



T-MOBILE FOR BUSINESS

LUCAS HVAC Scenario

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.

T-MOBILE FOR BUSINESS

T-Mobile is most often thought of as a "consumer" company, but they have a long history of business and network innovation - they were the first to introduce 4G networks for instance - and they already run one of the worlds most significant lot practices, deliver data services to over 155 countries and have decades of innovation firsts.

T-Mobile's Business Sales team provides cutting-edge solutions through a diverse portfolio of technology products and services that include wireless devices, mobile solutions, cloud services, Internet of Things (IoT), and software technologies.

Building a network to supercharge your business - When they combine Sprint's network with T-Mobile, they'll have a single network with more towers, engineers, and bandwidth than ever before. That means more flexibility!

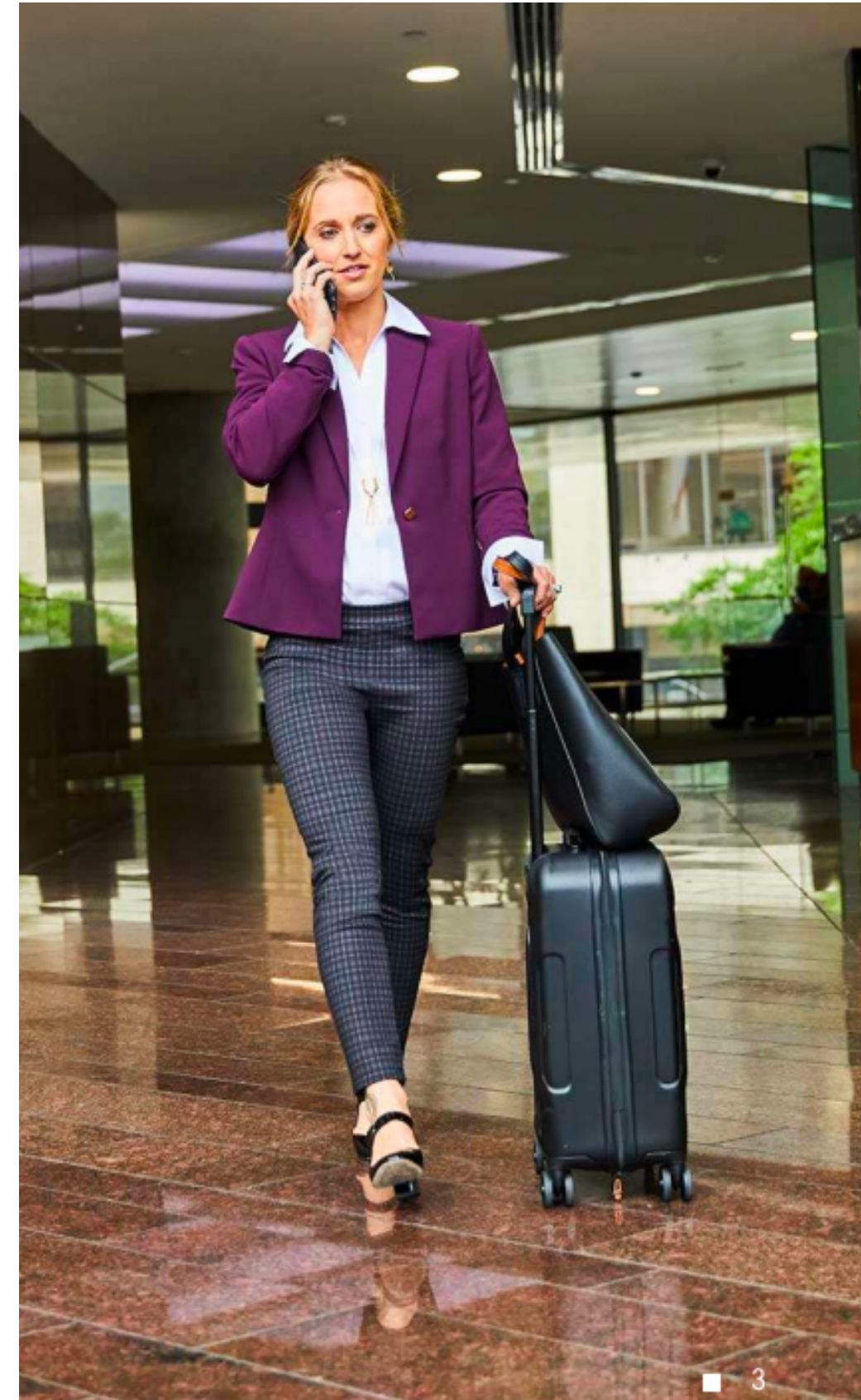
Massive Capacity - Over the next six years, their capacity will increase 14x over what they have today to cover more businesses across the country.

5g & 15x faster Speeds - Their network will be 8x faster than current LTE in just a few years and 15x faster in the next six years, being able to provide 5G to 99% of Americans.



