

Air Cargo Sales Accelerator

A Commercial Excellence Program for Forwarder Sales Teams

3 MODULES à 2 DAYS COURSE | MIN PARTICIPANTS | Available Languages: D E+EN

AIR CARGO SALES & CUSTOMER SERVICE

AVIATIONNOW.ACADEMY

Description

Become a commercially confident air cargo sales professional and gain a clear understanding of strategic air freight positioning, pricing discipline and margin-focused customer engagement. This program is structured around the core commercial capabilities required to sell air cargo proactively, confidently and profitably in a highly competitive and volatile market environment.

Over the course of three intensive modules, you will develop a practical understanding of air cargo economics, capacity cycles, airline yield logic and commercial risk management. At the same time, you will actively apply these insights through real case work, pricing simulations, negotiation exercises and structured peer exchange. You will be equipped with practical tools to identify unrealized air freight potential, structure value-based commercial conversations, protect margins under rate pressure and position air cargo as a strategic solution rather than a transactional service. Through guided reflection, hands-on exercises and executive-level discussion, you will strengthen your commercial clarity, pricing confidence and long-term growth mindset in air freight sales.

Target group

- Forwarder Sales Representatives
- Key Account Managers
- Sales Managers
- Branch Managers with commercial responsibility

Class location: worldwide in-company

Included: course material, executive dinner with evening workshop per module, structured preparation before each module, peer assignments between modules, certificate

Learning objectives

- Introduction to the commercial role and responsibility of air cargo sales within forwarding organizations
- Insight into air cargo market dynamics, capacity cycles and airline yield logic relevant for sales decision-making
- Understanding margin structures in air freight and identifying typical sources of margin leakage
- Acquisition of diagnostic questioning techniques to structure value-based air cargo sales conversations
- Ability to position air cargo confidently within a multi-modal portfolio and identify modal shift opportunities
- Comprehension and application of pricing discipline and margin protection strategies under rate volatility
- Development of negotiation confidence in complex air cargo pricing discussions
- Understanding strategic account prioritization and proactive air cargo growth planning
- Strengthening commercial focus through pipeline management and KPI alignment
- Ability to define and articulate a differentiated air cargo value proposition
- Embedding air cargo as a consistent commercial focus in daily sales practice
- Demonstration of applied competence through case simulations, pricing exercises and executive-level growth presentations

Course outcomes

- **Certified:** Participant demonstrates strong commercial air cargo competence and strategic sales confidence.
- **Certified with Development Actions:** Participant meets the commercial standards with defined individual improvement areas.
- **Further Development Recommended:** Participant requires additional practical application and reassessment to meet program standards.

Each participant receives a written feedback summary with an individual commercial development roadmap and clear next growth actions.

