



Spring 2023  
Regional Challenge  
March 30-31, 2023

Presented by



### Round 1 Role Play Scenario

Prospect: Brown Transportation

Weblinks: <https://www.browntransportation.com/>

<https://www.youtube.com/@browntransportationaggrega4414>

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. Brown Transportation 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.

Brown was started by L. Dale Brown in 1996. Brown was driving semi-tractor/trailers before he graduated from high school working for his family's trucking company in eastern Oklahoma. Brown's children, two daughters and his sons (Marty B. Brown and Matthew Brown) work in the business.

Brown Transportation hauls dirt, gravel and sand for building projects in Oklahoma and surrounding states.

Being an Oklahoma based company Brown has a long history with Love's, and Jeremy knows just about everyone at Brown. However, over the course of the past year, Jeremy has noticed a decline in Brown's business. Jeremy shared that he knows of one minor incident that a Brown driver had at a SpeedCo in which the driver complained about a delay while getting an oil change, but he thinks there may be more to this recent decrease in business from Brown. He has tasked you to find out how to get the relationship back on track. Jeremy has cautioned you that while everyone at Brown is (like most Oklahomans) polite; they are also shrewd businesspeople.

Jeremy gave you contact information for Matthew/Mattea Brown, a vice president for Brown Transportation.

You reached out to Matthew/Mattea, and he/she has agreed to meet with you.