# iconda

# Simulation preparation for Clients

Please do not share this information with the other groups.

Within your company, you belong to a product organisation. You therefore have external customers and all the challenges associated with managing them. For this reason, you have accepted a meeting with a peer organisation that has developed software for managing customer relations.

In fact, there will be TWO product organisations represented in your "Client group" – A and B.

So please divide your group into people from organisations A and B.

Organisation A has the following characteristics:
- You have a track record of developing software solutions with partners
- Your main concerns are:
  - Functionality and bugs
  - Collaboration and support
- Your principal expectations are to:
  - Get stronger and more competitive (performance)
  - Have challenging, learning experiences (growth)
- Your viewpoint is that:
  - It's a good idea to acquire software if it's possible – the cost of writing and maintaining their own is very high
  - Even if they don't adopt the software in the end, they can learn a lot from evaluating it

Organisation B has the following characteristics:
- You have a track record of developing tools internally sticking to known solutions
- Your main concerns are:
  - To minimise wasted time and unnecessary hassle
- Your principal expectations are :
  - To increase efficiency
  - To have an effortless experience (comfort)
- Your viewpoint is that:
  - Evaluating new software is time-consuming and the benefits are often outweighed by hassles with bugs
  - External software is unlikely to be suitable for your highly-specific needs

The simulation will be carried out in English.

Think yourself into your assigned role before the meeting! Decide on your attitude: helpful, resistant, polite, blunt, funny, sarcastic, etc.

If it helps, think of someone you know in a similar position and act as though you were them.