



MODULE 1

WHY SALES

EXCELLENCE PROGRAM



HERE TO CONNECT

STRUCTURE OF THE ALL TRAINING

1

Why Sales Excellence Program?

2

The Sales Excellence mindset & CER

3

Strategic goals & health status

4

One pager



BEFORE STARTING THIS SESSION...

What do you expect from these sessions?

What do you know about the Sales Excellence Program?



THIS SESSION....

Hosted by:

Julia Dragone



Project management
intern Sales Excellence
Program

Subject expert:

Nina Smiljanic



Inside Sales Benelux

PITCH



Sales Excellence Program

[noun]

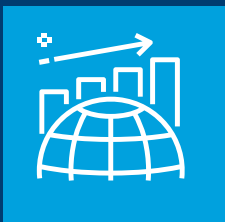
**Deepen your relationship with the customer.
Invest in your own personal development.
Lead the market.**

WHAT IS THE SALES EXCELLENCE PROGRAM?

The Sales Excellence program:



It is a training and program for sales managers, inside sales and their management



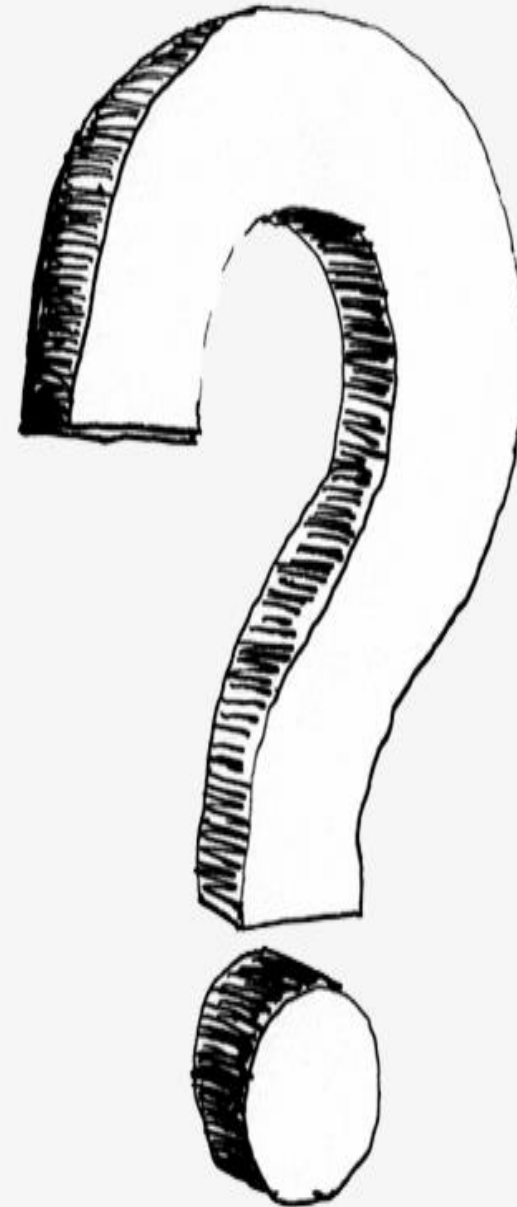
Aims to continuously improve the performance of our whole sales organisation: people, processes and tools



Creates a learning environment in which our sales professionals can grow professionally and learn to get the most out of their contacts with customers and colleagues.

**THE GOAL OF THIS
MODULE IS TO...**

**Explain the reason why
YOU need the Sales
Excellence Program**



WHAT ARE THE BENEFITS?

- Uniform way of selling
- Organize sales strategy (structure)
- Customer relations (staying in touch)
- Customer engagement
- Communication (e.g. handover, share knowledge)
- Enhances productivity
- Maintains a record
- Global strategy in a local way



