



Pre-Sales Research Training

The first pre-sales research program developed jointly by

social media and logistics professionals specifically for logistics and freight forwarding industry.

For more information, please contact: gileadlogistic@bigpond.com or www.gileadlogistic.com

Introduction

The ability to connect with clients, partners, employers and build up relationships is a vital skill. The optimum direction to take for your selling journey, however, can only be found by employing the best set of pre-sales research skills & tools available.

Sales people are doing less cold calling and now need to precisely target the connections that will pay the highest sales success dividends. Sales people must still, however, find emerging business and make connections into new customer organisations. This requires some warmth to be injected into their sales leads and their network connections. To maximise success, the sales person must target both organisational and personal strengths in their pre-sales strategies.

Having the capacity to mine BIG DATA effectively, and employ sourcing surveillance techniques, can provide focused research that generates significant increases in the performance of the logistics and freight forwarding industry sales team.

“Industry knowledge” today can mean far more than having spent long periods of time picking up information by chance. Investing in research and surveillance skills, and deploying trained people that have absorbed tactical industry inputs, can unveil far greater emerging business opportunities for logistics and freight forwarding organisations than legacy intelligence alone could achieve.

Understanding the emerging “Mechanics of Research and Surveillance”, will also help unlock connections and opportunities closer to real time for emerging business. Being there first matters.

In this program we are adding a new dimension to the pre-sales environment thus creating an effective and high return tool for today’s logistics industry.

Overview

The Pre-Sales Research Training Program develops the set of skills required for conducting effective pre-sales lead generation and decision maker surveillance. It affords general managers in the freight forwarding and 3PL business the opportunity to direct a tactical means of focusing the sales organisation on opportunities that provide the best returns.

We provide the best online research techniques for business development and adapt them to the transport and logistics industry. The training content deeply explores internet search and social media derived potential. The techniques employ concepts and technologies that allow our trainees to put them to work generating short punchy sales lead based campaigns that are aligned with organisational sales objectives.

Our training is delivered by a sourcing specialist with 7 years of online research experience and 20+ years of corporate research in general.

The training program includes a series of 4 webinars delivered weekly, and separately incorporates up to 2 hours of consultation by email/skype/phone with the trainer in respect of revising and tuning the assigned applied sales lead generation training project. This project will be delivered by attendees based on theory learnt during the webinars. Training also incorporates live demonstrations of research techniques in action and attendees will see exactly how it is done.

The Pre-Sales Research Training Program combines best practices, knowledge, and experience from multinational freight forwarding, courier and shipping companies with the skill sets derived of professional consulting & marketing research.



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The program design and content has been carefully reviewed to match specifics of medium sized local and global businesses.

Training agenda is a mixture of theory, practice exercises, offline brainstorming, and simulation modelling.

Group size is limited with 12 participants.

Objectives

1. Develop skills required for conducting effective lead generation research.
2. Enable industry focused approach to the research strategy and sales lead delivery.
3. Acquire knowledge of social intelligence tools to be included in the lead generation process.

What is different about this program?

1. This is the first program on the market that incorporates pre-sales sourcing skills, surveillance skills, semantic text search tradecraft skills, and social media technical skills in a single program.
2. The program has been created and delivered by logistics industry professionals. This program's passes on the same skill set employed by Gilead when delivering their bespoke research product for sales campaign and trade lane sales lead generation to major freight forwarding and logistics industry clients.

The Course Delivers

1. Structured approach to the research process.
2. Skills required to conduct online and social search.
3. Localisation of the research techniques applied to attendee's needs and strategies.
4. An overview of tools used for sales intelligence and applied to business development.

How Do I Benefit?

1. Acquire hands-on tips to boost productivity and results in business development.
2. Enhance your professional credibility and network with potential clients.
3. Replace Cold Calls with Warm Calls based upon business and social intelligence derived of research and surveillance.

What will I Learn?

1. **Sourcing & Search Engines**
 - Scoping the Project - Company Name Sourcing
 - Search Engine Introduction & Features
 - Boolean x Advanced Search
 - Language Semantics and Hierarchy
 - Using Domains and Locations
 - Add-ons and other helpful tools



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2. Sourcing Applied to the Transport/Logistics Industry

Transport/Logistics Sales Lead Keywords and Phrases
Applying Possessive Forms
Constructing Search Strings
Building Upon Past Winning Search Strings/Alerts
Parsing Results
Organising Information and Project Documentation

3. Sourcing with LinkedIn

How to / Handouts - Creating and Managing Your LinkedIn Account
Building Professional Networks
X-Raying People Not in Your Network
Finding and Following Companies
Uncovering Decision Makers
Uncovering Client Organisational Fabric
Creating and Saving Search Strings in LinkedIn

4. Social Media & Market Intelligence Tools

Applications in Business Development
Qualifying Information from Search Engines
Analysing Peer Groups for New Lead Generation
Participate of/engage with industry groups, networks and communities
Review of Content & Practical Project
Wrap Up & Final Questions

Further Learning and Advance Extensions

1. Cold/Warm Calling Technique

Who Should Attend?

1. Field sales professionals
2. Key account managers
3. Customer service and rising star managers

Who Is The Training Content Provider?

1. Gilead Logistic Services, a professional market research company established in 2006 designs and delivers the course content.
2. More detail is available at www.gileadlogistic.com/

Pre-requisites

1. Minimum 6 months of sales departmental experience or 12 months customer service exposure
2. English language
3. Solid industry knowledge
4. Laptop with microphone & private space