Eller Suit Up Sales Challenge First Round Case

After graduation from the University of Arizona, Eller College of Management in May of 2021, you have accepted a position with AT&T and moved to Dallas to start the four months of intensive product/service and sales training. You finish in the top 10% of your class during training and secure a small business account manager position in your hometown of Scottsdale, Arizona. Knowing the importance of constantly prospecting and utilizing your network, you join a young business professionals’ networking group. Most of your new business has been the result of networking and referrals from your AT&T inside support team. Your early success in closing new business has put you in a position to make a run at the top rookie honors in your region.

During a visit to the local coffee shop in downtown Scottsdale, you recognize a young woman who rents in your apartment complex. After a brief introduction, you learn that Ali Conover is also a University of Arizona graduate (Class of 2017) and is an accountant for KATEL Construction. Ali frequents the coffee shop often to get her work done because her partner and two grade school children are also working/schooling from home due to COVID restrictions. Ali likes working from the coffee shop because she is much more efficient, there are no distractions, but mostly because the internet bandwidth is much better than the spotty connection of her three-bedroom apartment. You ask Ali about her work with KATEL and if she is worried about her work being compromised while being on a public network. Ali informs you that she has never thought about it, but hopefully she will be back working in the corporate office by fall of 2021.

Fast forward to October 14, 2021. You run into Ali at the same coffee shop and you notice she is still working on her computer hammering out excel spreadsheets. Ali is happy to see you and even remembers your name. After a brief conversation about the mask mandate still being enforced in public places, Ali informs you that both her children are back in school which has made life a lot quieter at home. You also learn that Ali and her partner have both been informed by their companies that they will be working remotely on a permanent basis. After hearing this you inform Ali about your small business account manager position with AT&T and the plethora of products and services your company offers small businesses. You ask Ali for an introduction to someone in management at KATEL Construction. You inform Ali that her company could benefit from AT&T Business Wireless Broadband product (AWB) if many of the employees plan to continue to work from home for the foreseeable future. Ali offers to connect you with the owner, Pat Jones, via LinkedIn. She also cautions you not to expect to hear back from Pat right away because Pat is incredibly busy with the day-to-day operations of the
business. You also learn from Ali the company has a record number of construction projects that are underway in the Phoenix area.

You connect on LinkedIn with Pat Jones after receiving a referral from Ali. Surprisingly, Pat agrees to meet with you tomorrow (October 15th) after only a two-minute conversation over the phone. The 20-minute meeting will take place the next morning. You are not sure what prompted Pat to set a meeting so quickly, but you suspect Ali had something to do with his quick reply and willingness to meet with you.

**Sales Call Round 1**
You have a 20-minute meeting set with the very busy owner (Pat Jones) of KATAL Construction.

**What you have found from doing your pre-call homework**
KATAL Construction is a Phoenix-based, regional construction services company and is a leading builder in diverse market segments. The company has earned recognition for undertaking large, complex projects, fostering innovation, embracing emerging technologies, and making a difference for their clients, employees, and community.

With a staff of 500 employees*, the company completes $800 million of construction on over 100 projects each year. KATAL offers clients the accessibility and support of a local firm with the stability and resources of a much larger sized organization.

*The majority of KATAL’s employees are now working remotely from home or on construction sites.

**What sets this business apart from others?**
KATAL Construction is positioned to be the highest value provider of regional construction services and technical expertise. They accomplish this by being lean in all areas of their business. They are also the only construction company to be Leadership in Energy and Environmental Design (LEED) certified in the state of Arizona.

**Other information from Ali you were able to gather**
Pat Jones is not very tech savvy but is a hands-on owner and is involved with every business decision. This includes everything from the bid process to picking out light fixtures for buildings.

**Objective for Meeting with Pat Jones (see role play scoring rubric)**
- Professional introduction as well as a concise and compelling agenda
- Learn more about the buying process and who makes the buying decisions
- Take notes and have a high-level understanding of the client’s needs
- Learn about the customer’s business
- Determine if the customer is a good fit for AT&T Business Wireless Broadband product and services by asking appropriate and engaging questions
- Establish interest in AT&T’s products and services to ensure that the customer will be willing to have a next meeting or make a purchase
- Show a reasonable return on investments and or show opportunity cost based on the information you gather
- Close for the appropriate next step
- Use professional language and presentation materials

**AT&T Wireless Broadband pricing for this case**
Will need this information