

# AIR CARGO SALES LEADERSHIP - JUNIOR

## FOR THE LOGISTICS INDUSTRY

AVIATION NOW  
AIRFREIGHT ACADEMY

AIRFREIGHTACADEMY.COM

VIRTUAL CLASS IN ENGLISH

### Description



**Learn the latest sales techniques and expand your skills in air cargo sales! Get the necessary expertise and tools to optimize air cargo sales.**

This virtual course provides solid sales knowledge on product management, market segmentation and sales planning in air freight logistics. During the interactive course and practical exercises, you will gain a comprehensive and valuable insight into the practical processes of air freight sales, analyse case studies and optimize your own sales behaviour. Benefit from information provided by industry leaders and the exchange of ideas and practical experience. This can lead to an increase in sales quality, sales efficiency and revenue growth for your company.

### Learning objectives



- Understanding of the complexity of sales in air freight logistics
- Making quick, reasoned and to-the-point decisions on a structured basis
- Creating a team climate that encourages creative problem solving
- Developing a sales strategy and learning sales techniques
- Analysing best practices and examples of lead, opportunity, account and margin management
- Understanding market and customer segmentation
- Selling solutions instead of products and services
- Customer experience management

▶ 28-30Mar22 | 5-7Sep22 AT 09:00 CET

€ 1490,- EURO PER PERSON EXCL 20% VAT

🕒 3 DAYS á 2 x 150 MIN

👤 MIN PARTICIPANTS

➤ COURSE MATERIAL

➤ HANDOUT

➤ CERTIFICATE

### Target group



- Air freight forwarders and air freight sales staff
- Employees in sales and purchasing of logistics departments in the shipping and loading industry
- Employees and newcomers in the air cargo industry
- Individuals with interest in air cargo sales

## Modules