**ONE OF THE MAIN
BENEFITS:**

**YOU ARE TRUSTED BY YOUR
CUSTOMERS**

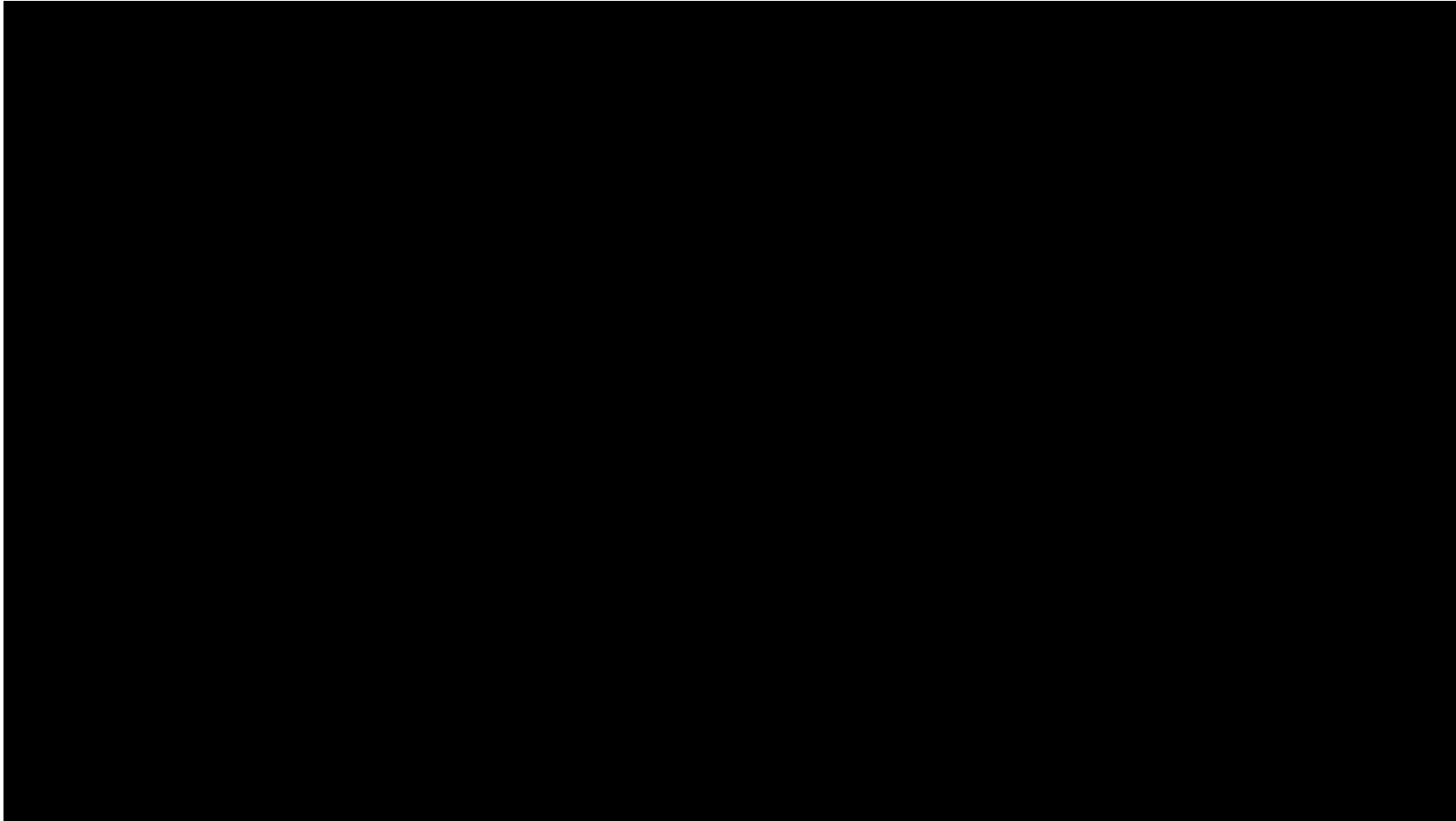
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HOW WOULD YOU IDENTIFY TRUST?



TRUST IN THE SALES PROCESS



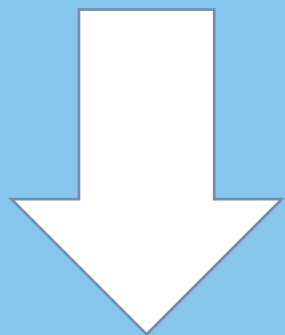
<https://www.youtube.com/watch?v=SnM04xMLnec>

MAIN INGREDIENTS OF TRUST:

- Professional work attitude
- Human approach
- 100% follow-up on discussions
- Customers appreciate SM's opinions
- Easily accessible



**KNOWLEDGE & STRUCTURE
& PROFESSIONALISM**



TRUST



LET'S HEAR IT FROM OUR COLLEAGUES

How does the Sales Excellence Program
help sales managers & inside sales in their
work?



**DO YOU HAVE ANY
OTHER QUESTIONS?**



SALES EXCELLENCE TOOLBOX

One Pager

Structure your customer meetings via the “one pager”

- Share a structured agenda before the meeting
- Share clear minutes with agreed decisions and actions after the meeting

Every customer meeting is recorded on Salesforce via the one pager.

