



Spring 2023
Regional Challenge
March 30-31, 2023



Round 2 (Semifinals) Role Play
Scenario

Prospect: Brown Transportation – Marty/Mary Brown, Executive Vice President

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

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

Congratulations you impressed Matthew, and he has agreed to set-up a meeting with his older brother/sister Marty/Mary who is the Executive Vice President of both divisions of Brown Transportation. During the Meeting with Matthew, you learned that Pilot Flying J has agreed to beat any discount Love's offers on fuel by at least one cent per gallon. So, you are going to have to work to add value and overcome this obstacle in your meeting with Marty/Mary.

Additionally, Matthew told you that his brother/sister is all business. He/she is direct to the point, demanding, busy, and thus easily distracted. Matthew also shared that Marty/Mary has had a recent issue with Love's, but that he doesn't know the specifics of the issue since Marty/Mary is in Oklahoma City, and Matthew works primarily out of the Ardmore and Durant offices given his focus on the local markets. Finally, Matthew shared with you that their father Dale Brown is still very involved in all aspects of the business. He is a hands-on owner who trusts his sons and daughters, but still maintains a great deal of control over the day-to-day operations.