



Fall 2022
Quad State Challenge
October 6-7, 2022



Round 1 Role Play Scenario

Prospect: Western Flyer Xpress – www.drivewfx.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 Caleb Thompson, senior sales account manager, whose territory is Oklahoma. For the next six (6) months, you will work and train under Caleb'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. Western Flyer Xpress 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.

Western Flyer Xpress (WFX) started in 1996 with just four trucks and four refrigeration units. Today, the company has more than 1,000 tractors and 3,000 trailers. The company was founded by a driver, Randy Timms, who still occasionally drives for his company, so he knows what drivers and trucking companies need from fuel and service providers.

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

Caleb gave you contact information for Gilbert Aspeitia, the chief marketing officer for WFX. You thought this was odd, since you usually try to talk to the operations people at a company. Caleb told you that Gilbert is one of Randy's most trusted executives, and since marketing is always looking out for WFX's brand image he might know more than you think.

You reached out to Gilbert, and he has agreed to meet with you.