



T-MOBILE FOR BUSINESS

LUCAS HVAC Scenario Round 3 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 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?