

### **Round 1 Role Play**

Prospect: Mesilla Valley Transportation – [www.m-v-t.com](http://www.m-v-t.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 Southwest Texas and Southeastern New Mexico. Beautiful Las Cruces, New Mexico and El Paso, Texas are both major cities in your new territory. The area around Las Cruces and El Paso is often referred to as the Mesilla Valley as it was formed out of the yearly flooding of the Rio Grande River around the Village of Mesilla.

To learn about business prospects in your new territory, you have attended a number of social and business networking events in Las Cruces and El Paso. At a recent Greater Las Cruces Chamber Coffee, you met a New Mexico State University marketing alumni named Darrell Goudge. You and Darrell started talking about marketing and sales, and you learned that NMSU was starting a sales program. Darrell said that he wished NMSU had launched the sales program before he graduated, but at least he got to take two classes in sales, and was working in sales and marketing at a local trucking and transportation company, Mesilla Valley Transport (MVT). When Darrell handed you his business card, you couldn't believe your luck. You gave Darrell your card, and told him you were working for Love's and inquired if he would be willing to set-up a meeting to discuss how Love's could benefit MVT. Darrell said that he didn't have any decision making authority with regard to the operations side of the business; however, he was willing to see if any of the operations managers would be willing to meet with you. You asked when you should follow-up with Darrell regarding providing you with a contact, and he indicated that he was really busy for the next few days, but that you were welcome to call him the following week. You left the coffee and put a reminder in your calendar to follow-up with Darrell next Tuesday. In the interim, you found Mesilla Valley Transport's website (<https://m-v-t.com/>) and started working on developing your knowledge base of MVT.

The following Tuesday, you called Darrell to follow-up. Darrell said that he was glad to hear from you, but that he was not having a great deal of luck getting any of the operations managers to talk with you. Darrell told you that he had talked with MVT's Drive Manager Jose/Joseline Macias, and he/she said that MVT was happy with their current suppliers. However, Jose/Joseline said that Darrell could try to get the driver dispatcher Travis/Tracey Gray to meet with you. Darrell managed to secure a commitment from Travis/Tracey to meet with you, but he cautioned you that Travis/Tracey has no purchasing power, and very little influence within the company. Also, Darrell said that Travis/Tracey said that due to having to be available to deal with drivers and their issues that he/she could only give you 15 minutes at most, probably only 10, and that he/she may have to take calls from drivers if any urgent issues came up during the meeting. You thanked Darrell, and said you were grateful for a meeting with Travis/Tracey.

You asked Darrell for any advice he would have about meeting with Travis/Tracey. Darrell told you that Travis/Tracey is a fellow NMSU graduate. He/she has a degree in operations management from the NMSU College of Business. He/she is a lifelong resident of Southern New Mexico. Also, Travis/Tracey wants to move up in management at MVT. He/she would like to be MVT's vice president of operations someday. If Travis/Tracey finds you persuasive, Darrell said he/she may be able to get you a meeting with Jose/Joseline.

Your goal for this initial meeting is to find out background about MVT about their tire, fuel, and service needs in order to get a follow-up meeting with Jose/Joseline.

