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iQmetrix and STRAKER translations: Evaluating First contact

Professors Ann Frost, Chris Street, and Maurice Thibodeau produced this video case solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality.

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Abstract

Using raw, uncut footage, this video case asks students to evaluate the effectiveness of the first contact that took place in November 2016 between representatives from two technology companies—iQmetrix and Straker Translations. The two firms are contemplating a business partnership in which Straker will provide iQmetrix with translation services. First contact calls generally precede every business partnership and are normally completed only after the respective business-development or sales representatives have prepared for the call by learning the basics about the other side’s organization—in particular, whether there is a good fit between what the buyer needs and what the supplier can provide in terms of quality, cost, and capabilities of service.

Learning Objectives

The case can be used to teach an undergraduate- or graduate-level course on sales management, marketing, communications, or negotiations. By completing this case, students will have the opportunity to learn the following:

* Effective questioning
* Active listening
* Understanding relational versus transactional communication styles
* Deconstructing performance
* Evaluating best practice

Video case available at <https://youtu.be/wCmGneyRwj0>