

NORTHEAST ASSOCIATION OF RAIL SHIPPERS

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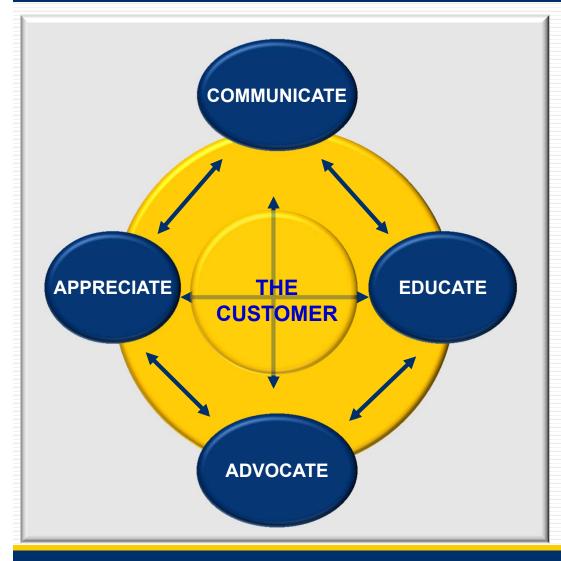


# LOGISTICS AS "WE" SEE IT

# SALES: A RAILROAD PERSPECTIVE



## THE SALES FRAMEWORK



- The drivers of the framework should be ongoing and rhythmic.
  - A break in the cycle can jeopardize credibility, effect the customer experience
- Communication and Education must transcend beyond our customer's Logistics Departments
  - Transportation is real!
- Advocating requires balance
  - Tempering our customer's needs with our own
- Appreciate the outcome
  - Strive for win-win



# SALES MANAGEMENT DOES NOT STOP AT "SALES"

- PROBLEM SOLVERS
  - SERVICE
  - BILLING
  - CLAIMS



- EDUCATORS
  - POLICIES / REGS.
  - TARIFF CHANGES
  - NEW TOOLS



- OPPORTUNITY SUPPORT
  - EXPERTISE
  - ALTERNATIVES
  - ACCESS



- SAFETY AWARENESS
  - TRAINING
  - COMMUNITY SUPPORT
  - LEADS





### HOW CAN WE HELP EACH OTHER?

#### US

- Sales can be your shortcut through a complex organization
- Proactive and frequent communication

#### YOU

- Provide accurate forecast information
  - Effects allocation of resources
- Take advantage of our tools
  - Ask for help!

#### **TOGETHE**

