





Thecasesolutions.com

TerraCog

Background

Thecasesolutions.com

Project Aerial Discussion - pricing of Aerial
Implements satellite imagery

Stiff Competition from Posthaste product “BirdsI”

Brand Image of TerraCog

Strong relationship with retailers



Communication Styles

Thecasesolutions.com

Emma Richardson
(Executive Vice-President)

- Passive
- Allows the meeting to break into several conversations

Thecasesolutions.com

Tony Barren
(Director Of Production)

Thecasesolutions.com

- Aggressive
- Does not listen to anyone

Allen Roth
(Director, Design and
Development)

Thecasesolutions.com

- Assertive
- Handles the dispute between sales team

Ed Pyne
(Vice President, Sales)

Thecasesolutions.com

- Assertive
- Does not compromise on his terms

Greg Wu
(Manages Software and
Print Design)

Thecasesolutions.com

- Aggressive
- Undermines others



Emma Richardson
(Executive Vice-President)

- Passive
- Allows the meeting to break into several conversations

Thecasesolutions.com

Ed Pr
(Vice-President)

Thecasesolu

- Assertive
- Does not compromise

m

Ed Pryor
(Vice-President, Sales)

Thecasesolutions.com

- Assertive
- Does not compromise on his terms

Allen Roth
(Director, Design and
Development)

Thecasesolutions.com

- Assertive
- Handles the dispute between sales team

Cory Wu
Manager, Software and
Firms Design)

esolutions.com

Tony Barren
(Director Of Production)

Thecasesolutions.com

- Aggressive
- Does not listen to anyone

Ed Pryor
(President, Sales)

Cory Wu
(Manager, Software)

Cory Wu
(Manager, Software and
Firms Design)

Thecasesolutions.com

- Aggressive
- Undermines others