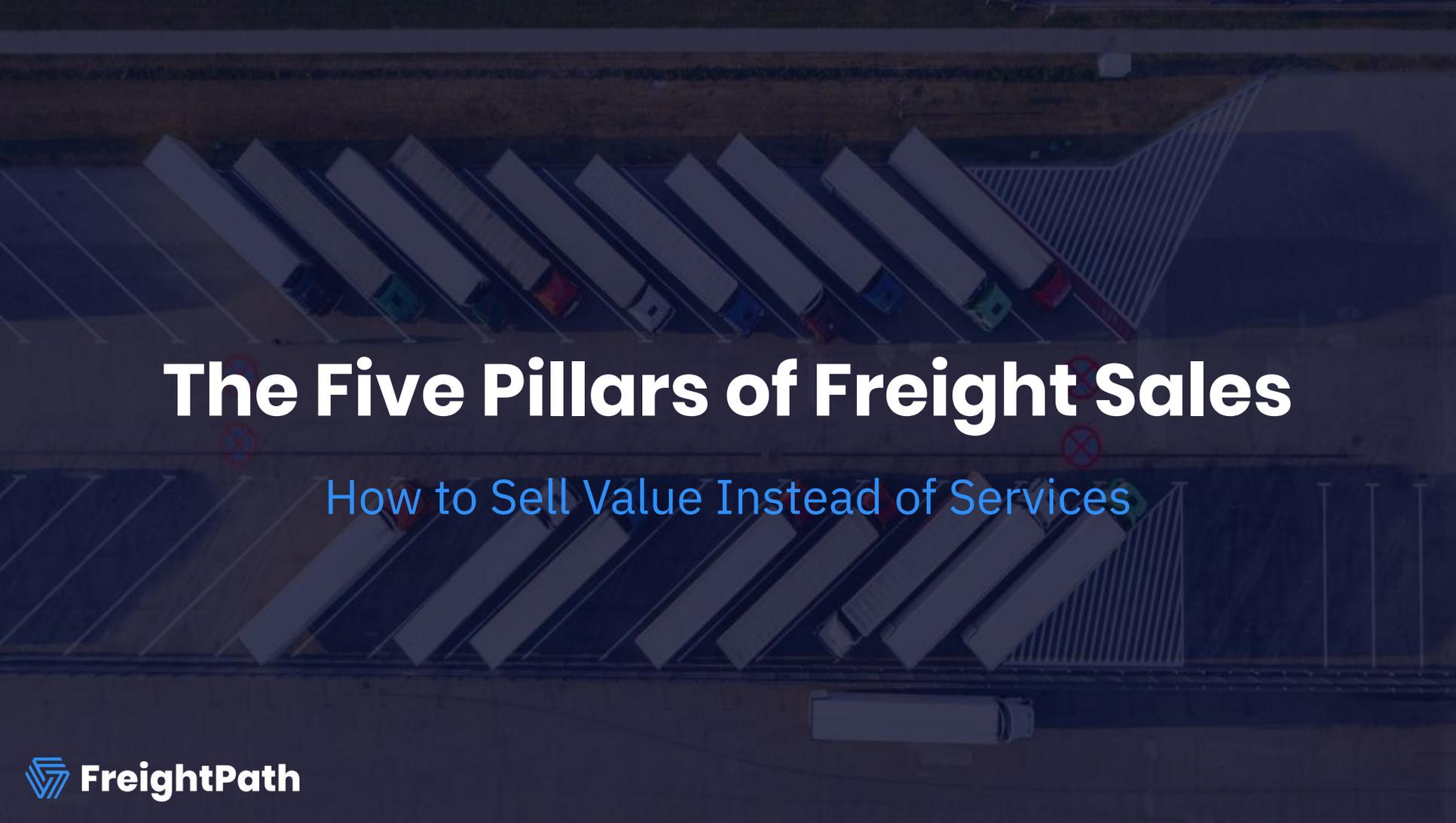




The Webinar Will Start Soon



The Five Pillars of Freight Sales

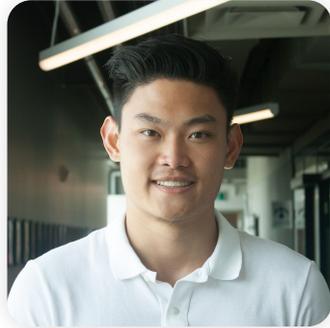
How to Sell Value Instead of Services

Agenda

- Your hosts - Our background
- Gaining a background understanding
- Seeing value instead of service
- Using Perspective to your benefit
- Telling a Compelling Story
- Selling a Complete Package

