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## Value creating reading for business professionals

### Sunday morning in...

Sunday morning in Cape Town and it's rained all week and it's biblical rain coming down vertically and soaking and flooding everything. Being a Brit I'm a connoisseur of rain but this is something I've never seen before...and let's hope it stops soon.

Got my work permit this week so this regularises my position here for the next two years and then I should be able to apply for permanent residency. The biggest advantage is that I can now have a local bank account and once I've got that then I can do a whole lot more in terms of the convenience of daily living.

Sport as always high on the agenda. Lions win, Cricket loses!!! and no smart comments, please, from our Dutch friends. Federer plays today in Paris and there's the Springbok cricket and the Turkish GP...that's enough for one weekend...and a few games of poker on the internet in between.

Formulating plans for the new website and the coaching section that will be added to it. Nicely bubbling away for a July launch. I've found a couple of similar websites that I can copy.

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

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

Went to see Angels and Demons this week and what rubbish it was. It cost \$150 million to make and Ewan McGregor, Tom Hanks and Ron Howard should feel deeply ashamed.

Opened my Twitter account this week. It's a bit like having the world's first telephone line...because there's nobody to talk to...except for the usual suspects...but I can see the value of real time communication...not so much for tittle tattle...but for things like business and sport where live feeds are really worth having. I'll explore this further and see if a few tweets on my behalf might actually be worth reading for anyone. You can dig me out on Facebook, Twitter and LinkedIn if you'd like to make more contact...I'll leave that to you.

Bought tickets for the Lions game next Saturday...must buy a red shirt in the week.

### and finally...

(06-04) 15:00 PDT Daytona Beach, Fla. (AP) --

Authorities say they've arrested two suspected bank robbers after their getaway vehicle ran out of gas. Daytona Beach police say 38-year-old Randall Fredric Walker went into the Riverside National Bank Tuesday afternoon and demanded money from a teller. After leaving the bank with the money, authorities say Walker jumped into a Jeep Cherokee driven by 35-year-old Jason Warren Dietrich. The two didn't get far before the vehicle ran out of gas.

The men got out of the sport utility vehicle and left the area separately. But police found the abandoned SUV and traced it back to Dietrich, the registered owner.

Both men face bank robbery charges. They were being held on \$50,000 bail.



## The search for value

### *SDI Tips*

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#### *SDI and culture*

I spoke this week with someone who's responsible for managing and improving corporate culture. They keep a close eye on management style, leadership and teamwork in an attempt to ensure that the culture remains positive in the organisation.

SDI isn't a tool that looks at culture but it's not hard to see how a corporate culture will affect the individuals within it.

I once remember working in a Red organisation for a Red boss and being 72 Red myself I felt pretty much at home. The boss left and a Green guy came in as boss and I lasted less than 3 months. Life changed and in the end I was pretty happy to leave.

I've also worked in a Hub/Blue culture and that was also really good. There don't seem to be too many Blue people in business areas I work in but when they do get together and form a team it's a very pleasant place to work. For the time I was there it was the happiest environment I've ever worked in and for once I really did work for people who actually seemed to care about how I felt.

If a culture is defined as the collection of individuals within a company then SDI has plenty to say about how they'll manage their relationships and minimise conflict among themselves.

There's more work to be done on this topic and if any of you would like to correspond with me I'd be happy to continue the discussion.



# The search for value

## *Sales Tips*

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### *Measurement*

Selling is a tough job and it's results orientated. There's no room for flimsy plans or flakey ideas...the P&L account sits there like judge and jury to measure and explain success or failure.

I've got a software programme that does exactly the same for my games of poker. I've logged about 75,000 hands recently and I can check each hand and my profit and loss and every single aspect of my game. There's no hiding and it's a great way to look at your performance to find the leaks in your game and areas of opportunity for improvement.

When someone asks you about your business then don't hide. Check the P&L and look at your sales. Compare this year against budget, this year against last year. Check the trends. Look at your gross margins and your net margins and profit contributions. Look at all of your expenses against budget both in cash terms and percentages. All numbers can be massaged by quoting the real number or the percentage which suits best.

Check your numbers against inflation and check your numbers against your competitors. Look at your market percentages and check the trends.

Measure and monitor everything. If you can't measure it then you can't improve it. Simple as that.



# The search for value

## Negotiation Tips

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### *SDI & negotiation*

If you read the SDI tips you'll have some understanding of how people are likely to behave according to their differing motivational value systems. Let's look quickly at negotiation.

Red people are likely to want a fast no nonsense competitive negotiation.

Green people will more like wish to concentrate on the facts and details and will be slower and more structured than the Reds.

Blues will want to engage at a personal level and will not wish to be bulldozed quickly against their will. Abrasive negotiations will fail with Blues so put time in at a personal level and take it slowly.

Hubs will want options and choices and will likely take a while to make up their minds. Don't rush a Hub. They are often "maybe" negotiators who need to think things through.

That's our 4 main styles in a nutshell. We can then look at the Blends and then check out the conflict sequences.

SDI helps negotiators understand people better and it's people who say "yes" or "no" in a negotiation and you can't get away from that.