eating contest.



## The search for value

### *SDI Tips*

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#### *Real examples*

I try in these tips each week to take live examples of situations and try to use SDI to understand them better.

This week I'm talking about my niece who's a perfect Hub. She has dozens, if not hundreds, of friends, enjoys working with groups and mixing with them all. Her life is full of options and choices and she's finding it tough to make her mind up at the age of 17 which option is best in terms of her education and life going forward.

Well, that's pretty normal, I'd say. I was also pretty normal when I was 17. Had very few friends and knew exactly what I wanted to do and had a clear path forward to achieving it.

I was hugely competitive and enjoyed a winning strategy for both sport and life. Suffice it to say that Emma is neither keen on sport nor ultra competitive in her personal life.

That's the joy of SDI. We're all on the map somewhere and we're all different...but really we're all the same. Emma is a joyful 17 year old and so was I.....1968 was a good year for me to be a joyful 17 year old...believe me.



## The search for value

### *Sales Tips*

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#### *Brian's cheese shop*

Within walking distance of my house in Newlands are 3 coffee shops. I tend to go to one of them more often than the other two because of one reason...Brian.

Brian is the owner of the place and opened it from new. I've got to know him and we share a conversation over a latte. Quite frankly a latte and marmite toast (I'm a Brit and proud of it!) can be commodity items in many cafes but Brian is the differentiator here.

When all companies are the same and when all products are similar it's the people who make the difference.

If you sell a "me too" product you must make yourself the key defining issue. Maybe it's your friendly selling approach or your responsive customer service or your understanding personal style. Either way that's what's going to make the difference.

So this morning I shall walk past the franchised shop...walk past the other local shop because it's closed on a Sunday (shame on them) and walk right into Brian's. He provides a free newspaper and a warm welcome.

Good enough for me...and my marmite toast.



# The search for value

## Negotiation Tips

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### *Fundamental theorems of negotiation*

Here are some of my fundamental principles of what makes a perfect and successful negotiation. If you do this then you cannot fail.

1. If you negotiate to get the best possible deal knowing the other party's complete position then that's a perfect negotiation. Sadly negotiation is a game of imperfect knowledge and you'll never know their total position so we must probably move on to Theorem 2.
2. You must make accurate assumptions based on experience, discipline and rational decisions concerning the other party's position.
3. You must then choose the best strategy based on these assumptions. This is a deductive process and can be done almost perfectly with practice.

Negotiation is always a situation where you'll never know where the other party stand, their objectives and their numbers. If you did then Theorem 1 would apply.

Because we don't know their information then we move to Theorem 2 and we try to assess their situation.

Once we've done this we then move to Theorem 3 where we come up with a strategy to exploit the work we've done at Theorem 2 stage.

All negotiations follow this principle. We can bolt on issues of relationship and fairness but at a basic level of negotiation principles this is how we do the business.

I've developed this work based on the poker theories of David Sklansky and Bryce Paradis. I'll do my best to expand this into an article when time allows. You've often heard me talk about the crossover between poker and negotiation. It really is uncannily similar. If this interests you then feel free to contact me and we can share ideas.