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FIRST DAY. TIME ZONE (EEST).

18:00-18:30	**INTRO**
18:30-19:00	• Roadblocks • Sales myth-busting • What's the difference between the logistics sales process from other services • Why the upcoming 12 months will be the best and what to do next • What 3 options do you have for selling more
19:00-19:40	**First differentiator. Understand your customer** • What's happening in the shipper's world? • Definition of an excellent logistics service • The buyer's journey • Buyers psychology • Real-life procurement of Logistics services stories • Overview of shippers poll. The best ways to approach shippers and what are the best channels to communicate with them
19:40-19:50	**SHORT BREAK**
19:50-20:30	**Second differentiator. Sales process** • What kind of sales process do you use? • New business developement • Procurement of logistics services overview • Great sales process attributes
20:30-21:30	**Prospecting** • Goals • Mistakes • Time blocking • Time-saving tips • Best practices • Pre-qualification • How to overcome the "Gate Keeper "?

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21:30-21:40	**SHORT BREAK**
21:40-22:10	**The best "Gate keeper "avoidance practices. LIVE Q&A**
FIRST DAY ENDS	

(Look for more on the next page).

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SECOND DAY. TIME ZONE (EEST).

18:00-18:15	**Registration**
18:15-18:30	**First days reflection**
18:30-19:30	**The first connection with the DM** • Mistakes • Goals • Short-term and long-term plan • Dealing with the objections • Omni meeting arrangement model • How to create value with each touch
19:30-19:45	**SHORT BREAK**
19:15-21:00	• Time blocking model • Not boring prospecting message • Initial objection handling • Best Practices
21:00-21:15	**SHORT BREAK**
21:15-22:30	**Getting the meeting's best practices. Live Q&A**

SECOND DAYS END

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THIRD DAY. EEST TIME ZONE

18:00-18:15	**REGISTRATION**
18:15-18:30	**SECOND DAYS REFLECTION**
18:30-20:00	**DISCOVERY** • Goals • Mistakes • Successful meeting structure • Discovery model • Be different
20:00-20:15	**SHORT BREAK**
20:15-21:30	**PROPOSAL/NEGOTIATIONS** • Goals • Mistakes • Easy applicable negotiations model • SPOT negotiations model
THIRD DAYS END	

(Look for more on the next page)

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FOURTH DAY. EEST TIME ZONE

18:00-18:15	**REGISTRATION**
18:15-18:45	**THREE DAYS REFLECTION**
18:45-19:45	**THE CLOSE** • Goals • Mistakes • Best Practice • Long term plan
19:45-20:00	**SHORT BREAK**
20:00-21:30	**Third differentiator: Communication perfection** • Extraordinary commercial proposal • Good and bad examples • Selling via email • Seling on LinkedIn
21:30-21:45	**PERTRAUKA**
21:45-23:00	• Extraordinary Linkedin profile • Good and bad communication examples on LinkedIn • Using trigger moments on LinkedIn • What technologies to use to put your Linkedin Outreach automated

FOURTH DAYS END

(Look for more on the next page)

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FIFTH DAY. EEST TIME ZONE

18:00-18:15	**REGISTRATION**
18:15-20:00	**LIVE Q&A**

A LOGISTICS SALES NINJA IS BORN. THE END