



**Spring 2021  
Invitational Challenge  
March 3-5, 2021**

**Presenting Sponsor**



## **Round 1 Role Play**

Prospect: Stevens' Trucking - <https://www.stevenstrucking.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 central and southern Oklahoma including Oklahoma City. 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 Oklahoma City metro 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 City business leaders have focused on diversifying the local economy. This has led to an increase in new business opportunities especially in the transportation industry. Oklahoma City's geographic location (almost exactly in the center of the nation) has made it a prime location for the growth and development of a number of transportation companies. In addition to being centrally located, Oklahoma City 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 metro from southwest to northeast) cross the city and the metropolis. One such company that is taking advantage of the new diversification is Steven's Trucking.

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

Steven's Trucking was founded in 1979 by Kenney Stevens with a single one-ton hotshot truck. Hotshot trucking is a type of commercial transport that generally carries smaller time-sensitive loads to accessible locations. The A&E reality TV show Shipping Wars features a type of hotshot trucking. From these inauspicious beginnings, Kenney built his business by providing services to the oilfield industry. Today, Stevens' Trucking has more than 300 tractors and 1000 trailers. Approximately, 200 of Stevens' tractors are company owned and 100 are owner/operator contractors. Stevens' has expanded beyond the oilfield industry to also providing trucking to the dry freight business as well. Kenney is still the president and CEO of the business, but he has other family members in key executive roles as well.

In the past, Caleb has worked with Ken Northrup, Stevens' Fleet Manager, to develop the business relationship with Stevens' Trucking. Caleb asked that you give Ken a call and see if

you can set-up a meeting to see how Love's can further develop and work with Stevens' to meet their needs and goals. With the contact information Caleb provided you reached out to Mr. Northrup by phone and email several times, and did not receive any reply back. Since you didn't get any reply from Mr. Northrup, you called Stevens' general business number and found out that Mr. Northrup has a new assistant fleet manger named Bob/Roberta Kaiser. You have called and emailed Bob/Roberta a number of times, and you were finally able to speak with him/her briefly on your last attempt. Bob/Roberta was very short, but he/she did agree to meet with you provided you didn't take up more than ten (10) minutes of his/her time. You agreed to the time limitation and scheduled 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/Roberta, or even Ken Northrup. Based on Bob/Roberta's tone over the phone, you believe this maybe a difficult customer.