

ABOUT AT&T

AT&T has been changing the way people live, work and play for more than 140 years. We fuel business transformation through integrated solutions that tap into the power of everything connected. Our broadband connectivity, high-speed fiber and wireless broadband networks connect businesses everyday. We also provide advanced IP-based and wireless solutions to businesses of all sizes. Our investments in broadband give companies more ways to connect to what's most important to them. AT&T Fiber reaches nearly 15 million locations and is recognized as best in class with scores that lead the entire industry. We now reach more than 255 million people with nationwide 5G. AT&T has been recognized as having the best overall and most reliable 5G network. AT&T's portfolio expands beyond broadband and wireless 5G technology. AT&T Cybersecurity delivers the ability to help safeguard digital assets, act with confidence to detect cyber threats to mitigate business impact, and drive efficiency into cybersecurity operations. Connectivity is the core of everything businesses need to be successful today and in the future.

PRODUCTS

AT&T traditionally offers products and services like wireless phone and internet services. AT&T also offers a vast portfolio of business solutions including cybersecurity, application development, and several out-of-the-box business applications to help streamline customers' business processes. Please take the time to look at the links provided to learn more about our product portfolio.

[Mobility](#)

[AT&T Dedicated Internet](#)

[Office @ Hand](#)

[AT&T Firewall Solutions](#)

[AT&T Fleet Solutions](#)

PROSPECT OVERVIEW

DIAMOND SOLUTIONS

Diamond Solutions is an award-winning landscape firm that has been serving the Southwest for over 20 years. It offers services ranging from Landscape Architecture, Design/Build Construction, Landscape Maintenance and Lawn Care Services. Residentially, Diamond Solutions specializes in creating outdoor living environments. Diamond Solutions' award-winning team of landscape architects, construction managers and experienced craftsmen are all focused on delivering the highest level of professionalism throughout the process. Diamond Solutions has plans to add a new location in a neighboring metropolitan location within the same state. Office space has been secured. Staff will include an office manager, landscape designer, and five crew leaders. Hiring for these positions is underway. Diamond Solutions is currently accepting proposals to support this office and needs advice for connecting new remote location with head-quartered office location.

PROSPECT OVERVIEW

DIAMOND SOLUTIONS

Diamond Solutions was founded in 2002 and recently has seen major expansion in the past few years. They have experienced major growth and revenue has doubled from \$5 million to \$10 million. They have plans to add a new location in a neighboring metropolitan location within the same state. Office space has been secured. Staff will include an office manager, landscape designer, and five crew leaders. Hiring for these positions is underway. Diamond Solutions is currently accepting proposals to support this office and needs advice for connecting new remote location with head-quartered office location.

SCENARIO

Case Characters

Overall Objectives



ROUND 1 – Amy Petersen: Office Manager/Head of Residential Operations



ROUND 2 – Tina Stevens: Founder/CEO and Bill Davis: IT Director

You are a Client Solutions Executive at AT&T and feel passionate about building customized connectivity and communication solutions. You have reached out to Amy multiple times and she has finally accepted your invitation for an 18-minute meeting. Keep in mind, your basic objective is to uncover more about the customer’s business, how it operates, and whether AT&T can help improve their business. Your goal is to spark Amy’s interest in AT&T and secure a purchase agreement. However, you realize that a secondary meeting may be necessary with senior members of the management team in order to close the deal. That meeting would include Tina Stevens: Founder/CEO and Bill Davis: IT Director.

ROUND 1: ~18 minutes

- Understand Amy’s role/responsibilities
- Find and understand the need for AT&T mobility, internet and cybersecurity
- Identify Amy’s pains
- Uncover Diamond Solutions ideal strategy
- Explain how AT&T provides value
- Discover additional decision makers
- Get Amy to sponsor a follow-up call with Bill

ROUND 2 ~18 minutes

- Assume prior meetings went well
- Review/Summarize conclusions of prior meetings
- Uncover if Tina and Bill has anything to add
- Overcome any objections
- Close deal with Tina Bill and get the signature