

# Air Cargo Sales Foundations™

## The Essential Playbook for New Professionals

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

SALES & CUSTOMER SERVICE

AVIATIONNOW.ACADEMY

### Description

**Step into the future of Air Cargo sales with a dynamic, hands-on training experience designed to shape confident and capable sales professionals. This three-day intensive course equips you with the strategic mindset, digital tools, and customer-centric techniques needed to thrive in today's fast-evolving logistics landscape.**

From mastering product positioning and market segmentation to building high-impact sales plans, you'll gain cutting-edge insights and actionable skills to elevate your performance. Through immersive simulations, real-world case studies, and interactive workshops, you'll explore the art and science of air cargo sales like never before. Guided by industry experts and supported by peer collaboration, you'll sharpen your decision-making, optimize your sales approach, and unlock new paths to revenue growth. Whether you're just starting out or pivoting into the air freight sector, this program provides the essential foundation for building a confident, connected, and competitive career in air cargo sales while developing the skills needed to succeed in an increasingly dynamic and customer-driven logistics environment.

### Target group

- Professionals in Air Cargo sales - both field (outdoor) and office-based (indoor) roles
- Staff in logistics purchasing or supply chain management within shipping, freight forwarding, and manufacturing companies
- Newcomers to the air cargo and freight logistics industry seeking to accelerate their learning curve
- Individuals transitioning into commercial roles within logistics, aviation, or supply chain sectors
- Customer service, operations, and support personnel looking to understand the sales dimension of air cargo
- Entrepreneurs or career changers

**Course location:** Europe, or in-company

**Included:** course material, certificate

### Learning objectives

- Gain a strategic overview of the air cargo industry and its evolving distribution landscape
- Decode the unique complexities of selling within the air cargo logistics environment
- Make fast, focused, and structured sales decisions with confidence
- Understand the fundamentals of product management and effective market positioning
- Cultivate a team culture that sparks creativity and collaborative problem-solving
- Design smart, scalable sales strategies using proven techniques
- Get introduced to sales forecasting as a tool for planning and growth
- Explore real-world case studies on lead generation, opportunity management, key accounts, and margin optimization
- Segment markets and customers with precision to drive targeted engagement
- Shift from transactional selling to solution-based value selling
- Embrace customer experience management as a core sales differentiator

### Course outcomes

- Explain the structure and key stakeholders of the air cargo industry and its distribution landscape
- Apply fundamental air cargo sales techniques, including product positioning and market segmentation
- Develop structured sales plans and make informed commercial decisions in air freight markets
- Engage customers with solution-based value selling to support revenue growth in air cargo

