

Air Cargo Sales Mastery™

Strategies, Systems & Psychology for High-Impact Selling

CLASSROOM TRAINING IN ENGLISH

SALES & CUSTOMER SERVICE



Description



Take your AirCargo sales performance to the next level with this advanced training experience built for professionals ready to lead with strategy, insight, and influence. This course is a core component of the AirCargo Sales Leadership Program - a progressive development journey designed to build the next generation of high-performing commercial leaders in air cargo logistics.

In this expert-level module, you'll deepen your command of strategic selling by mastering advanced tools in competitive analysis, market mapping, and multi-channel sales planning. Learn how to monitor performance, drive productivity, and make data-driven decisions that deliver measurable commercial results. At the same time, you'll unlock the psychological side of sales, gaining insight into behavioral profiling, sales persona mapping, and buyer psychology. You'll build emotional intelligence and persuasive communication skills to increase your impact in high-stakes negotiations and leadership settings. This isn't just training—it's transformation. Designed for experienced professionals aiming to evolve into strategic influencers and team leaders, this course is your next step toward commercial excellence in the air cargo industry. Part of the multi-level AirCargo Sales Leadership Program, this course prepares you for the future of air logistics—where selling is both a science and an art.

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€ 1.950,- p/P excl VAT

🕒 3 DAYS

👤 MIN PARTICIPANTS

aviationnow.academy

Think strategically.
Sell intelligently.
Lead with purpose.

Course location: Europe or in-company
Included: course material, certificate

Learning objectives



- Gain forward-looking insights into current and emerging sales and marketing techniques
- Understand and apply the structured stages of sales strategy using the latest sales leadership frameworks and tools
- Execute advanced sales planning, including identifying and leveraging new and alternative sales channels
- Map and analyze end-to-end processes in air cargo transport - from booking to final delivery - to better align commercial strategies with operational realities
- Build competitive advantage through deep-dive competitor and market analysis
- Evaluate market potential in e-commerce, dynamic pricing, and high-growth sectors
- Optimize customer acquisition and retention by aligning strategies with personal selling styles and behavioral insights
- Develop effective methods for measuring and documenting performance and team productivity
- Explore the role of emerging technologies (e.g., CRM, AI-powered tools, automation) in enhancing sales processes and outcomes
- Strengthen capabilities in customer experience management, transforming interactions into long-term relationships

Target group



- Sales managers, supervisors, and team leaders in air cargo, freight forwarding, or logistics
- Professionals with several years of experience in sales or purchasing roles within logistics, aviation, or global supply chains
- Graduates of the AirCargo Sales Foundations™ course
- Key account managers, business development executives
- Professionals from cross-functional roles

