

Air Cargo Sales Mastery™

Strategies, Systems & Psychology for High-Impact Selling

3 DAYS WORKSHOP | MIN PARTICIPANTS | Available Language: EN+DE

SALES & CUSTOMER SERVICE

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Description

Advance your Air Cargo sales performance with this high-level training designed for professionals ready to lead with strategy, insight, and influence. This course is designed for experienced sales professionals who want to strengthen their strategic capabilities and further develop their commercial impact in the air cargo logistics environment.

In this expert-level training, 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 strengthen their strategic influence and elevate their commercial performance, this course supports the development of advanced sales capabilities required in today's dynamic air cargo industry. It prepares participants to navigate complex market environments – where successful selling requires both analytical thinking and strong interpersonal skills, combined with the ability to respond strategically to changing customer expectations and market developments.

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 Air Cargo Sales Foundations™ course
- Key account managers, business development executives
- Professionals from cross-functional roles

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

Course outcomes

- Analyze air cargo markets and customer segments to develop effective sales strategies.
- Apply advanced strategic selling techniques, including competitive analysis and key account planning.
- Use data-driven insights and modern sales tools to optimize commercial performance.
- Build long-term customer relationships through consultative and value-based selling.

