

Air Cargo Sales Leadership Program

A transformative sales journey shaping the future of Air Logistics

15 DAYS DIPLOMA PROGRAM | MAX 16 PARTICIPANTS | Available Languages: DE+EN

AIR CARGO LEADERSHIP

AVIATIONNOW.ACADEMY

Description

Step into the future of air cargo sales leadership and develop the strategic, commercial and leadership capabilities required to shape tomorrow's logistics markets. This immersive 15-day program transforms ambitious professionals into confident sales leaders who combine business acumen, emotional intelligence and digital fluency to drive sustainable growth in a rapidly evolving global environment.

From the foundations of modern air cargo selling to advanced negotiation in the age of AI, the program covers the full commercial value chain - including product innovation, market positioning, customer excellence and data-driven decision-making. Across six interconnected modules, participants learn to think strategically, communicate persuasively and translate logistics capabilities into measurable customer value. Expert-led sessions, real-world case studies, peer collaboration and practical exercises ensure that knowledge is immediately applicable and results-oriented. Exclusive site visits to leading airports and cargo facilities, combined with optional business coaching and personalized profit analysis, extend learning beyond the classroom and support business impact. The program empowers sales professionals to move beyond transactional selling and evolve into strategic leaders who drive performance, build long-term relationships and shape the future of air cargo with confidence.

Target group

- Sales professionals and commercial leaders driving measurable growth in air cargo and logistics
- Executives and managers with strategic commercial roles across airlines, forwarders and logistics
- Business development, key account and marketing specialists strengthening strategy and customer engagement
- Operational professionals and high-potential talents moving into sales leadership and market impact
- Entrepreneurs and digital leaders integrating technology and data-driven selling
- Customer relationship managers focused on long-term loyalty and satisfaction

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

Included: course material, certificate

Learning objectives

- Understand the evolving dynamics of global air cargo markets and their impact on commercial strategy
- Apply modern air cargo sales principles across the full commercial value chain
- Develop strategic positioning and value propositions tailored to complex logistics environments
- Translate operational capabilities into measurable customer value and competitive advantage
- Strengthen negotiation skills by integrating emotional intelligence with data-driven insights
- Lead customer relationships with a balance of commercial focus, empathy and long-term vision
- Integrate digital tools, AI applications and data intelligence into advanced selling strategies
- Navigate e-commerce and digital transformation trends shaping air freight markets
- Analyze market opportunities and identify sustainable revenue growth strategies
- Communicate persuasively and influence stakeholders in complex global environments
- Design performance-driven sales approaches aligned with organizational objectives
- Strengthen leadership confidence to guide teams, shape markets and drive commercial excellence

Course outcomes

- Lead strategic air cargo sales initiatives with confidence, combining commercial insight, negotiation expertise and digital intelligence
- Design and implement value-driven sales strategies that generate measurable revenue growth and long-term customer loyalty
- Translate market dynamics, operational capabilities and customer needs into sustainable competitive advantage

Each participant receives a written feedback summary and individual development roadmap.



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

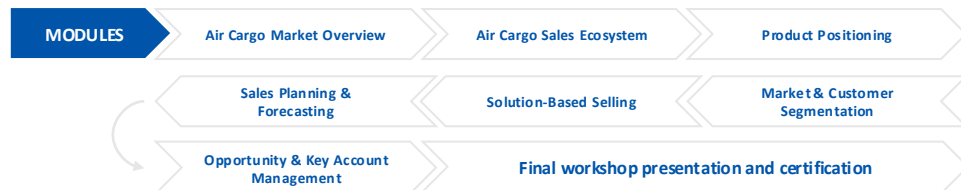
Included: course material, certificate

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



Air Cargo Product Marketing

Turning Logistics Capabilities into Market Success

Description

Shape the Future of Air Cargo Products! Transform logistics expertise into real customer value and innovative ideas into profitable market success. The air logistics industry is evolving rapidly, and those who succeed are the ones who can turn operational excellence into strong commercial opportunities.

