

## Carousel simulation II: social talk during negotiations

Situation:

You have an appointment with Benjamin Carver, whom you have never met before. He is a British representative of Shell and he is here to investigate the possibilities that Future-Ready Workspace may offer to the Facility Department of their London headquarters.

Naturally you are trying to establish the right atmosphere to optimize the conditions for a successful business relationship. Engage in some small talk and decide upon the right moment to move on to business.

Background information on the product, you probably won't need this ...

By supplying the Future-Ready Workspace in standardized modules, Getronics establishes an IT Services infrastructure that is flexible, affordable and able to scale based on business needs in the future. It also provides clients clear insight into their IT Services costs. The Future-Ready Workspace 2.0 includes the latest Microsoft technologies, such as Windows Vista, Office 2007 and Exchange. Additionally, Getronics has incorporated virtualization technology, to make the workspace infrastructure more flexible, richer in functionality and more cost-efficient.

The Future-Ready Workspace modular design is comprised of three basic layers:

1. The core layer consists of hardware and software applications that provide people with the basic functionalities necessary to do their jobs more effectively, using for example Microsoft's Windows Vista and Office 2007.
2. The second layer consists of the workspace modules, a combination of technology and services focused on providing additional functionalities for specific user groups or business functions. Examples include comprehensive managed security services or mobile solutions.
3. The third layer comprises the customized add-ons that provide additional functionalities for specific user groups or business functions such as advanced collaboration and advanced security, and will provide integration with business applications.

"The way people work changes constantly," says Erik van der Meijden, CEO of Getronics. "So it's only logical that their workspace changes too. The 'tailor-made by standardization' Future-Ready Workspace solution is the result of our leadership and investment in the evolution of the workspace. We have envisioned a clear direction for the further development of our workspace offering, an area in which we are a strong market leader. This worldwide launch is a huge step forward to sustaining and growing our top position globally."

Tim is **Benjamin Carver**: is a somewhat reserved and traditional upper class English man. He has a keen sense of humour, but he doesn't particularly like the direct way some Dutch display their lack of convention. He makes a point of 'punishing' counterparts who display this sort of behaviour, acting more aloof and making cynical, indirect remarks.