



# T-MOBILE FOR BUSINESS

## LUCAS HVAC Scenario Round 2 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 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.

# 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?