



## 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 Business Fiber](#)

[Office @ Hand](#)

## PROSPECT OVERVIEW

### DIAMOND SOLUTIONS

Diamond Solutions is an award-winning landscape firm that has been serving Ohio 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 \$2 million to \$4 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.

## OVERALL OBJECTIVE

After you graduated from college, you accepted an offer for your first sales position with AT&T in their B2B Sales Development Program. You spent 5-7 months in Dallas at their headquarters learning about AT&T products and services and the sales process, networking, and practicing your sales pitches. You are now in your assigned territory as a Sales Executive Mobility and your role consists of hunting for new business and because the market demand for AT&T services is growing you are prospecting new clients. You are passionate about building customized connectivity and communications solutions and have just heard that Diamond Solutions is expanding with a new location. You dig around and find their office manager is Amy Petersen. You set up a meeting with Amy to build rapport and try to get an appointment with the CEO and IT Director. Your goal is to spark Amy's interest in AT&T, secure a secondary meeting with Tina (CEO) and Bill (IT Director), and present a solution to Diamond Solutions.

## KEY CONTACTS

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

ROUND 2 – Bill Davis  
IT Director

ROUND 3 – Tina Stevens  
Founder/CEO  
(and Bill Davis)



OVERVIEW

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Diamond Solutions currently has 45 employees, comprised of crew leaders, architects, HR, customer service and IT. They will be adding seven employees to their new office (as mentioned above).

Diamond Solutions main competitors are other small and medium sized landscape architecture and landscape maintenance businesses within the Ohio market. Additionally, large landscape companies are competitors of Diamond Solutions.

## Round 1: Initial Call

### **Goal:** Secure a Discovery Meeting with IT Director

Attempt to secure an appointment for a Discovery Meeting by making an effective and persuasive initial contact with the office manager who schedules appointments for the leadership team. Your goal of the initial call is to book a 10 minute call with the IT Director.

Your first step is to meet with Amy. You have done some preparation on Amy and Diamond Solutions that you can use when you meet. First, you learn from research that Amy has been with the company since 2004. You also learn from research the company is expanding and needs a connectivity and communications solution that will enable them to continue to be an award winning organization. During the initial call, explain how AT&T provides value, discover additional decision makers and get Amy to sponsor a follow up call with the IT Director. Prepare what you will say when you meet with Amy.

## Round 2: Discovery Meeting

### **Goal:** Obtain Information Needed to Create a Recommendation

Lead an engaging fact-finding meeting with the IT Director to find and understand the need for AT&T mobility, internet and cybersecurity. Your goal is to secure a 10 minute follow up meeting to present a recommended connectivity and communications solutions.

Your initial call went well and you have secured a discovery meeting. During the 10 minute discovery meeting you will find and uncover Diamond Solutions ideal strategy and business goals. Following this meeting, you should understand if AT&T's solutions would make the most sense for Diamond Solutions.

## Round 3: Presentation

### **Goal:** Close the Business

Present a comprehensive connectivity and communications solution that connects the findings from your discovery meeting, using persuasive language to close the deal. Address any objections that the decision makers throw out to you.

You have made it to the sales presentation! In this step, you will present your proposal in a closing call with Tina (CEO) and Bill (IT Director). Using a presentation demonstrates how you aligned the findings of the discovery meeting to the strategy, outline how and why AT&T can meet their objectives.

Using persuasive language, the goal is to close the business with Tina and Bill. Review/summarize your conclusions from prior meetings. Be prepared to answer any objections or roadblocks they may bring. Uncover if they have anything to add. If you are unable to close the business, make sure to secure another follow up meeting.

## AT&T Product Pricing

### Mobility\*

#### AT&T Business Fast Track

##### AT&T Business Unlimited Premium

**\$55.00**/mo. per line

when you get 3 lines

Shop now

##### Key features ^

- ✓ Unlimited talk, text & high-speed data<sup>1</sup> ⓘ
- ✓ 5G/5G+ access<sup>2</sup> ⓘ
- ✓ AT&T Business Fast Track<sup>3</sup> ⓘ
- ✓ AT&T ActiveArmor<sup>SM</sup> advanced mobile security<sup>4</sup> ⓘ
- ✓ 200GB of hotspot data per line<sup>5</sup> ⓘ
- ✓ Roam Latin America<sup>SM</sup> for Business<sup>6</sup> ⓘ
- ✓ Unlimited text from the U.S. to 200+ countries
- ✓ HD and 4K UHD video streaming
- ✓ International Day Pass (IDP) for Business at no cost for up to 7 days per line per bill<sup>8</sup> ⓘ

