TITLE: HOW TO COMMUNICATE: HANDLING COMPLAINTS

00:00 **ANARIDIA**: (peering at her laptop) ...I'm having trouble finding that screen. Oh, wait, here we go. So this is the data from last week's market analysis on the new juice line. Okay, that's from which region?

00:14 **POST**: Eastern. I sent George's projection figures last Tuesday. Don't you have that?

00:21 **ANARIDIA**: I'm sure it's here.

00:24 [TIM sighs audibly.]

00:25 **ANARIDIA:** Oh! Yes, I've got it. So, Tim, you’ve worked on this analysis with Post. Are we all in agreement over the packaging design?

00:33 [Everyone around the table indicates by nodding. TIM rolls his eyes as he nods.]

00:36 **ANARIDIA**: And we're going with these three flavors? What about another market test on the multi-berry?

00:46 [TIM sighs audibly again and fidgets in his chair, looking impatient.]

00:48 **ANARIDIA**: (to TIM) Problem?

00:50 **TIM**: (exasperated) We're spinning our wheels here. We’ve been going back and forth on the berry flavor for months. It’s a waste of time to do more analysis. We just need to make a decision.

00:58 **ANARIDIA**: I’m not really sure what you mean by ‘waste of time.’ How has our meeting time seemed unproductive to you?

01:08 **TIM**: I think we have enough research at this point and we need to stop looking at numbers and make decisions so we can move forward. I've got other projects backed up. What's to be gained by waiting?

01:16 **ANARIDIA**: (to TIM) I realize how frustrating this is for you, particularly because we've had some unavoidable delays. I can only imagine the pressure you're getting right now. (to POST and TIM) It is important we all feel confident about this project though. There's a real opportunity here and we don't want to miscalculate. I recognize that we've been spending a lot of time on this. So, how can we make our market research comprehensive, and still move things along?

01:56 [Everyone sits back for a beat to consider this question and then TIM leans forward]

01:58 **TIM**: (pacified) Well, how about this . . . if you look at George's numbers. . .