



# Q&A WEBINAR

**Wednesday, March 31, 2021**

Kansas State University | K-State Sales Program  
High School Sales Competition

Disclaimer: Some information provided in this case has been altered for the protection of T-Mobile's confidentiality.

# LOCATION

All events are held in a virtual format through Zoom. Student competitors will receive their Zoom room information for their assigned role-play time the week of the event.

For day-of questions, join the main Zoom room at the below information.

**Zoom URL:** <https://ksu.zoom.us/j/96070250075>

**Meeting ID:** 960 7025 0075

# SCHEDULE OF EVENTS: WEDNESDAY, APRIL 14, 2021

Please make sure to log on **five minutes early** to your assigned Zoom room. You will be placed in a waiting room until your assigned time.

## Round 1 | 8:00 - 11:00 a.m.

Log on five minutes early to your assigned Zoom room. You will be placed in a waiting room until your assigned time. There will be four rooms with up to nine students per room for a total of 36 student competitors. The top five students from each room in Round 1 will advance to Round 2, for a total of 20 students. **Results will be announced in the main Zoom room at 11:45 a.m.**

## Round 2 | 12:00 - 1:40 p.m.

There will be four rooms with five students per room for a total of 20 student competitors. The top student from each room in Round 2 will advance to Round 3, for a total of four students. **Results will be announced in the main Zoom room at 2:15 p.m.**

## Finals: Round 3 | 2:40 - 4:00 p.m.

There will be one room with four student competitors.

## Awards Ceremony | 4:15 p.m.

Announce the top four placings. Results will be announced in the main Zoom room

# PRIZES

All students that compete in the High School Sales Competition will receive a K-State Sales Program t-shirt. In addition, the top four competitors will be awarded a prize as follows, and each student will have to complete a W-9 to claim their prize.

**1st place:** \$400 Visa gift card

**2nd place:** \$300 Visa gift card

**3rd place:** \$200 Visa gift card

**4th place:** \$100 Visa gift card

**If you have not done so already, please complete your W-9 and Media Release Form and send it back to [dlaparker@ksu.edu](mailto:dlaparker@ksu.edu).**

# SALES SCENARIO

You are a **Sales Account Executive for T-Mobile for Business**. T-Mobile for business was the first to introduce 4G networks, for instance – they already run one of the world’s most significant IoT practices, deliver data services to over 155 countries, and have decades of innovation firsts. It is your second week in the field after completing TFB’s Elevate new hire training program. You are pumped up and ready to make a difference!

Your manager at T-Mobile has given you the following key business objectives:

- Establish rapport with Lucas HVAC
- Position fleet management solutions offered by T-Mobile for Business as their best option to grow
- Gain commitment with Lucas HVAC to implement the solution

- During one of your first prospecting call blitz’s, **you scheduled a meeting with Ryan, a Field Technician at Lucas HVAC.**
- Your research informs you that Lucas HVAC is expanding its reach into the Manhattan and Junction City area.
- Lucas HVAC currently has a fleet of 30 vehicles and is looking to add five to ten more to cover the new service area.
- The Field Technician shared with you on the phone that several years ago they explored tracking their fleet of vehicles, but because so many employees are family, they decided against it.
- Now that the company is growing, the topic is hot again and the timing of your prospecting call was perfect.

# THE PRODUCT

T-Mobile **fleet management solutions** from Geotab puts comprehensive, actionable insights right at your fingertips. Make informed decisions in near real-time to optimize your private, public sector, or education fleet operations.

**Benefits:** Make the right decisions for your fleet, at just the right time.

Get a comprehensive solution to optimize productivity.

Fleet management uses a plug-and-play device to give you access to near real-time data in easy-to-understand dashboards. It's quick to set up and can be managed from virtually any device, at any time—all with no annual service contract required.

- **Optimize in near real-time:** Easy-to-use dashboards and customizable reporting on routes, fuel usage, and much more.
- **Protect your assets:** Give in-vehicle verbal coaching to your drivers and help keep your team safe.
- **Manage compliance:** Through an app that helps your business meet the ELD mandate, drivers can record their hours of service (HOS) on a secure cloud platform.
- **Get actionable insights:** Boost productivity and save money by monitoring fuel usage, delivery routes, and more. Plus, maintenance reminders based on distance or time.

# ROUND BREAKDOWN

- **Round 1:** Meet with Ryan, a Field Technician for Lucas HVAC
  - **Time:** 10 minutes
  - **Goal:** Uncover the current challenges of managing a growing fleet of vehicles.
  - **Close** for another meeting with Skylar, the Field Manager.
- **Round 2:** Meet with Skylar, a Field Manager for Lucas HVAC
  - **Time:** 10 minutes
  - **Goal:** Review the current situation and present fleet management solutions offered by T-Mobile for Business.
  - **Close** for a demo with your Field Engineer and Lucas, the Owner.
- **Round 3:** Meet with Lucas, the Owner of Lucas HVAC
  - **Time:** 15 minutes
  - **Goal:** Review and discuss the demo with Lucas and answer any questions.
  - **Close** the deal for Lucas HVAC to implement a fleet management solution from T-Mobile for Business.

