**TAKING THE IRE OUT OF AN IRATE CUSTOMER**

Memo summarizing feedback from SCR Annual Meeting, Chicago, IL 3/27/14

**Critical Incident – reviewer suggestions that have been incorporated**

Reviewer suggested clarifying “exclusivity” arrangement.

Clarified CalWest role as partner in last paragraph on p.2

Capitalized West Coast, Southeast on last paragraph of p.1

Added detail on the buyer’s behavior at the meeting.

**Teaching Note – reviewer suggestions that have been incorporated**

Added learning outcome, question and discussion on role of gender.

Additional discussion on the adaptive selling style in question #2

Additional discussion on buyer’s behaviors in question #3