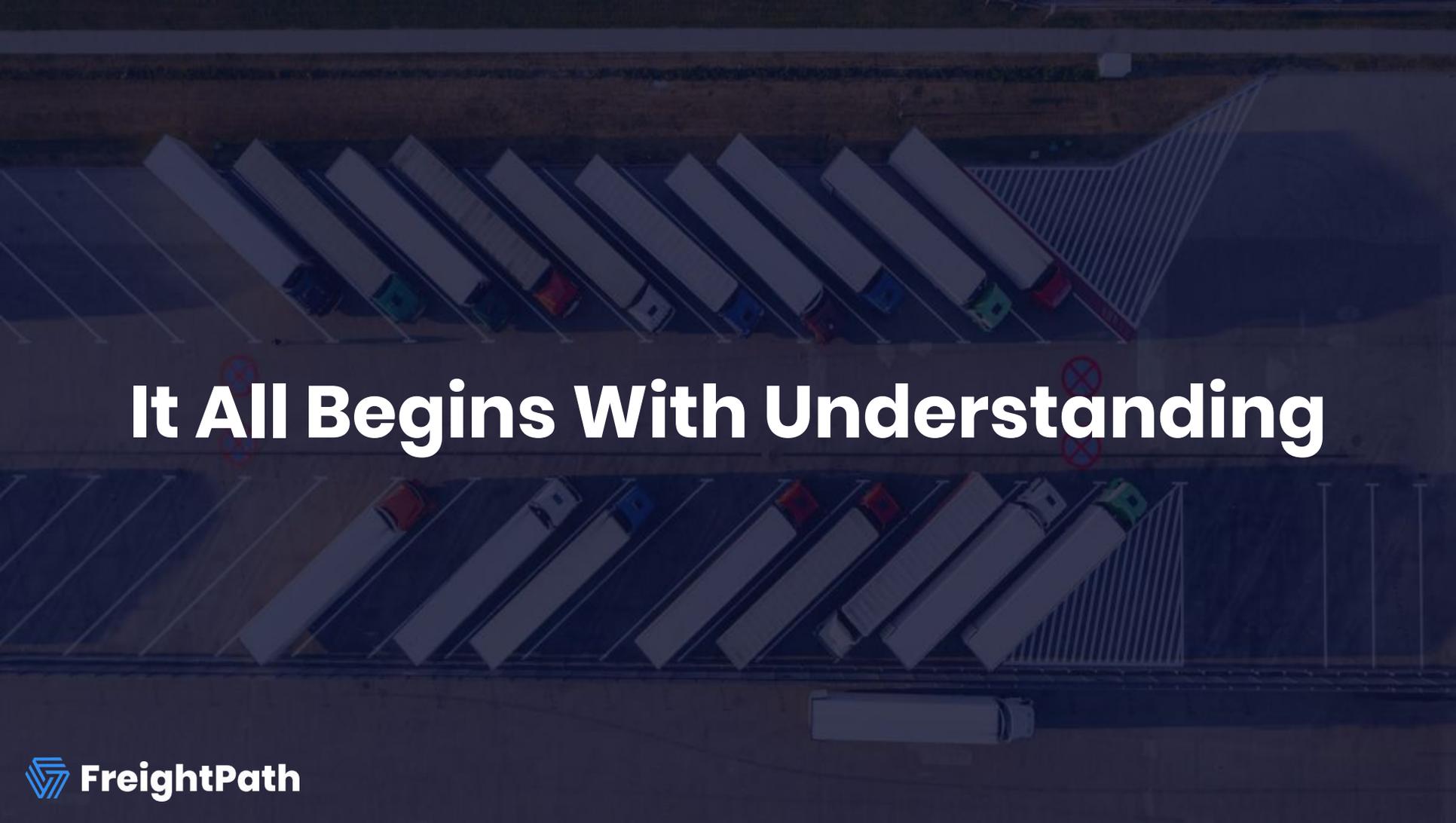
Your hosts

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An aerial photograph of a truck parking lot, overlaid with a dark blue semi-transparent filter. The lot contains several white semi-trailers parked in two rows. Two red 'X' marks are placed over specific parking spots in the top row, one on the left and one on the right. The text "It All Begins With Understanding" is centered in white.

It All Begins With Understanding

Start With Understanding

- Transportation at its core is a *commodity industry*
- Understanding your *Ideal Customer Profile (ICP)*
 - What does their daily routine look like?
 - What do they love/hate about their job?
 - How will they be compensated by their employer?
 - Who are they competing with?



But What About My Service?

Forget Services – Think Value

- Understanding your value
 - What's your WIIFM (i.e. what's in it for me?)
- Bringing multifaceted value
 - “Painting a picture”
- Change your mindset
 - Less “what can I do for you”
 - More “what can you get from me”

An aerial photograph of a large parking lot filled with semi-trucks, viewed from a high angle. The trucks are parked in neat rows, and the lot is marked with white lines. The image is overlaid with a semi-transparent dark blue filter. In the center, the text "Keeping It Big Picture" is written in a bold, white, sans-serif font. There are also four red 'X' marks, two on each side of the text, positioned over the parking lines.

Keeping It Big Picture

Think Big Picture

- What are the goals your prospects are trying to achieve?
- Why did they answer the call?
- How are they putting out fires right now?
- Focus on helping first, selling tomorrow
 - Consultative selling mindset



Make Them The Hero

Telling a Compelling Story

- Make your prospect the hero of the story, not you
 - They're the knight in shining armor, you're the horse
- Being a person instead of a corporation
 - Have a personality and identity
 - HBR: 25% of the reason why people buy is because of the seller
- Relationships are built on trust
 - Using emotion without being emotional

An aerial photograph of a parking lot filled with semi-trucks, viewed from a high angle. The trucks are parked in two parallel rows, angled towards the center. The image is overlaid with a semi-transparent dark blue filter. In the center, the text "Putting It All Together" is written in a large, white, sans-serif font. On either side of the text, there are two red circular icons with a white 'X' inside, positioned at the corners of the text area.

Putting It All Together

Sell The Complete Package

- Not the same as “selling everything”
 - Qualification and “saying no” are more important than ever
- Value + Perspective + Trust > Commodity
- Be a consultant, not a used car salesman
 - Untrusted pushing vs trusted pulling



Sell Value Instead of Services

Q&A Session

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