This two-day interactive workshop empowers sales, product, and marketing professionals to design, position, and sell air cargo products that truly stand out in today's competitive marketplace. Through live case work, group exercises, and practical challenges, participants learn how to translate logistics capabilities into clear customer value. The course explores what makes a product successful, from understanding customer expectations to shaping service promises, pricing logic, and market positioning that drive growth. Blending creativity with commercial strategy, the program guides participants through the full product marketing journey: identifying market needs, crafting value propositions, and turning performance features into persuasive sales stories. It also uncovers how brand perception, storytelling, and data-driven insights can elevate air cargo offerings beyond the competition. By the end of this highly engaging workshop, participants will leave equipped with practical frameworks, inspiring examples, and actionable tools to lead their organization's next generation of air cargo products.

Target group

- Sales, Key Account, and Business Development professionals in air logistics
- Product and Marketing Managers designing and positioning air freight solutions
- Commercial, Pricing, and Network specialists seeking stronger market alignment
- Anyone eager to link product innovation with sales success in air logistics

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

Included: course material, certificate

Learning objectives

- Understand the full lifecycle of air cargo products from concept and design to launch, positioning, and sales performance.
- Learn how to analyze market needs and translate operational strengths into distinctive, customer-oriented product offerings.
- Explore the structure and selling points of individual air cargo products such as general cargo, express, special commodities, temperature-controlled, and premium services.
- Develop the ability to differentiate products through value creation, service quality, reliability, and brand promise - not just price.
- Gain insight into how pricing, segmentation, and channel strategies influence product profitability and market perception.
- Strengthen commercial storytelling: how to communicate product benefits persuasively to forwarders, shippers, and partners.
- Learn how to coordinate across departments - from operations to marketing - to ensure a consistent and competitive product experience.
- Understand how innovation, digital tools, and customer feedback loops drive continuous improvement in air cargo product portfolios.
- Leave the course equipped with the mindset and methods to build, refine, and sell air cargo products that succeed in competitive markets.

Course outcomes

- Design and position air cargo products by translating operational capabilities into clear customer value and differentiated market offerings.
- Apply product marketing strategies including segmentation, pricing, value proposition development, and persuasive storytelling to strengthen product competitiveness and profitability.
- Collaborate across sales, operations, and marketing functions to develop, communicate, and continuously improve air cargo product portfolios in response to market needs and customer feedback.



Air Cargo E-Commerce Masterclass

Turning Digital Demand into Air Cargo Sales

1 DAY WORKSHOP | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO PRODUCTS

AVIATIONNOW.ACADEMY

Description

Discover how e-commerce redefines air cargo sales! The digital economy is rewriting the rules of air logistics. Those who understand how to turn online shopping trends into air cargo solutions will lead tomorrow's market.

This one-day training delivers an energetic, forward-thinking journey through the world of e-commerce and its transformative impact on the air logistics business. Designed for professionals in sales, marketing, and product development, the course explores how digital retail drives new cargo flows, reshapes customer expectations, and creates fresh sales opportunities across the supply chain. Participants will dive into the real business of e-commerce logistics, from understanding global marketplace dynamics and fulfillment models to recognizing how air cargo networks, speed, and reliability can be positioned as unique selling points. The course combines market insight with sales psychology, helping attendees translate complex logistics capabilities into customer value and competitive advantage. Through interactive discussions, real-world cases, and live trend analysis, attendees learn to connect data with dialogue, crafting solution-based pitches, and anticipating how emerging technologies will redefine service portfolios. The result is a renewed ability to sell smarter, position better, and grow faster in the world's most vibrant logistics segment.

Target group

- Sales and Key Account Managers in air cargo and logistics
- Business Development and Commercial Executives targeting e-commerce clients
- Product and Marketing Managers shaping air freight solutions for online retail
- Anyone eager to boost their commercial edge in digital air logistics