##### AT&T Business Unlimited Advanced

**\$45.00**/mo. per line

when you get 3 lines

Shop now

##### Key features ^

- ✓ Unlimited talk, text & high-speed data<sup>1</sup> ⓘ  
After 50 GB, AT&T may temporarily slow data speeds if the network is busy.
- ✓ 5G/5G+ access<sup>2</sup> ⓘ
- ✓ AT&T ActiveArmor<sup>SM</sup> advanced mobile security<sup>4</sup> ⓘ
- ✓ 100GB of hotspot data per line<sup>5</sup> ⓘ
- ✓ Unlimited text from the U.S. to 200+ countries
- ✓ HD 1080p video streaming<sup>7</sup>

##### AT&T Business Unlimited Standard

**\$40.00**/mo. per line

when you get 3 lines

Shop now

##### Key features ^

- ✓ Unlimited talk, text & high-speed data<sup>1</sup> ⓘ  
AT&T may temporarily slow data speeds if the network is busy.
- ✓ 5G/5G+ access<sup>2</sup> ⓘ
- ✓ AT&T ActiveArmor<sup>SM</sup> mobile security<sup>4</sup> ⓘ
- ✓ 5GB of hotspot data per line<sup>5</sup> ⓘ
- ✓ Unlimited text from the U.S. to 200+ countries
- ✓ Standard definition video streaming

\*pricing for at minimum 3 lines





















# AT&T Product Pricing

## Business Fiber

AT&T Business Fiber internet service speeds

Choose the right speed for your business

AT&T ActiveArmor<sup>SM</sup> internet security and Wi-Fi<sup>®</sup> gateway included with all AT&T Business Fiber plans.

<p><b>Up to 300<sup>†</sup> Mbps</b> <b>\$75/mo.</b> <small>Plus taxes and fees. Ltd. avail./areas. Speeds vary, not guaranteed. See Details.</small></p> <p>Free installation when you order online</p> <p>Perfect for collaboration between office and virtual employees.</p> <p>— Ideal uses —</p> <p> VoIP</p> <p><a href="#">Check availability</a></p>	<p><b>Up to 500<sup>†</sup> Mbps</b> <b>\$115/mo.</b> <small>Plus taxes and fees. Ltd. avail./areas. Speeds vary, not guaranteed. See Details.</small></p> <p>Free installation when you order online</p> <p>Faster speed and more bandwidth to support more devices than our starting speed tier.</p> <p>— Ideal uses —</p> <p> Video conferencing  VoIP</p> <p><a href="#">Check availability</a></p>	<p><b>Up to 1Gbps<sup>†</sup></b> <b>\$160/mo.</b> <small>Plus taxes and fees. Ltd. avail./areas. Speeds vary, not guaranteed. See Details.</small></p> <p>Free installation when you order online</p> <p>Upload large files and collaborate seamlessly via cloud-based apps.</p> <p>— Ideal uses —</p> <p> Video conferencing  Media file sharing</p> <p> VoIP</p> <p><a href="#">Check availability</a></p>
<p><b>Up to 2Gbps<sup>†</sup></b> <b>\$185/mo.</b> <small>Plus taxes and fees. Ltd. avail./areas. Speeds vary, not guaranteed. See Details.</small></p> <p>Free installation when you order online</p> <p>Ultrafast speed to support next-gen business technologies.</p> <p>— Ideal uses —</p> <p> Video conferencing  VoIP</p> <p> Cloud applications  Media file sharing</p> <p><a href="#">Check availability</a></p>	<p><b>Up to 5Gbps<sup>†</sup></b> <b>\$285/mo.</b> <small>Plus taxes and fees. Ltd. avail./areas. Speeds vary, not guaranteed. See Details.</small></p> <p>Free installation when you order online</p> <p>Supports the most cutting-edge technologies of today and tomorrow.</p> <p>— Ideal uses —</p> <p> Video conferencing  Media file sharing</p> <p> Cloud applications  E-commerce hosting</p> <p> VoIP</p> <p><a href="#">Check availability</a></p>	<p><b>Enterprise solution for multiple locations</b></p> <p><b>Multi-location</b> <b>Call for pricing</b></p> <p>Multi-location is the perfect solution for businesses that want a single contract &amp; consolidated invoice for all sites.</p> <p>— Ideal uses —</p> <p> Consolidated invoice  Multi-locations</p> <p> One number to support all sites  One contract for all sites</p> <p> Ability to support SD-WAN</p> <p><a href="#">Call 866.321.3178</a></p>

