



**Spring 2022
Invitational Challenge
May 31-April 1**

Presented by



Round 1 Role Play Scenario

Prospect: Bowers Trucking & Logistics Website: <https://bowerstrucks.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 Caleb Thompson, senior sales account manager, whose territory is Oklahoma. For the next six (6) months, you will work and train under Caleb'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. Bowers Trucking and Logistics has been a pioneer in recognizing this opportunity.

Bowers Trucking, Inc. was formed in the early 1960s by Glen C. Bowers as a service arm of his primary business, Glen Bowers Sawmill & Lumber Company located in Fairfax, Oklahoma. The trucking company was started to carry lumber to Bowers Lumber's customers such as La-Z Boy Furniture, Pepsi, and Coca-Cola Crate Companies, and to fulfill U.S. Government orders.

Just before Y2K, Ranond Bowers, Glen Bowers oldest son, purchased the company from his father and moved its headquarters to Ponca City, Oklahoma. Ranond expanded beyond just acting as a shipper for the sawmill and lumber company and took on additional contracts.

In 2007, Ranond's son Garrett was hired as a dispatch and maintenance fleet manager. Garrett has worked his way up since 2007 and is currently vice president. Garrett pushed the company to improve its service quality and to expand into the Canadian and Mexican transportation and logistics markets.

Caleb has worked with both Ranond and Garrett in the past. He has asked you to contact Garrett and see how Love's can build on an already established relationship. According to Caleb, Bowers has used almost all of Love's products in the past except factoring which is not surprising given the size of Bowers' current fleet. In the past six months, Caleb told you that the Bowers' business with Love's has been steady, but he believes that it should be increasing since Bowers has substantially increased its fleet given the shortage of trucks and drivers due to the recent disruptions in the supply chain caused by Covid-19 and the former U.S. president's trade war with China which still has not resolved. During these trying times for trucking companies Bowers has not lost a single driver, and Caleb knows that they have actually been able to hire drivers, owner-operators, and lessees away from some other major logistics firms due to their highly competitive pay and family values.

You were confident when Caleb gave you this assignment that it would be an easy sell since Love's and Bowers are both Oklahoma family-owned companies, they have done business in the past, and Caleb provided you with lots of information on both Garrett and Ranond. However, after multiple phone calls, several emails, and even one attempt to catch Garrett by driving up to Ponca City with a gift basket you began to think that maybe this wasn't going to be like shooting fish in a barrel. Persistence is one of your strong points, so you recently tried again to call Garrett. The office manager told you that Garrett was busy, but she could transfer you to Danyelle/Daniel Rohr who is helping coordinate some new business development at Bowers. You spoke with Danyelle/Daniel and managed to set-up a meeting, but it is going to require that you drive to Prescott, Kansas.