

Converting Freight & Logistics Inquiries Into Sales



Driving Sales Through Legendary Service & Conversion Skills

“We have been using Signature Worldwide for years now and we are hands down better than our competitors. My employees are proud of where we came from. Great program!”

– Virginia Truck Center, Travis Hepburn

Signature’s Converting Freight & Logistics Inquiries Into Sales training program helps your freight, brokerage and warehouse or sales teams go beyond taking orders with a targeted training program.

We first teach them to maximize the sales potential of every inquiry and build customer relationships in either instructor-led virtual, or on site training sessions. We then reinforce these skills with follow-up on-site visits, quality assurance shopping calls, monthly instructor-led virtual training sessions, personalized coaching, program driver sessions for managers, and online reporting.

By taking advantage of Signature Worldwide’s **Converting Freight & Logistics Inquiries Into Sales** program, you gain a hands-on partner to support you in long-term growth and sales objectives.

Consistent selling becomes a whole lot easier with our training solutions. You’ll revolutionize the way your entire organization interacts with customers when you motivate employees to exceed customer needs. And because **Converting Freight & Logistics Inquiries Into Sales** is specially designed to change

employee behavior and create lasting improvement, employees will also practice their new skills through post-training coaching and reinforcement.

Who Should Attend?

Anyone responsible for converting incoming calls including:

- Logistics Coordinator
- Customer Sales Manager
- Customer Service Representatives
- Account Managers
- Branch Managers
- Counter Staff
- General Manager
- Receptionists

Program Outcomes

- Increased sales
- Consistency in service standards
- Increased level of professionalism
- Clear expectations for delivering legendary service
- Greater staff confidence
- Clear differentiation from the competition
- Increased customer satisfaction

Next Steps

Please contact us at (800) 398-0518 to discuss scheduling this dynamic training for your organization.



Course Agenda

Introduction Welcoming activity and overview of the session.

Legendary Service Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed.

What's In It for Everyone Review value of delivering legendary service – benefits to the employee, benefits to the customer and benefits to the company.

Reality Trip Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed.

Calling the Competition Make phone calls to competitors and critique the service and sales skills used.

Connecting with the Customer Insuring that the interaction starts in a positive and professional manner.

Discovering and Gathering Information Tips and process for ensuring understanding of customer's needs.

Skill Practice Practical role plays and other activities to apply the skills.

Delivering Value Identify key behaviors for delivering value during customer interactions and setting your organization apart from the competition.

Skill Practice Practical role plays and other activities to apply the skills.

Closing and Selling Strategies Identifying additional sales, freight, LTL, brokerage and warehouse opportunities through upselling and cross-selling. Build techniques for securing the business.

Skill Practice Practical role plays and other activities to apply the skills.

Next Steps Discuss the components of Signature's ongoing reinforcement program.