T-MOBILE BUSINESS SALES ACCOUNT EXECUTIVE

- Generates leads and referrals through prospecting, cold calling, and networking.
- Identify customer needs and utilize solution-based selling techniques to fully demonstrate the value of T-Mobile products and services. Recommend wireless solutions with regards to price plans, data, and other improved services, handsets, and accessories.
- Work with leadership to develop skills in prospecting, call execution, and relationship management. Participate in training opportunities on products and services and attend sales meetings.
- Negotiate and close deals.
- Devising creative and effective sales approaches solutions and proposals.
- Fully utilize all sales force automation, funnel management, and prospecting tools. Develop sales funnel and generate reporting on sales activities and forecasting.





ROLE-PLAY

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. T-Mobile LOVES acronyms, can't you tell!

To prepare, you'll want to review the sales scenario and TFB solutions below. In addition, you will want to look at the additional scenario overview provided for each round. You can also research the prospect's industry, or any other topic that you think may be relevant to your objectives.

- <https://www.t-mobile.com/business>
- <https://www.t-mobile.com/business/solutions/fleet-management-solutions>

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:

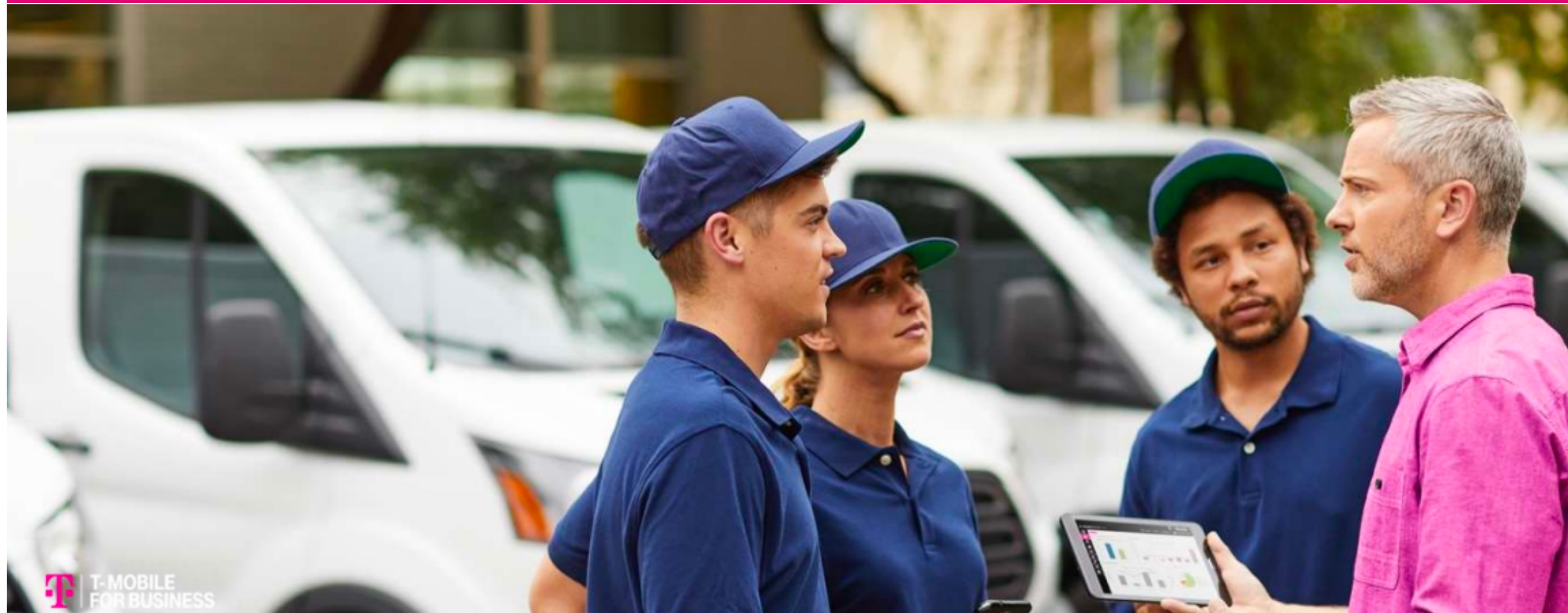
- Establish rapport with Lucas HVAC
- Position fleet management solutions offered by T-Mobile for Business as their best option to grow
- Gain commitment with Lucas HVAC to implement the solution

- 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.

ROUND BREAKDOWN

- **Round 1:** Meet with Ryan, a Field Technician for Lucas HVAC
 - **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
 - **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
 - **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.

REFERENCE MATERIAL





Master your fleet

T-Mobile® for Business fleet management solutions put comprehensive, actionable insights right at your fingertips to help you optimize your fleet operations.



Optimize your fleet

Decide if your fleet needs to switch gears or stay the course with **easy-to-use dashboards and customizable reporting** on routes, fuel usage, engine statuses, and more.

Protect your assets

Get the data you need to protect all of your assets, including the most important ones -- your people. Get **alerts on unsafe driving behaviors**, like excessive acceleration, and help keep your team safe.