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

Included: course material, certificate

Learning objectives

- Understand in depth how e-commerce has transformed global trade flows and become a dynamic growth driver for the air cargo industry.
- Explore how online retail platforms, digital marketplaces, and new fulfillment models influence networks, capacity demand, and service expectations.
- Learn to identify and qualify e-commerce business opportunities, from cross-border retail to marketplace fulfillment and express parcel flows.
- Develop value-based sales approaches that position airfreight as a critical enabler of fast, transparent, and customer-centric delivery solutions.
- Translate operational capabilities such as speed, network reach, and reliability into persuasive commercial selling points for digital clients.
- Gain insight into emerging technologies, including automation, real-time tracking, data analytics, and AI, and how they enhance product competitiveness and customer experience.
- Learn to use digital intelligence and performance data to target leads, customize offerings, and build long-term e-commerce partnerships.
- Recognize trends in consumer behavior, sustainability, and cross-border regulations that influence the future of e-commerce air logistics.
- Leave the course equipped with the confidence and knowledge to act as an e-commerce ambassador, driving commercial success and innovation within your organization.

Course outcomes

- Understand how e-commerce is transforming global trade and driving new demand patterns in the air cargo industry.
- Identify and develop e-commerce business opportunities by positioning air cargo solutions as fast, reliable, and customer-centric enablers of digital commerce.



Negotiation Next: Mastering Human-AI Dynamics

Redefine negotiation for a world where intuition meets AI

2 DAYS WORKSHOP | MIN PARTICIPANTS | Available Languages: DE+EN+FR+HU

SOFT SKILLS

AVIATIONNOW.ACADEMY

Description

Redefine how you influence, decide, and create value in the age of intelligence. In today's business world, negotiation has evolved far beyond the table, it's a fusion of human insight, emotional intelligence, and digital fluency. The most effective negotiators no longer just read people; they read data, patterns, and intent.

This program equips you to lead in that new reality, where empathy meets analytics and AI becomes your most powerful negotiation partner. Negotiation Next is a two-day immersive learning experience that reimagines traditional negotiation for the era of augmented intelligence. Designed for sales leaders, managers, and professionals in high-impact roles, the course blends the timeless principles of trust, communication, and influence with the latest advances in behavioral science and AI-assisted strategy. Participants learn how to prepare, adapt, and perform in negotiations shaped by fast information flows, hybrid communication channels, and digital decision-making. Throughout this experience, you will explore how to decode human behavior and digital signals to anticipate the other side's needs, use AI-driven insights to prepare and plan effectively, and build trust in an increasingly virtual and data-saturated world. It's about mastering the future of influence - where technology amplifies humanity, and every interaction becomes an opportunity to create lasting value.

Target group

- Leaders, managers, and professionals who negotiate, influence, or collaborate in a digital world
- Sales and commercial experts aiming to elevate their strategic communication and impact
- Anyone seeking to combine human insight with AI-driven intelligence to achieve better outcomes

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

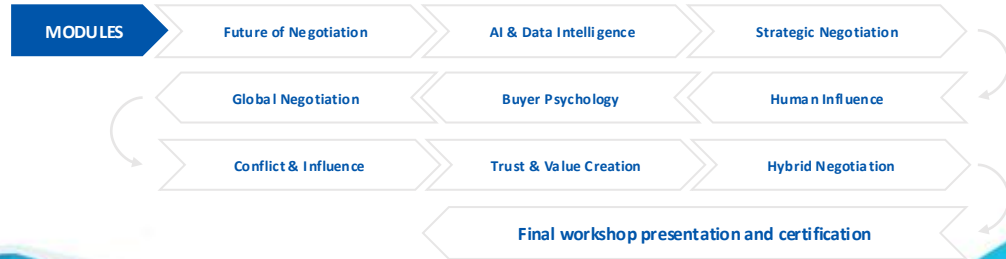
Included: course material, certificate

Learning objectives

- Understand current trends and innovations in negotiation and customer engagement, including the impact of digitalization and AI on sales interactions.
- Gain insight into the latest technologies and analytical tools that enhance preparation, influence, and decision-making in negotiation settings.
- Evaluate the role of AI, automation, and digital platforms in customer communication, deal structuring, and relationship management.
- Develop and implement a modern negotiation strategy that integrates emotional intelligence, data-driven insight, and customer-centric thinking.
- Learn the core principles of high-impact communication and persuasion and apply them to complex sales and partnership negotiations.
- Design sustainable value-creation strategies that strengthen long-term customer relationships and improve retention.
- Consider cultural, social, and behavioral factors that influence global negotiation contexts and cross-functional collaboration.
- Apply conflict management and influence techniques to navigate challenging discussions and reach mutually beneficial outcomes.
- Enhance your personal negotiation and communication style through reflection, feedback, and scenario-based practice.
- Build trust and credibility in hybrid and AI-supported negotiation environments, turning digital tools into enablers of stronger human connection.
- Master how to create adaptive, audience-specific negotiation strategies that deliver measurable business impact.