# AT&T Benefits

## Business Fiber

See how the competition stacks up

	AT&T Business Fiber <sup>®</sup>	Spectrum Business	Comcast Business	Cox Business
Fastest broadband speed tier	5 GIG <sup>1</sup> (Ltd. avail./areas)	1 GIG	1.25 GIG	940 Mbps
100% symmetrical fiber network	✓			
Upload as fast as downloads	✓			
No annual contract	✓	✓		
No additional equipment fees for Wi-Fi service	✓	✓		
No data caps	✓	✓	✓	✓
Free installation	✓ with online orders only		✓ with online orders in select markets	

[Check availability](#)

Competitor comparison based on publicly available data as of October 2023.  
<sup>1</sup>Wired speed maximum 4/7Gbps. Speeds vary, not guaranteed.

### Business fiber internet service benefits

### Why AT&T Business Fiber?



#### Simple and straightforward

No data caps, equipment fees, or annual contract



#### Built for business

Consistently fast speed, even at peak times<sup>2</sup>, with upload speeds as fast as download speeds



#### Reliable and secure

99% reliability<sup>3</sup>, with wireless backup options and 24/7 security and threat detection<sup>3</sup>

<sup>1</sup>Based on wired connection to gateway.

<sup>2</sup>Based on network availability.

<sup>3</sup>Guards against known threats only. Smart Home Manager app req'd. Security features must be enabled.

## AT&T Product Pricing

### Office at Hand

	Wireless	Standard	Premium
Pricing starting at	\$10.00/month per user with month-to-month term <sup>1 2</sup>	\$27.00/month per user with month-to-month term <sup>2</sup>	\$37.98/month per user with month-to-month term <sup>2</sup>
Portal-based call routing administration	✓	✓	✓
Access management and use on smartphones		✓	✓
Virtually unlimited local, long distance and internet faxes		✓	✓
Unlimited meetings and conferencing		✓	✓
Multi-level Interactive Voice Response (IVR)	✓	✓	✓
Toll-free number with toll-free minutes <sup>3</sup>		1,000 min/mo.	2,500 min/mo.
HD multi-point video conferencing		Up to 100 participants	Up to 200 participants
Office@Hand analytics portal	✓	✓	✓
Microsoft Outlook email notification, Google Drive online storage and Dropbox integration		✓	✓
Google Integration		✓	✓
Microsoft Office 365 integration		✓	✓
Automatic Call Recording			✓
Single Sign On	✓		✓
Call Monitoring			✓
Calling Name (CNAM)			✓
Salesforce Integration			✓



# AT&T Benefits

## Office at Hand

### Benefits

#### Benefits of a UCaaS platform



#### Streamlined Integrations

Cloud-based service that works over an existing Internet connection or pair with an AT&T networking solution for fast Internet, secure cloud, and seamless video.



#### Unified collaboration

A UCaaS solution with one toll-free number that integrates voice, fax, SMS messaging, and audio and video conferencing across desktop and mobile phones, computers, or tablets.



#### Simplified service

A single platform bridges all your audio, video, and web conferencing needs along with collaboration tools such as file sharing, persistent chat, and white boarding.

### UCaaS features and plans

#### Cloud-based UCaaS solution for voice, video, meetings, messaging and team collaboration



Available in the US, Canada, and other select countries with advanced call handling & routing and a full-featured auto receptionist



Automatic and on-demand recording



Integrates with 200+ apps including Microsoft Teams, Google, and Salesforce



Native mobile dialing, no app required

### Key Use Cases:

#### Frontline Worker

AT&T Office@Hand Wireless

- Extension-to-extension on mobile
- Share HQ Caller ID for professional image
- One solution for the field and HQ

#### Small Business

AT&T Office@Hand Wireless

- Efficient mobile-only solution
- Business-class features such as IVR, Call Routing, Auto Attendant and more
- Helps a small business look more professional