



NORTHEAST ASSOCIATION
OF RAIL SHIPPERS

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HOW TOMORROW MOVES



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!

TOGETHER

