

Finding a Contact – Case Study

- ❑ G-TEC in Japan
 - ❑ Two week intensive course
 - ❑ 1-2 days to do market research
- ❑ One team was researching a technology to remove *trans* fats from cooking oil
 - ❑ Biggest need is for soybean oil
 - ❑ U.S. market
 - ❑ Four massive soybean processors
 - ❑ Cargill, Archer Daniels Midland, Bunge, Louis Dreyfus
- ❑ Team all Japanese, strong accents
 - ❑ 12 hour time difference from U.S.
- ❑ In 1 night:
 - ❑ Made 45 calls
 - ❑ Got an appointment to talk to President of Research of ADM
 - ❑ Whimped out – “We are only humble students.....”