Customer Engagement Roadmap



Customer Health Status





MODULE 2

SALES EXCELLENCE

MINDSET & CER

PREVIOUS SESSION...

- The WHY of Sales Excellence Program
- Concept of trust



THIS SESSION....

Hosted by:

Julia Dragone



Project Manager intern Sales
Excellence Program

Subject expert:

Andrew Galloway



Account Manager United Kingdom

SALES MINDSET

**What comes in your mind when you hear
“Sales mindset”?**

SALES MINDSET

Foundation of success in sales

Having a sales mindset rooted in positive thinking is what ultimately drives sales people to see opportunities for selling where others may not.

The right mindset will also keep you:

- agile
- open-minded to change
- ready to pivot when things don't go as planned



SALES MINDSET



<https://www.youtube.com/watch?v=koeK9BLxCo&t=11s>

SUCCESSFUL SALES VALUES

1

Independence

2

Courage

3

Pride

4

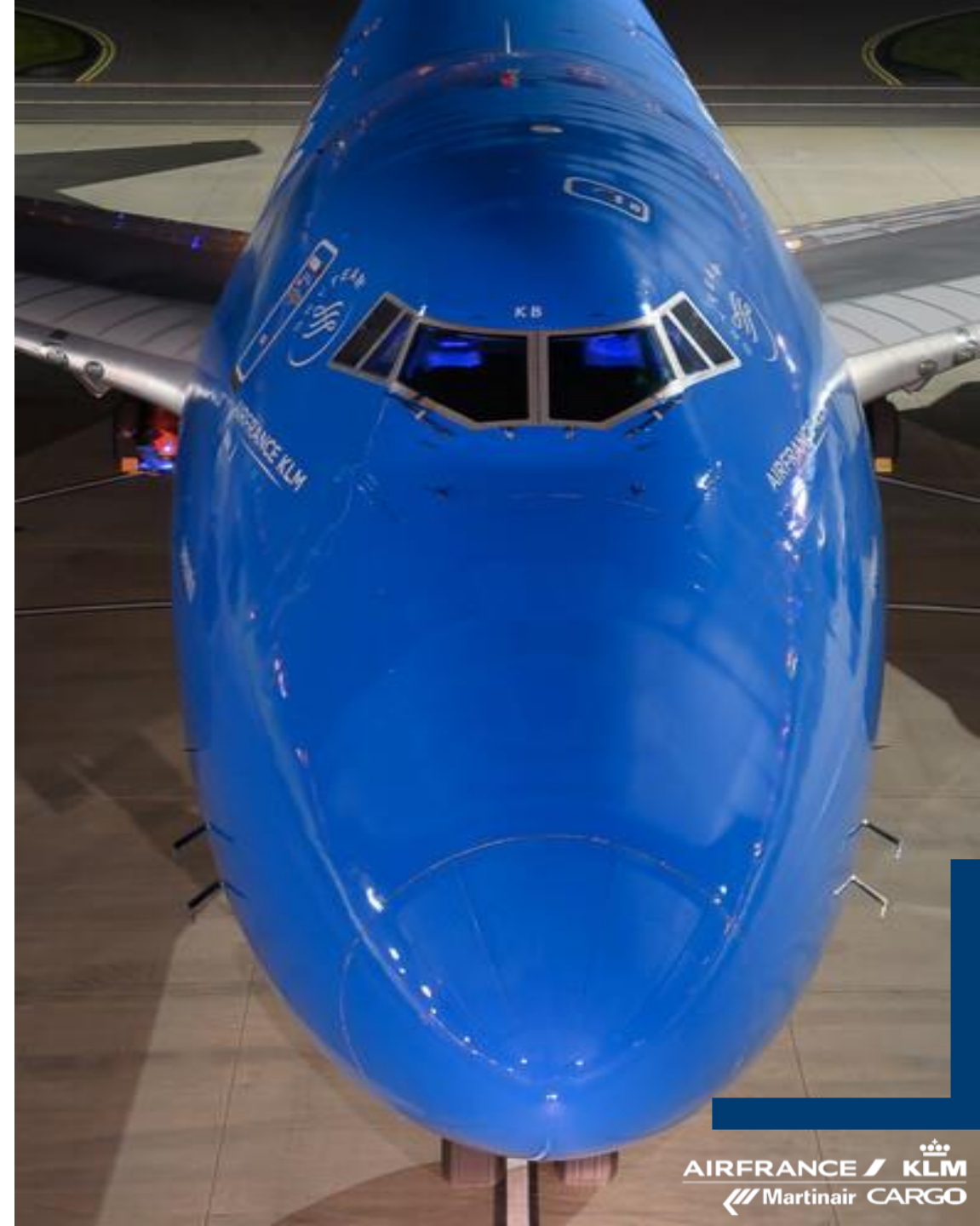
Creativity

5

Confidence

6

Honesty



STRUCTURE



What?

