

# Sales & Digital Logistics Solutions

## Building revenue with digital-first sales excellence

3 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

### Description

Take the next step in your sales responsibility and become a true sales professional with this master course. Strengthen your ability to design and implement advanced sales strategies, lead high-performing teams, and drive sustainable revenue growth in the evolving air cargo industry.

This training provides in-depth insights into competitor and market analysis, productivity monitoring, and performance measurement. Moving beyond traditional sales planning, the course addresses digital transformation in air cargo sales, including digital freight platforms such as Cargo.One and WebCargo, API-driven distribution channels, and online cargo marketplaces. Participants will learn how to position and sell e-commerce logistics solutions and value-added services while developing expertise in customer journey mapping for both B2B and B2C environments. Through lectures, interactive exercises, case studies, and embedded coaching, participants will refine their sales leadership approach and receive peer feedback on their individual strategies. Real-world examples ensure direct applicability to daily business challenges. By the end of the course, participants will be well equipped to meet rising customer expectations, leverage digital sales, and lead modern sales organizations in a data-driven and online market.

### Target group

- Employees in sales management functions and responsibility or with several years of activity
- Employees in sales and purchasing of logistics departments in the shipping and loading industry with several years of activity
- Graduates of the Air Cargo Sales Fundamentals training course

**Class location:** Classroom training in Europe or Dubai, or worldwide in-company

**Included:** course material, certificate

### Learning objectives

- Gain insights into modern marketing and sales techniques for air cargo logistics
- Understand the stage structure of sales strategy and apply advanced leadership tools
- Execute advanced sales planning and discover new sales channels
- Map end-to-end air cargo transport processes from booking to final delivery and apply customer journey mapping for B2B and B2C markets
- Recognize the importance of in-depth competitor and market analysis
- Analyze e-commerce opportunities and pricing models and explore new technologies that support sales processes
- Optimize customer acquisition and retention, including personal selling style analysis
- Document and evaluate sales performance and productivity
- Acquire solid knowledge in customer experience management
- Leverage digital freight platforms and API sales channels (Cargo.One, WebCargo)
- Sell e-commerce logistics solutions and value-added services
- Receive peer feedback on sales strategies and leadership style through embedded coaching

### Course outcomes

- Strong understanding of strategic sales management and commercial performance in the air cargo industry
- Capability to convert market and customer insights into measurable revenue growth
- Applied knowledge of digital sales platforms, e-commerce logistics solutions, and data-driven sales steering
- Catalyst for executive-level sales leadership as Module 5 of the Future Leadership Accelerator Program, reinforcing digital transformation and sustainable commercial excellence