Course outcomes

- Apply advanced negotiation strategies that combine human insight, emotional intelligence, and data-driven decision-making.
- Use AI tools and behavioral insights to prepare, analyze, and adapt negotiation strategies in complex business environments.
- Build trust, influence outcomes, and create long-term value in negotiations across digital, hybrid, and high-stakes professional settings.



Air Cargo Sales Mastery™

Strategies, Systems & Psychology for High-Impact Selling

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

SALES & CUSTOMER SERVICE

AVIATIONNOW.ACADEMY

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

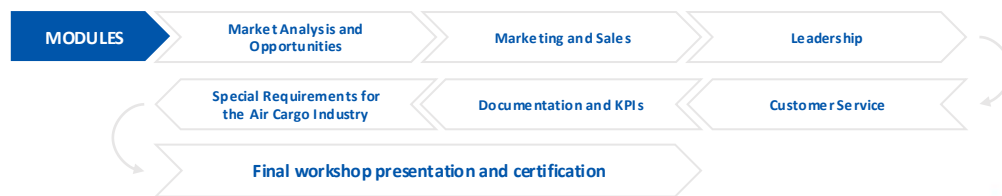
Included: course material, certificate

Learning objectives

- Gain forward-looking insights into current and emerging sales and marketing techniques
- Understand and apply the structured stages of sales leadership using the latest sales framework 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.



Customer Excellence in Air Logistics

Strategies for Sustainable Customer Service

Description

In the dynamic world of air cargo logistics, professional customer service and sustainable customer service strategies are essential for long-term business success. This course provides practical insights into building a modern customer care framework, effective stakeholder communication, and the latest innovations and technological developments in the air cargo service sector.

Through interactive exercises, you will gain valuable insights into proven customer communication methods, digital trends, and strategic concepts. Learn how to enhance customer interactions, not only by reducing complaints but also by strengthening customer loyalty, optimizing service processes, and ensuring long-term success. A special focus will be placed on Neuromarketing in customer service, exploring how psychological triggers influence customer decisions and how you can leverage this knowledge to create stronger emotional connections, improve customer satisfaction, and drive loyalty. Additionally, you will receive a practical toolbox with templates, checklists, and best practices tailored to the daily work of customer service in air cargo logistics. This course equips you with the tools to future-proof your customer service, effectively utilize digital opportunities, and gain long-term competitive advantages.

Target group

- Airlines, Forwarders and GHAs customer service representatives
- Inside sales professionals in Air Logistics
- Employees in sales and procurement within logistics departments
- Professionals who interact daily with customers, partners, or stakeholders
- Managers and team leaders in customer service and support

