

3PL Sales Success in 2019 – Crushing Your Sales Goal

The Ultra-Competitive 3PL Market

- Shippers Are Taking Charge of the Buying Process
- Supply Chains are More Sophisticated and Complex
- Competition is Global, not Local
- New Business Models, New Technologies and New Investors

Differentiating Your Product

- Your product includes service, people, messaging, information, branding, content, and specialization

Reducing Sales Cycle Time

- Eliminate wasted time and effort
- Standardize processes and sales materials
- The buying process begins online
- Potential customers are conducting research online which means you need to develop messaging that is consistent throughout the sales process
- Develop content that positions you as an expert, thought leader, and a specialist in their problem
- Digital first

Getting More Sales Leads

- Dedicated lead generation
- Many industry leaders are using sales development representatives (SDRs) to ensure a steady flow of good quality leads
- Build an ongoing relationship with your market
- By building a 3PL sales platform, savvy companies can communicate their expertise to their industry, customers and prospects
- What is a 3PL Sales Platform?
- A sales platform is a combination of strategies that includes web presence, content marketing, content distribution and lead capture / nurture
- A sales platform enables 3PLs to build their credibility, get more leads, better leads and ultimately close more sales
- Why a 3PL Sales Platform?
 - Visibility
 - Communication
 - Be seen as an expert
 - Build a tribe

- Sell more
- Content marketing builds credibility
 - “Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action” – Content Marketing Institute
- Share content via social media
 - The Big 4. When it comes to logistics and transportation, the 4 most important social media platforms in order are:
 - LinkedIn
 - Twitter
 - YouTube
 - Facebook

Developing 21st Century Sales Skills

- Understanding sales strengths and blind spots
- In a rapidly changing market, you must be self-aware and prepared for change
- Willingness to adapt begins with self-awareness
- Leverage personal branding
 - Understanding how others see you
 - First impressions are often made online (digital first)
- Recognizing different temperaments and adjusting your communication
 - There are 4 different temperaments and you should try to adapt your communication style based on your prospect’s temperament
 - Traditionalists
 - Experiencers
 - Conceptualizers
 - Idealists
- Become a recognized expert
 - When trying to solve a problem, people don’t Google “salesman”
 - People search the web looking for people who can solve their problem