



**Spring 2024
Regional Challenge
March 27-28, 2024**



Round 1 / Wildcard Round

Role Play Scenario

Prospect: Freymiller

Weblinks: www.freymiller.com

You are a recent graduate of a top sales program and have been hired by Love's as a fleet sales representative. As a new sales representative you are in training with Jeremy Tilton, senior sales account manager, whose territory is Oklahoma. For the next six (6) months, you will work and train under Jeremy's mentorship, and help him manage and develop primarily existing accounts before moving into new business development.

The State of Oklahoma has largely been influenced by the oil and natural gas industry. This has led to cycles of boom and bust as the oil and gas industry is prone to high degrees of variance in oil prices depending on both global production and global demand. For example, the recent shut down of many economies due to Covid-19 has greatly impacted the oil and natural gas industry and prices. After suffering multiple boom/bust cycles many Oklahoma business leaders have focused on diversifying the state's economy. This has led to an increase in new business opportunities especially in the transportation industry. Oklahoma's geographic location (almost exactly in the center of the nation) has made it a prime location for the growth and development of several transportation companies. In addition to being centrally located, Oklahoma benefits from having three major interstate highways (I-40 is one of the major east/west cross-country routes, I-35 divides the nation from north to south, and I-44 bisects the state from southwest to northeast. Freymiller is one of the trucking companies that has positioned itself to move beyond the oil field and take advantage of Oklahoma's strategic location in the trucking and transportation industry.

Freymler has been in business for over ½ a century offering refrigerated load transportation, intermodal services, and logistics services. The company is headquartered in Oklahoma City. David Freymiller is the company's CEO, and it is still largely a family affair as his brother Dennis Freymiller is Vice President of Sales.

Freymler maintains a state-of-the-art maintenance shop (headed by Doug Arns), and they perform most of their own vehicle maintenance. Since Doug is obsessed with keeping the fleet at optimal performance, Freymiller has not been a heavy user of Love's maintenance services, but they have used them when they have issues with a truck in the field since their maintenance shop is often hundreds if not a 1,000 miles from the shop when the occasional breakdown, tire blow-out, or refrigeration unit experiences an unexpected failure.

Since Freymiller is an Oklahoma City based company, David and everyone there are very familiar with Love's and the Love's family. The relationship between the companies has always been friendly, but Jeremy believes that the relationship could be improved, and that there are opportunities for Love's especially in fuel sales, tires sales for those times when an issue occurs away from Freymiller's shop, and Love's Tire Pass. Although, Doug has done a good job of keeping tires on his trucks, issues do occur. And while Doug has been resistant to the tire pass program in the past as being redundant, Jeremy believes that if you can demonstrate efficiency and a good ROI there is an opportunity with that service.

Jeremy briefly introduced you to Doug at a driver appreciation event at the Love's Campus held in the Love's Center. Jeremy asked you to follow-up with Doug, but you have had a hard time connecting. However, you were able to get the Vice President of Driver Resources Bob/Betsy Waldrop to take a meeting.