Course location: training in Europe, or worldwide in-company

Included: course material, certificate

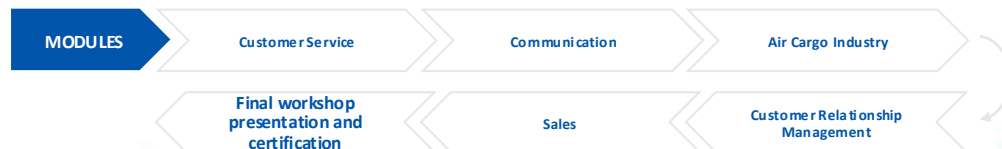
Learning objectives

- Understand trends, innovations, and technological developments in air cargo customer service
- Evaluate the role of AI, automation, digital platforms, and social media in modern customer support
- Develop and implement a modern customer service concept for air cargo logistics
- Learn the fundamentals of excellent customer service and integrate them into daily operations
- Design sustainable strategies for long-term customer retention and relationship management
- Identify customer needs and implement targeted service and experience strategies
- Consider cultural and social factors in customer interactions and global customer expectations
- Develop sensitivity to intercultural differences and adapt communication to diverse audiences
- Apply effective communication techniques in customer interactions and service situations
- Use conflict management strategies to handle challenging situations and escalations professionally
- Analyze and improve your personal communication and conflict resolution style
- Manage customer inquiries efficiently and use complaint management as a tool for customer retention
- Optimize internal and external communication processes in customer service operations
- Deliver successful customer experiences through digital service innovations
- Reflect on your role as a customer service professional and apply tools to improve your own work processes

Course outcomes

- Apply modern customer service strategies and best practices to improve customer satisfaction and operational effectiveness.
- Strengthen communication skills and confidently manage challenging situations through professional and solution-oriented interaction.
- Utilize digital service tools to enhance service quality, streamline processes, and deliver a more efficient and customer-focused experience.

Each participant receives a written feedback summary and individual development roadmap.



Air Cargo Business Coaching

Tailored coaching program for personal development

Description

The **Air Cargo Business Coaching** is a tailored coaching offering designed to support personal development, leadership transformation, and professional growth within the air cargo industry. Each coaching engagement is **individually designed**, ensuring that the content, focus areas, and development goals are aligned with the participant's specific challenges, career objectives, or organizational priorities.

The coaching framework may include elements such as **Business Coaching for Air Cargo Executives and Managers, Leadership Transformation, Talent Assessment, and Strategic Capability Development** providing a flexible and comprehensive approach to leadership development across different management levels.

This coaching is also offered as **Track 7 within selected leadership programs**, including the **Air Cargo Executive Leadership Program, Future Leadership Accelerator Program, Air Cargo Sales Leadership Program** and **Air Cargo Operations Leadership Program**. Within these programs, coaching provides integrated support throughout the learning journey, helping participants reflect on their leadership development and apply new insights directly to their professional environment.

When booked as a **stand-alone coaching program**, the format typically includes **10 individual coaching sessions of 50 minutes each**. Participants work closely with an experienced coach to develop a **personalized development roadmap**, addressing leadership challenges, strategic thinking, communication, and decision-making in the air cargo business context.

Within the **Leadership Programs**, the coaching component consists of **5 hours of dedicated coaching**, included as part of the overall program package. Participants receive structured feedback on exercises and assessments, along with continuous reflection and professional guidance throughout the program. Following the completion of the program, additional coaching sessions can support the **transfer of leadership insights into daily business practice**, ensuring long-term impact and sustainable leadership development.

The coaching can also be delivered as part of **in-company leadership programs**, where it can be integrated into a company's internal leadership and talent development initiatives.

Learning objectives

- Develop a personalized leadership development plan aligned with individual goals or, in the case of in-company programs, organizational leadership priorities.
- Monitor and evaluate their learning progress through structured coaching sessions throughout the program.
- Receive detailed feedback on business cases, exercises, and assessment results to support continuous improvement.
- Work closely with an experienced coach to reflect on leadership challenges and deepen their leadership capabilities.
- Strengthen the transfer of learning into daily leadership practice through targeted follow-up coaching.
- Gain clear insights into their leadership development through a concise summary of achievements and recommended next steps.

Course outcomes

- Develop and implement a personalized leadership development roadmap aligned with individual or organizational objectives.
- Strengthen strategic thinking, communication, and executive decision-making skills.
- Apply leadership insights and coaching outcomes effectively in daily air cargo business practice.
- Track and reflect on leadership development progress through structured feedback and assessment.

Target group

- Participants of the Air Cargo Executive Leadership Program
- Participants of the Air Cargo Sales Leadership Program
- Participants of the Future Leadership Accelerator Program
- Air cargo professionals seeking personalized development support in areas such as leadership, strategic thinking, communication, or team management
- Executives and managers preparing for a new leadership role or organizational transition
- In-company talent identified for leadership development as part of internal programs
- Individuals looking for coaching support on specific challenges, outside of a structured training program

Class location: Online or In-House

Included: coaching material, certificate