

Logisticisms



Sales & Logistics Playbook:
Innovative Solutions for Business Growth

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EVERY SHIPMENT IN LOGISTICS HAS A PROBLEM.

You have 2 options:

Make excuses.

Or make a difficult choice
and be super honest.

If you want to retain the
client, pick the 2nd Option.

Here is a 4-Step method:

- 1) Explain objectively what went wrong.
- 2) Take responsibility without apologizing.
- 3) Differentiate clearly what was within or out of your control.
- 4) Inform exactly what is being done to fix it and how this will be avoided in the future.

The most important bit:

Speak with a genuinely
concerned tone.

Clients know when you are
faking or just don't care.

4 CRITICAL STEPS IN THE FIRST 8 SECONDS OF YOUR SALES INTERVIEW

1

Walk in with a singular focused mindset to win.



2

Make immediate eye contact.



3

Wear a huge smile.



4

Put your hand out and firmly shake their hand.



YOUR FIRST COLD CALL WILL BE TERRIBLE.

**Your first sales call may not go well.
Your first cold email outreach will bomb.**

**Don't just sit in the office.
Spending hours and hours learning theoretically.**

**Instead, try this:
100 Sales calls.
1000 Cold Calls.
1000s and 1000s of Cold emails.**

**Get out there.
You will get better.
This is the Way!**

NOTHING YOU REALLY SAY OR DO IN SALES WINS A CLIENT'S TRUST.

Building trust in Logistics is very crucial in sales.

What does work:

- The problem-solving approach wins.
- Doing exactly what you promised.
- Being upfront and honest.

It happens over a period, and not overnight.

What does not work:

- "Please trust me!"
- Sales Focus
- Talking more than listening

LOGISTICS COMPANIES ARE SPENDING A TON OF MONEY TO HIRE NEW SALESPEOPLE

It is costing a lot more to hire sales after the pandemic.

They are making one monumental error.

They are Not Optimizing the current setup first.

This is a costly mistake.

Here are 4 ways to Effectively Optimize:

1

Reduce admin work, cut it down with an axe.

2

Invest money in getting external mentors to improve the skill set. Salespeople tend to listen more to neutral outsiders.

3

Invest in software that reduces manual Sales Reporting.

4

Invest in support staff that increases Active Sales Time.

YOUR STOMACH NEEDS TO ALIGN WITH YOUR WORDS.

A salesperson says many things to clients.

However, the feeling in your stomach is often contradictory.

You must feel exactly what you say.

This is how you win.

***YOU CANNOT HANDLE A 2000-SHIPMENT ACCOUNT
THE SAME WAY YOU HANDLE A 200-SHIPMENT
ACCOUNT.***

**Don't be just
one type of
salesperson.**

**Adjust your
techniques.**

**Adapt to the
size and
complexity of
the client.**

YOU WORK FOR YOURSELF AND NOT FOR YOUR COMPANY.

● Do you find this hard to digest?

● Does this sound crude to you?

● This may sound harsh but is true.

● Here is how to thrive in this mindset:

● Take a time out and think about this.

Get comfortable that you are in this job only for yourself.

● As soon as you digest this, answer one and only one Question.

"WHY"

● The moment you answer this, you will become one of the best employees.

WE ARE ALL BORN EQUAL IN FRONT OF A CLIENT

Each salesperson can redirect the discussion.



Everyone has an equal voice.

All of us are the same.

There is no hierarchy.



There is no CEO.

No Junior Sales.

6 WAYS TO BE AWESOME AT SELLING LOGISTICS

SERVICES THAT NO ONE TALKS ABOUT:

1) **Minor Tweaks:** First instinct is to make major changes. This is often unproductive, so only make small tweaks.

3) **Upskilling:** Once a week, learn something new for an hour. Plug this into your calendar, and do it week in and week out consistently.

5) **Too much Info:** The narrative surrounding us is extremely negative, people are complaining a lot in our industry. Surround yourself with people or only follow influencers online, that keep the narrative positive and helpful.

2) **Morning Routine:** The first thing we do in the morning is fire up our Email Client, and half the day is gone. Instead, open your calendar and control your day.

4) **Daily Break:** Program a daily break in your calendar, to take a walk or another activity that gives you joy.

6) **Pulse Check:** The first day of the month is a great time to look back. Take a quick 15 – 20 minute peek at your calendar for the last 4 weeks and mark out milestones or achievements. This is extremely satisfying and will keep you on track for the next month.

DO YOU WORK FOR BASKIN ROBBINS?

**NO! I am a sales guy selling
Logistics services.**

**OK, then why are you changing
direction 31 times a month!**

**There is no Flavor of the Day
in Logistics.**

Stay on course consistently.

Don't be Baskin Robbins.

