Invoice This!

By Dana Dajani and Jamil Abu Wardeh for AT Kearney

An expat lady from a media and marketing firm is trying to get a signature on an invoice from an Arab male client. BOTH SITTING ON A TABLE, THEY HAVE JUST REVIEWED THE PRESTENTATION.

Her: Oh I'm so pleased that you like our work! So after this 12th and final draft we are agreed then.. The designs are what you want and you would like us to proceed with the actual work...?

Him (distracted on his mobile): I like very much..

Her (handing him the Paper and pen): Great. So if you can just sign on this invoice, I can the guys to work on it right away

Him: yes. Go ahead and start the work.

Her: Yes. Excellent, if you will sign here... I can go back and give the green light for the guys to get started.

Him (smiling like an oaf): Khalas.. you go ahead.. we are agreed

Her: Yes. But. I will need a signature

Him: Yallaaaa.. Consider it done.

Her: So you'll do it..

Him: Of cooourse

Her: ok go ahead.

Him: (Smiles) (tick tock)

Her: (Waits) (tick tock)

Her: Re-positions paper and re-places pen

Him: Looks down at phone. Looks up smiles

Him: You... are very good.. of all the companies we've seen in the past few weeks.. you are by far the best and we are glad to have you rebranding our image.

Her: Well we do pride ourselves on being future-focused innovators, while maintaining the unique heritage and culture of this region.

Him: Mashalla 3aleikom

Her (continuing): We think the Falcon, Oryx and Horse heads reflect the sharpness, authenticity, and majesty of your company. We are very excited to be working on this project!

Him: So .. you will deliver the other materials we discussed? The veedeo, new graphics, website, Facebook, tweetar, and so on?

Her: Ah.. yes everything is mentioned here in the invoice and we are just on standby to complete all of that work as soon as this little issue, of getting a signature on the invoice, is taken care of.

Him: Ohh. this is no issue at all.. you can start now.

Her: I'm afraid it is necessary procedure for our company to proceed.

Him: But I assure you.. your company will be paid.. and generously (money gesture with hand).

Her: and I assure *you*, no work can be authorized without a 50% down payment upon acceptance of the contract.

Him: Listen.. You look SMART. Do the right thing,... and let's get the.. how do you say.. take your hands off the balls so they can roll..

Her: With all due respect, this is a make-or-break point for our company. Our CFO has been known to let many contracts go because of neglect to abide by our payment policy.

Him: (assuringly) In that case, khalas consider it done.

Her: So we'll process the bank transfer on your signature .. If you'll just sign here...

Him: Look. You don't trust me or what?

Her: I do trust you!

Him: Listen, think of it this way: when you go to the salon to do your hair, do you pay half when you walk in and half when you walk out? No, you pay once you see that your hair is done to your satisfaction. When was the last time you went to the salon btw? I will send you to where my wife goes.. the best place VIB.. for a free.

Her *fake laughing:* if only it were as quick and simple as a trip to the salon. I mean how many times do you have **12** people working on your hair for **5** months in a row.. hehe.. If I tell the CEO that I don't have a signed invoice from you.. he will be insulted!

Him: Don't be insulted you are among friends, curly wirly!

Her: friends, yes .. of course.. Mr. Acting Vice Chairman

Him: isma3i, tawli balik.. how we say in Arabic, "extend your nerves". Why don't I give you a few thousand dirhams to get things started and every few I'll give a few

Her: I seeee silence while she thinks and plays with a pen... WTF, mouths "motherfucker"

(A few thousand dirhams!!! That doesn't begin to cover the work we have already completed for you. I am not sure why you are refusing to abide by the regulations of the contract which you signed. If you are pleased with our work, as you stated just 5 minutes ago, then what is the hesitation? Paying takes trust out of the equation. We have delivered a design and plan, and now it is your turn to deliver.)

Him: Are you ok? Hey! Are you ok?

Her: Well. Look. How rude of me. If you are facing financial difficulties I understand, and its ok to be transparent with us about this. I read in the papers yesterday that your competitor has signed for a rebranding and his budget is **twice** as big as yours, and when yours is such a **small** budget in comparison, it must be hard to remain strong on the market.

Him: What? Them? It is all lies!

Her: I read it in 7 Days

Him: Where is that paperwork..? I will sign it and I want you to send me a new invoice for 3 times the amount .. they pay double? I will show THEM who can pay double! *Frantically grabbing paper and signing in a frenzy*

By the end I will pay you double the double.. otherwise we don't deserve the Falcon Oryx and Horse Heads combo Logo you have designed.

Ana bafarjeehom. Yalla yalla. Quickly quickly do it.

Her: (Smug) Thanks.. and how do you say, "Consider it done".

Him: One last question.

Her: Yes?

Him: all of this work, Can you finish it and deliver day after tomorrow? I want to make a press release!

BLACKOUT