



Regional Challenge
March 3-5, 2021

Presenting Sponsor



Finals Role Play Scenario

Kenney Stevens, President – Prospect

Congratulations! You managed to impress Ken Northrup, who has agreed to help you get a meeting with the company founder, president, and principle owner, Kenney Stevens. Your goal for this meeting is to close a deal in which Stevens Trucking agrees to at least begin to again utilize the tire pass, tire purchase, oil and light mechanical services provided by Love's. This does not mean that you shouldn't also try to discuss other services such as Love's factoring program. In fact, Ken indicated to you that Kenney had mentioned something about the factoring program, and that Stevens Trucking had used the factoring program in their early days.

In a follow-up call with Ken, you asked him again about Stevens Trucking interest in factoring. You wanted to be as prepared as possible for the meeting with Kenney. You pressed Ken, because although you are fairly new to Love's it struck you that Stevens Trucking isn't really the type of business that would normally be interested in factoring given the size of their fleet (300 tractors and 1000 trailers). In general, factoring is attractive to small independent truckers who need fast access to capital to keep their business afloat between account collections which maybe on a 30 or 60-day net payment schedule. Ken told you he didn't have a clue as to why Kenney would be interested in factoring, but that you needed to be prepared to find out. He told you that Kenney is a busy guy, and he often communicated in short bursts that seem to have been ignited by some random mite of information he picked up. He also shared that Kenney is a true entrepreneur. As you should recall from your introductory business classes, an entrepreneur is someone who not only owns and runs a business or businesses, but they are interested in taking risks to make those businesses develop and grow.