



**Tri-State Challenge**  
October 8-9, 2024



## **Round 1 / Wildcard Round**

### **Role Play Scenario**

Prospect: Monica Neeley, Miller Truck Lines Fuel Manager. [www.millertl.com](http://www.millertl.com)

You are a recent graduate of a top sales program and have been hired by Love's as fleet sales representative. Your new territory is Northeast Oklahoma. Tulsa is part of your new territory. To learn about business prospects in the Tulsa area, you contacted the Greater Tulsa Chamber of Commerce (Love's is a member of the chamber) and found out that they sponsor events called Ambassador's Meetings which focuses on different topics, but they also include a networking event at each meeting. You attended last week's Ambassador's Meeting where you met Monica Neeley who is the Fuel Manager for Miller Trucking. As you were about to ask Monica about Miller's business needs, she got a phone call from her office. It sounded like they were having issues with several tractor/trailer tire failures. As she was leaving she said to the caller on the other end that this would put them behind.

Before Monica left, you managed to hand her a business card, and you asked if she had one as well. She reached into her pocket and handed you her card. After the meeting you did some prospecting research on Miller and found their website at: <https://www.Millertl.com/>

Based on your research, you decided to call Monica to see if Love's could help her out with her fuel, tire, and service needs. As the fuel manager for Miller, Monica told you that she was not the decision maker, but that she was one of the gatekeepers who was responsible for fielding suppliers for trucking operations. She told you she only had about 10 minutes to talk to you, and that if calls came in, she would have to take them. Based on this information, you realized that you would need to be concise, clear, and convincing if you wanted to get past Monica and get at least part of Miller's business.