



T-MOBILE FOR BUSINESS

LUCAS HVAC Scenario Round 1 Overview

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.

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.

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?