

## 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 Police Department

**Population:** 116,000 residents

**Employees:** 160 officers, 70 civilians

**Our Mission:** The Sunflower Police Department, in alliance with our community, provides public safety and promotes a high quality of life.

**Our Vision:** Effectively adapt to challenges created by a rapidly growing community that is striving to maintain its low crime rate and high quality of life. Deliver policing that responds to the needs of the community and engages them to share in the responsibility of keeping Sunflower a great community.

**Crime:** Sunflower has been ranked one of the safest cities, with a population of 100,000 or more, in the United States since 2007. In a 2018 survey of Sunflower residents, 90 percent of respondents said they felt "safe" or "very safe" overall, with 88 percent saying they felt safe downtown and 84 percent felt safe in city parks.

## 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.
- One of your Accounts is the Sunflower Police Department.
- You've received a lead through Dell Chat that a member of the Sunflower Police Dept was researching notebook PCs online to fulfill a need in their squad cars.

## The sales meeting

**Prospect:** Alex Tyler is the IT Manager for the Sunflower PD and reports to the IT Director. He has been with the PD for 3 years and previously worked for the Georgetown, TX PD. In 1995, he graduated from Brewster University in Texas with an Information Systems degree.

**Team:** 8 IT staff, both full-time and part-time

**Lead context:** Came through Dell Chat from Dell.com. Alex has only 10 minutes to meet.

**Meeting Objective:** Secure a next meeting with Alex and the IT Director



## Meeting flow

### Opening

- Build rapport with Alex
- State reason for meeting

### Discovery

- Uncover reason for search on Dell.com
- Understand current challenges of the police department with their PCs
- What is Alex looking for in a solution? What is his ideal end-state?

### Presentation

- Tell the story of Dell's Rugged line of notebook PCs
- Connect Dell's Rugged notebook PC line to Alex's needs

### Overcoming Objections

- Listen to and qualify objection(s)
- Effectively answer all objection(s)

### Closing

- Set next steps with Alex
- Gain commitment on a day and time for a meeting and product demonstration with Alex and the IT Director