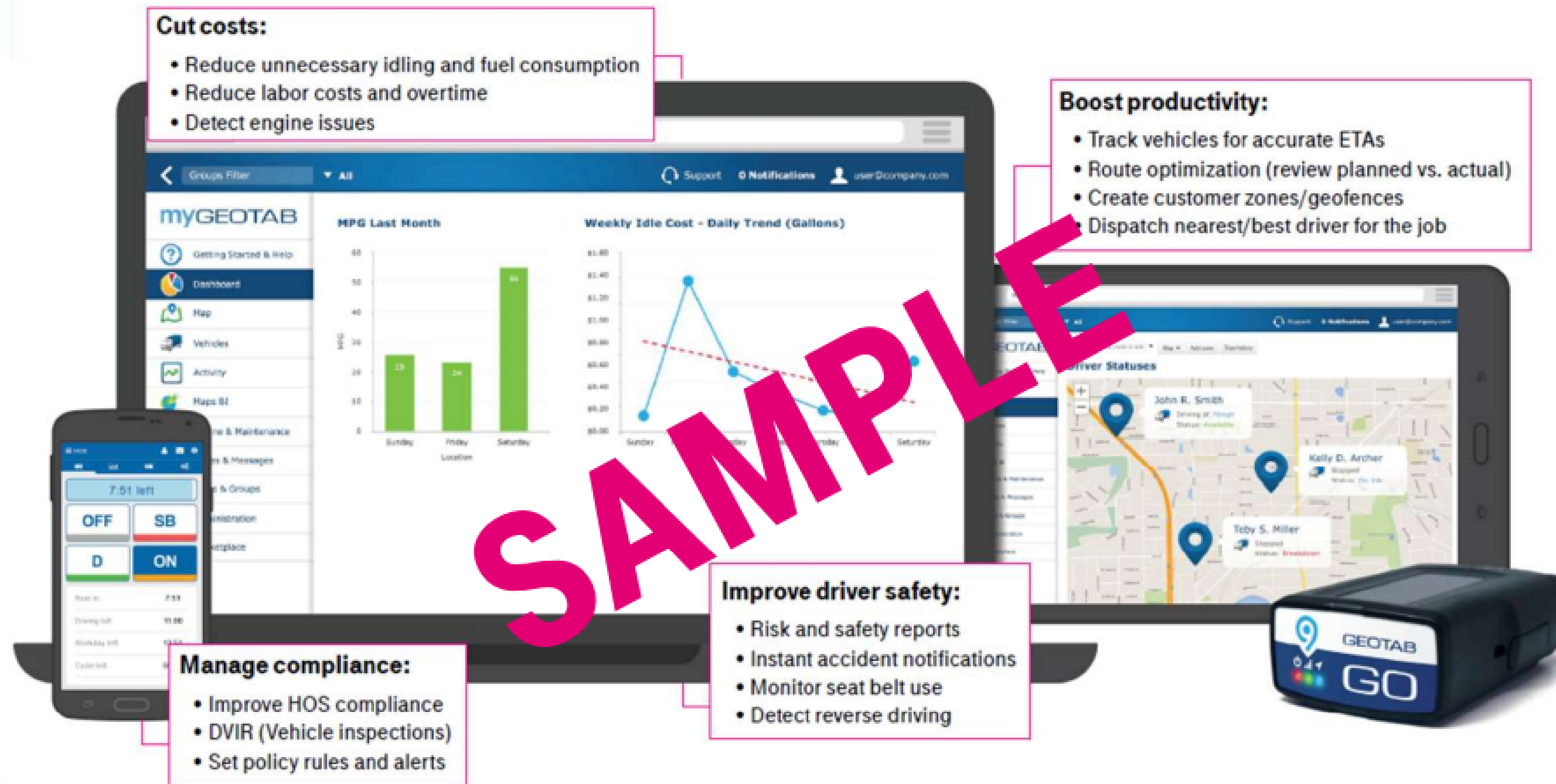
Manage compliance

With just the push of a button, drivers can record their hours of service (HOS) on a secure cloud platform, automatically populating the data you need to help **manage the factors that make for a winning HOS BASIC score**.

Get actionable insights

Monitor fuel usage, delivery routes, and more to help **boost productivity and save money**. Plus, maintenance reminders based on engine insights will help you keep your fleet - and your business - running smoothly.

OPTIMIZING IS EASY WITH FLEET MANAGEMENT SOLUTIONS



These features are just the beginning. Contact me to schedule a demo.

**Get a FREE
device**

with 24 monthly bill credits when you add a line
of T-Mobile Geotab service.

If you cancel wireless service, remaining
balance on device becomes due.
For well-qualified customers. +Tax.



Optimize your fleet with actionable insights

Help boost productivity and reduce costs with T-Mobile for Business fleet management solutions. Easy-to-use dashboards and customizable reporting enable you to monitor fuel usage, delivery routes, and more. Plus, receive maintenance reminds to help keep your fleet - and your business - running smoothly.

For a limited time, get a free device with 24 monthly bill credits when you activate a new line of fleet management service starting at \$15/mo, plus taxes and fees.