# ROUND 1 ROLE-PLAY OVERVIEW

You have scheduled your first meeting with Ryan, a Field Technician of Lucas HVAC. You have a basic understanding of Lucas HVAC's needs but are needing more information before presenting a possible solution to the Lucas HVAC Field Manager. Your objective for this discovery meeting is to lead a sales conversation in which you uncover the current challenges of managing a growing fleet of vehicles. You should focus on uncovering the goals, needs, and challenges for Ryan and Lucas HVAC and get him to agree to a follow-up meeting with Skylar, who is the Field Manager of Manhattan and Junction City territory.

## **Ryan has the following key business objections:**

- Understand the different types of fleet management solutions available, and how they would help Lucas HVAC.
- Find a simplified solution for fleet tracking that would help Lucas HVAC grow into new territories.

In this meeting, lasting no longer than 10 minutes, you will **uncover the current challenges of managing a growing fleet of vehicles and come to the conclusion that the fleet management solutions offered by T-Mobile for Business are the best option for Lucas HVAC.** You want to grab the Field Technician's attention with your solution and gain a commitment for a next meeting with the Field Manager and ultimately close the deal with the Owner of Lucas HVAC.

# ROUND 2 ROLE-PLAY OVERVIEW

You have taken the information that you have discovered from your first meeting with Ryan, the Field Technician, and reviewed Lucas HVAC's needs with your team. You will now be meeting with Skylar, a Field Manager for Lucas HVAC. Your objective for this meeting is to review the current situation and present fleet management solutions offered by T-Mobile for Business and to get the Field Manager to agree to a demo with a Fleet Engineer from T-Mobile for Business and the Owner of Lucas HVAC.

## **Skylar has the following key business objections:**

- Make Lucas HVAC's current fleet management system more efficient and reliable.
- Find a simplified solution for fleet tracking that would help Lucas HVAC grow into new territories.

In this meeting, lasting no longer than 10 minutes, you will **review the current situation and present fleet management solutions offered by T-Mobile for Business as the best solution for Lucas HVAC.** You want to convince the Field Manager that your service is the best solution and gain a commitment for a demo of your solutions with the Fleet Engineer and the Owner of Lucas HVAC.

# ROUND 3 ROLE-PLAY OVERVIEW

You have taken the information from your first two meetings with Ryan and Skylar and are confident that the fleet management solutions offered by T-Mobile for Business are the best options for Lucas HVAC. The Owner has also been presented with the demo by the Fleet Engineer. You will now be meeting with Lucas, the Owner of Lucas HVAC. Your objective is to review and discuss the demo given by your Fleet Engineer and answer any questions regarding the fleet management solutions.

## **Lucas has the following key business objections:**

- Maintain a low-cost solution, and avoid making a large initial investment.
- Find a simplified solution for fleet tracking that would help Lucas HVAC grow into new territories.

In this meeting, lasting no longer than 15 minutes, **you want to overcome all objections and close the deal for Lucas HVAC to implement a fleet management solution from T-Mobile for Business.** If you come to an agreeance that this service is the best solution for Lucas HVAC, the next step is to close the deal and email a contract where you will later confirm the exact price and fleet quantity to be serviced.

# POSSIBLE OBJECTIONS

During your meeting, the following objections **could arise** from the prospect:

- **Cost:** Lucas HVAC is a small business. What is the value to Lucas HVAC if they invest in fleet management solutions offered by T-Mobile for Business?
- **Functionality:** With this being completely wireless, will the service be reliable?
- **Credibility:** Since T-Mobile just acquired Sprint, how does T-Mobile plan to make the transition seamless for its customers?
- **Experience:** You seem young. Have you worked with similar customers in the past?

# RUBRIC OVERVIEW

Role-plays will be critiqued on the following criteria, with differing weights for each round.

- **Approach**
- **Needs Identification**
- **Product / Service Presentation**
- **Overcoming Objections**
- **Close / Secure Commitment**
- **Communication Skills**
- **Overall Impression**

Please review each rubric to see what criteria are the most important in each round.

# RESOURCES

This case study is representative of a typical cold call within T-Mobile for Business (TFB). However, all names, businesses, and other Customer Sensitive Proprietary Information (SPI) has been replaced with fictitious data.

To prepare, you'll want to review the following resources.

- T-Mobile Scenario
- T-Mobile Round 1 Overview
- T-Mobile Round 2 Overview
- T-Mobile Round 3 Overview
- Round 1 Rubric
- Round 2 Rubric
- Round 3 Rubric
- SPIN Selling Handout



You can also research the prospect's industry, or any other topic that you think may be relevant to your objectives.

**Questions?** Contact Kellie Jackson at [kelliejackson@ksu.edu](mailto:kelliejackson@ksu.edu) or Kara Krannawitter at [kakranna@ksu.edu](mailto:kakranna@ksu.edu).



**QUESTIONS?**