

You are sales representatives of Idgeti Hardware, a Widgetian computer manufacturer. You have been asked to meet virtually with representatives from the far-off country of Gizmoland because your company has learned that Momo Marketing, Inc. in Gizmoland can distribute your computers in this region of the world for a much cheaper price than your current distributor, Chamacallit International.

Your CEO is eager to close a deal with Momo's representatives as soon as possible by asking them to sell 10,000 units a year at a commission rate of 15%. (Chamacallit International only sells 5000 units at a commission rate of 25%.) Any deal that increases your sales volume and reduces your current commission rate would be an improvement and should be accepted. Since Idgeti initiated this meeting, you consider yourselves to be the hosts and therefore in a good position to keep the agenda moving – and efficiency is something Idgeti Hardware prides itself on.

You know very little about Gizmolandian culture but have heard rumors that the Gizmolandians are loud, talk a lot, don't give straight answers, and don't take business seriously. As with many Widgetians, you value just the opposite – **calm, direct discussions and a focus on the negotiations at hand**. Fortunately, you know that Momo representatives speak your language, but from communications forwarded to you about this meeting, you get the impression that they are not well versed in Widgetian cultural norms.

Your plan is to start the meeting by moving through introductions quickly and **getting right down to business**. It will be important to confirm that Momo is growing and has a plan for continued expansion that will allow them to sell an additional units and meet your needs.

Because you cannot afford to alienate Chamacallit International in case a deal with Momo doesn't go through, you want to be careful in discussing its limitations.

You and your partners from Idgeti Hardware have gotten on the call a few minutes early and are waiting at the time the meeting is expected to open. You want to be on your professional best. And maybe if you work it right, you can close that deal in 15 minutes and get back to writing that report that is due at 4 pm!