

Executive summary

Company: Dell Technologies

Type: Public

Industry: IT

Headquarters: Round Rock, TX

Number of employees: 157,000

Website: delltechnologies.com



Dell Technologies company overview

We create technology to enable human progress.

Listen. Learn. Deliver. That's what we're about.

Dell empowers countries, communities, customers and people everywhere to use technology to realize their dreams. Customers trust us to deliver technology solutions that help them do and achieve more, whether they're at home, work, school or anywhere in their world.



Customer summary

Company: Sunflower, TX
Fire Department

Employees: 92 firefighters, 16
civilians

Sunflower Population:
152,000 residents

Sunflower Fire Department Mission: In alliance with our community, we strive to save lives and protect property in order to maintain Sunflower's high quality of life.

Insurance Association Home Safety Award: For the past three years, the Insurance Association has ranked Sunflower as one of the top growing cities in the US for high quality of life due to the effectiveness of its community services in keeping homes safe from fire.

Seller case information

- You've been a Sales Account Executive at Dell for 6 months.
- You're assigned to a territory covering SLED Accounts (State, Local Govt, Education) in Texas. These accounts include many police and fire departments.
- One of your Accounts is the Sunflower Fire Department.
- You've received a lead through Dell Chat that a member of the Sunflower Fire Department was researching notebook PCs online to fulfill a need in their response vehicles.

The sales meeting

Prospect: Alex Taylor is the IT Director for the Sunflower Fire Department and reports to the Chief. He recently started working there and previously worked for the Sunflower Police Department. In 1995, he graduated from Brewster University in Texas with an Information Systems degree.

Team: 6 IT staff, both full-time and part-time

Lead context: Came through Dell Chat from Dell.com. Alex has only 15 minutes to meet.

Meeting Objective: Secure a next meeting with Alex and the Chief to demonstrate the Rugged Laptop line.

Meeting flow

Opening

- Introduce yourself, build rapport, present agenda
- Ask permission to transition to the Discovery phase.

Discovery

- Uncover the reason for Alex's search on Dell.com and learn more about the Fire Department
- Discover the issues the Fire department has with their current notebooks and how those issues are affecting the firefighters
- Find out about the purchasing decision making process and learn what will happen if he succeeds or if he fails to find that solution.

Presentation

- Tell a story about Dell's Rugged notebooks that addresses Alex's issues
- Share 3rd party use cases with Alex
- Get agreement that Alex believes Dell's notebooks could help him meet his goals

Overcoming Objections

- Listen to and clarify Alex's objection(s)
- Answer his objection(s) and get confirmation that the objection(s) is no longer a concern

Closing

- Present a reason for Alex to commit to another appointment
- Gain commitment on a day and time for a meeting and product demonstration with Alex and the Chief

