



Fall 2023
Tri-State Challenge
October 19-20, 2023



Round 1 Role Play Scenario

Prospect: John Christner Trucking, Inc. Website: <https://www.johnchristner.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 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. John Christner Trucking, Inc (JCT) has been a pioneer in recognizing this opportunity. When John Christner founded his trucking company in Oklahoma over 30 years ago, most of the start-up trucking companies in the state were hauling petroleum products or providing logistics

support to the oil field. John Christner went a different way and decided to provide refrigerated cross-country transportation.

As part of your mentorship program, you have regularly scheduled meetings twice a week with Jeremy to identify goals and discuss potential business opportunities with existing customers. During your most recent meeting with Jeremy, he discussed JCT with you. In the past JCT has been a customer that used a number of Love's products and services in addition to fuel. However, Jeremy said that he has noticed in the past year that JCT's business with Love's has been decreasing. This is odd because it appears that JCT is a growing business. Jeremy shared some background about JCT with you, and charged you with finding out what Love's can do to further develop their business relationship with JCT.

JCT was founded in 1987 by John Christner in Sapulpa Oklahoma at the corner of state highway 33 and Interstate 44. JCT started with one truck in 1987 and today runs close to 1,000 trucks hauling for some of the largest companies in the food industry such as Tyson Foods, Dannon Yogurt, Otis Spunkmeyer, and Bama Cos. The company has terminal locations in Fort Worth, Texas; Phoenix, Arizona; Los Angeles, California; and the San Francisco Bay Area.

By 2007, the company had revenues in excess of \$200 million, and has exceeded revenues of \$800 million in the past couple of years. JCT is now diversifying and providing consulting services to other shipping companies.

In the past, Jeremy has worked with Jason Sutherlin (East Coast logistics manager), Hilda Aviles (Central Plains logistics manager), Stephen Chapman (West Coast logistic manger), or John Nobles (Operation Manager) to develop the business relationship with JCT. Jeremy asked that you reach out to Jason, Hilda, Stephen, and John to see how Love's can further develop and

work with JCT to meet its needs and goals. With the contact information Jeremy provided, you reached out to all of the managers by phone and email several times and did not receive a reply. Since you didn't get any response you called JCT's general business number and found a dispatch manager named Bob Kaiser. Bob was less than warm. He sounded very distracted, but after some serious persuasion on your part, you got Bob to agree to a meeting.

The purpose of this meeting is to build rapport, uncover needs, and see if you can get either a follow-up meeting with Bob, or hopefully one of the other logistics or operations managers. Based on Bob's tone, you know this is going to be a tough meeting.