



Spring 2024  
Regional Challenge  
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Presented by



## Case Competition Topic

### The Use of AI in Developing Sales Promotions and Quotes

#### Company Overview

Love's Travel Stops and Country Stores, Inc., widely known as Love's, was founded in 1964 by Tom and Judy Love in Watonga, Oklahoma with one leased gas station. Originally they called their company Musket Corporation. The company has grown dramatically since then, and Love's currently has over 500 travel stops, and they operate several different business divisions including financial services. You can find out more about Love's at [www.Love's.com](http://www.Love's.com).

#### Student Competitors' Profile

This case competition is a critical thinking challenge that requires a few assumptions just as the role play competition requires competitors to assume they are an actual sales professional for Love's. For this competition, you should assume that you are a recent graduate from a prestigious sales program, and you have recently been hired by Love's as a sales professional. Further, you should assume that as part of your undergraduate education, you took a course dedicated to marketing and sales ethics. Links below will provide you with both an overview and more in-depth training in the field of philosophical ethics and its application to concrete situations in marketing and sales.

You had expected to jump right in and start selling. However, based on your academic transcript Love's identified you and your partner(s) as a select number of new sales hires given the opportunity to work on a special project. In exchange for your help, the company has agreed to defer your sales quota requirements and compensate you accordingly until the

completion of the project. Your challenge for this special project is to provide input on the use of artificial intelligence in the development of sales promotions and sales quotes. The rationale for this bold move is that Love's founders Tom and Judy Love were young and full of ideas when they started Love's, and they believe that this bold initiative may lead to the development of innovative "out of the box" type solutions since you have yet to be exposed to the difficulties of navigating corporate culture and affecting corporate change.

### **The Problem**

In order to recruit, hire, train, and keep top performing salespeople, Todd Wilson the Vice President for fleet sales came up with a unique idea that he doesn't believe any of Love's competitors have tried, and maybe completely unique in many industries in corporate America today. Todd decided to hire a professor as part of his sales team as a hybrid sales associate and part-time sales manager! What makes this even more unique is that the Professor, Bob Kaiser, would keep his full-time teaching position so as to have the latest research on trends in the field of professional selling. Bob has been working for both his university and Love's for about a year now, and he has had interesting and mixed results such as the problem below.

Professor Bob as everyone calls him is both a sales guru, and a lover of technology. Bob believes that advances in things like customer relationship management applications have dramatically increased many organizations' customer lifetime value, and since keeping a customer is usually cheaper than prospecting for a new customer Bob's attitude on this is not unusual. However, some of his more forward-thinking ideas have had unintended consequences to say the least.

Bob loves innovation, and he was an early adopter of YouTube. Bob put his cover bands on his YouTube channel which he created within 15 days of the launch of YouTube. Bob is also a big fan of other YouTube celebrities. One of Bob's favorite YouTube channels is Jolly. Jolly was started by two British men (Josh Carrot and Ollie Kendal) who combine their first names to create Jolly. Their channel often focuses on their trying different food, but it includes other misadventures as well. One day Bob was watching his favorite YouTuber's when he watched

two of their videos. The first “I Spent a Year Secretly Deepfaking my Best Friend into Movie Scenes...” (Hint you need to watch this video in order to fully appreciate Bob’s scheme, and in order to answer the ultimate questions presented by this case study, the video can be found at: <https://www.youtube.com/watch?v=4OhfUqqC5WM> ) gave Professor Bob some big ideas on how develop some creative multimedia promotions for Love’s. When Professor Bob got to the second video, his mind was blown! Again, you should watch the video entitled, “I Secretly Replaced My Co-host with AI.” This video can be found at: <https://www.youtube.com/watch?v=EPaCcFqGLsg> .

Armed with these two videos, Professor Bob set about using Chat GPT and a host of other AI generating services, many, many, many of which he located based on the second Jolly video listed above including the Ukrainian service to develop a host of Love’s promotion multimedia links that he sent to Love’s major trucking customers. Like Ollie, Professor Bob developed a number of websites such as: Give Me a Love’s Tire Quote Professor Bob, and What are Your Weekly Fuel Prices Professor Bob?

Needless to say, the AI tools don’t have a ton of experience at this point calculating actual cost of goods sold of the various products and services for which Professor Bob developed the sites. The end result is that they gave trucking customers radically low and unrealistic quotes such as \$10.95 new tires for Freymiller Trucking, and fuel prices of \$1.01 per gallon on diesel for the next three months.

When Freymiller got the quotes they and a lot of other companies jumped on the offers, and instantly placed orders for millions of dollars of tires and fuel futures. It is estimated that these price quotes will cost love in excess of \$30 million. Freymiller’s CEO, David Freymiller, and their Director of Maintenance, Doug Arns have both contacted Todd and members of the Love’s family demanding that Love’s honor Professor Bob’s quotes. They have threatened litigation if Love’s fails to stand behind their employee, Professor Bob.

## Your Assignment

You and your partner(s) are among a select group of salespeople that have been addressing the ethical, legal, financial, and most importantly sales and marketing implications of Professor Bob's exploits. You must be able to discuss and justify how you developed the criteria you selected. **Your proposal must be based on a "valid" ethical theory! Failure to use a "valid" theory will be scored as an automatic loss.** Please carefully review the ethics links below. You may use internet (**including AI tools, but beware our executives will have questions for which you will have to defend your solutions on the spot without the benefit of AI**) and text resources in your development of an analysis of your proposed solution. You will present your proposal to two senior Love's executives. Those executives will be chosen and randomly assigned by the Company, and you will not know their identity until you present. If they like your proposal, they will move this on to the next step.

## Appendix A

### Ethics Education and Training Links

At a minimum you should watch the following short primer on ethics.

<https://www.youtube.com/watch?v=UeyskDgGb3Y&t=107s>

The following additional links provide more depth on the topic that you may find helpful.

<https://www.youtube.com/watch?v=Ors-g3hhqn4&t=3977s>

<https://www.youtube.com/watch?v=HDEwxEG7I-0>

<https://www.youtube.com/watch?v=WeAwk0Tc-Q4>

<https://www.youtube.com/watch?v=PMAToDtFp40>