**LOGISTICS COMPANIES ARE FINANCE COMPANIES
WITH A SHIPPING PROBLEM.**

**Run your
Logistics firm
with a tight
grip on
Finances.**

**Then there
won't be a
Problem.**

5 REASONS WHY NOT USING A CRM IS A MISSED OPPORTUNITY IN LOGISTICS:

1 You have no visibility of your teams' pipeline.

2 It is harder to formulate a Top 10 Must-Win list.

3 You miss out on excelling on a Route or a Product.

4 You cannot niche down as a company based on an Industry.

5 The sales team is running in 45 directions and leaders are clueless about it.

INVEST JUST 30 MINUTES ONCE A MONTH

Find a newcomer who has recently joined Logistics. Inside or outside your organization.

Buy them a coffee.

Show them a view, well beyond what they are currently seeing.

Open up the World of possibilities in Logistics.

I cannot describe in words how satisfying this is.

5 SIGNS THAT YOU ARE A BELOW-PAR LOGISTICS SALESPERSON:

1 The client only calls or emails you and no one else in your organization.

2 You quote per shipment.

3 You don't have repeat shipments awarded over 3 months.

4 You are involved in day-to-day shipment updates.

5 You have not tried any new sales approach in the last 3 years.

THERE IS NOTHING MORE DISHEARTENING THAN WATCHING A SALESPERSON LIMIT THEIR OWN SELF.

Some are their own biggest enemies.

They have so much latent potential.

Fear and lack of vision limit them.

From truly finding who they can be.

When someone points this out.

Embrace it with an open mind.

You will regret later that you didn't listen.



I STRONGLY BELIEVE THAT EVERY SALES LEADER SHOULD HAVE THEIR OWN ACCOUNTS.

Here is why:

Clients are the best teachers.

It keeps you on your toes.

You never lose your "feel" for the market.

Your team will respect you more for being in the trenches with them.

You are guaranteed to remain grounded.

INTERNAL SALES IS MORE IMPORTANT THAN EXTERNAL SALES.

Many salespeople underestimate the value of internal sales.
They focus only externally.

They ignore the value of building internal relationships and credibility.

When you are starting out in sales.
Or starting a new position.
Or starting at a new firm.

**Spend 50% of your time in Internal Selling.
Build your credibility.**

This will pay dividends for years to come.

DO YOU KNOW WHAT CHATGPT CANNOT DO?

**It cannot
make sales
calls for you.**

**Get out there
and be in
front of the
client.**

**There are no
shortcuts.**

**Don't give
yourself any
options.**

**There aren't
any.**

RESPECT AND VALUE YOUR 100 SHIPMENT ACCOUNT THE SAME WAY YOU DO WITH YOUR 1000 SHIPMENT ACCOUNT.

**Don't allow sales arrogance to creep in.
If you do...**



Business will go away in a blink.

I STRONGLY BELIEVE THAT WITHOUT PROPER MOTIVATION, SALES ENTHUSIASM DECLINES OVER A PERIOD.

The last few months were very tough for sales in Logistics.

Stand back for a bit.

Here are 3 ways to energize the team:

1

Give the team a common goal.

2

Facilitate events where the team gets closer to each other.

3

Have Fun.

INTERNAL SALES IS MORE IMPORTANT THAN EXTERNAL SALES.

Many salespeople are super eager to quote. They think quoting is winning.

For sure, without a quote, you are not going to get any business.

However, learn to recognize when the "quotation" is being used for them to stop the discussion.

Focus on building relationships and solving problems first.

The pricing negotiation should be the last step for long-term accounts.

LOGISTICS IS EXTREMELY UNDERRATED AS AN INDUSTRY.

5 reasons why it is awesome to be in Logistics:

1 Very low entry barrier to enter.

2 Once you enter, you never leave.

3 Every day there is a new problem, which makes it super interesting.

4 You make lifelong friends.

5 You love it and hate it at the same time, and there is nothing contradictory about that.

GOLDEN RULE OF LOGISTICS:

When the client is screaming and complaining, all is well.

When the client goes quiet, all is lost.

AUTHOR PROFILE

I started my career in freight forwarding with Freight Systems in 1998, as a Business Development Manager located in Dubai, subsequently moving to Hong Kong in 2001.

I joined Kuehne and Nagel in 2004 and held 8 different leadership positions over a 17-year career. I built and led a team of 110 salespeople in Hong Kong & South China. In 2012, I moved to Chicago and worked in Key Account Management. Subsequently, I went on to lead the Sales & Customer Retention team in the Midwest.



Founder and CEO, Sales Therapy
Vivek Vanwari

In 2020, I was promoted to lead the Ocean Business Unit. I was responsible for the entire P & L and lead a team of 285 people spread over 13 Branches.

I am very grateful to have had the opportunity to work with very diverse teams, across several cultures, languages and nationalities.

I ran my first 100 KM ultramarathon in 2019, so you can imagine I am a bit obsessed with running. My other passion is traveling and have visited over 75 countries across all continents.

I have been based out of Chicago for the last eleven years, excited about the progress I have made in the last 2.5 years with my own firm and what lies ahead.

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