



Regional Challenge
March 26-27, 2025

Presented by



Round 1 / Wildcard Round

Role Play Scenario

Round 1 Role Play

Prospect: Freymiller Trucking www.freymiller.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 Jeremy Tilton, 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 Jeremy'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 Freymiller Logistics.

As part of your mentorship program, you have regularly scheduled meetings twice a week with Jeremy to identify goals and discuss potential business opportunities with existing customers. During your most recent meeting with Jeremy he discussed Freymiller with you. In

the past Freymiller has been a customer that used a number of Love's products and services in addition to fuel. However, Jeremy said that he has noticed in the past year that Freymiller's business with Love's has been decreasing. This is odd because it appears that Freymiller Trucking is a growing business. Jeremy shared some background about Freymiller with you and charged you with finding out what Love's can do to further develop their business relationship with Freymiller Trucking.

Freymiller Trucking was founded by Don Freymiller with a single truck. In 1968, Don Freymiller started the company with only one truck and a vision: to provide for his young, growing family. From small beginnings on a Wisconsin dairy farm, Freymiller initially started hauling livestock but graduated to raw meat, produce and, eventually, refrigerated cargo in the 1970s.

By 1980, Freymiller Trucking hosted 56 trucks and was exclusively transporting temperature-controlled freight items out of California. The company experienced tremendous growth and opportunity, but hit a bump in the road due to the state's regulations.

Freymiller was faced with two options: close the company's doors or leave California. Thankfully, he chose the latter. The company moved from the sunny state of California to the windy plains of Oklahoma in 1994 and has been here ever since.

In the past, Jeremy has worked with Doug Arns, Director of Maintenance, to develop the business relationship with Freymiller. Jeremy asked that you give Doug a call and see if you can set-up a meeting to see how Love's can further develop and work with Freymiller to meet their needs and goals. With the contact information Jeremy provided you reached out to Doug by phone and email several times, and did not receive any reply back. Since you didn't get any reply from Doug, you called Freymiller's general business number and found out that Doug has a new assistant fleet manger, Lexi Freymiller. You have called and emailed Lexi a number of times, and you were finally able to speak with her briefly on your last attempt. Lexi was very short, but she did agree to meet with you provided you didn't take up more than ten (10) minutes of 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 Lexi, or even Doug. Based on Lexi's tone over the phone, you believe this maybe a difficult customer.