CUSTOMER INFORMATION



What?

CUSTOMER INFORMATION



KUEHNE+NAGEL



The customer's

- Core Business
- Major Partners
- Strategic Direction
- Initiatives
- Major Competitors
- Partners
- Major Customers
- Changes in Market
- Overall Objectives
- Potential Challenges

Why?

CUSTOMER INFORMATION

- The customer's strategic direction
- Your understanding of the customer's business objectives and initiatives
- Major market changes effecting the customer in their business

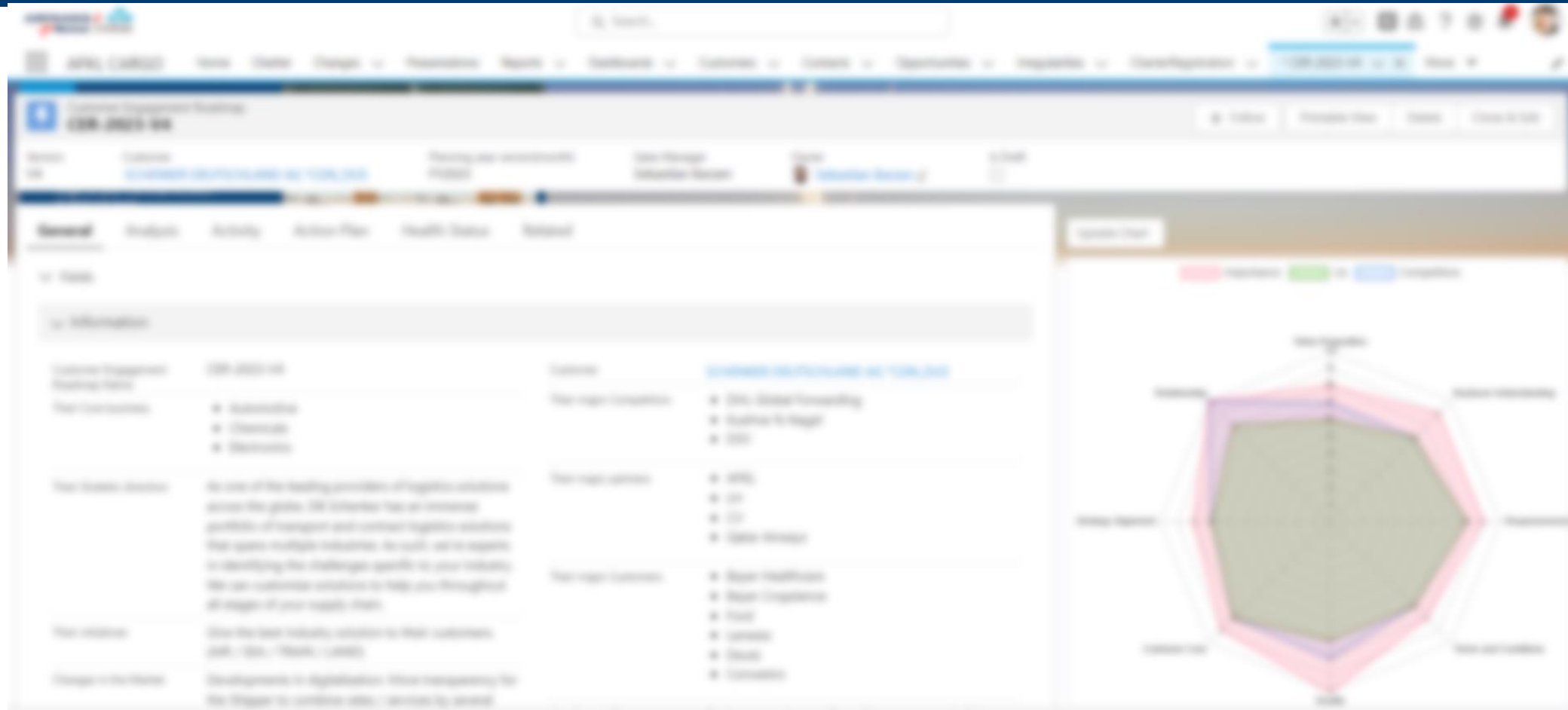
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Where?

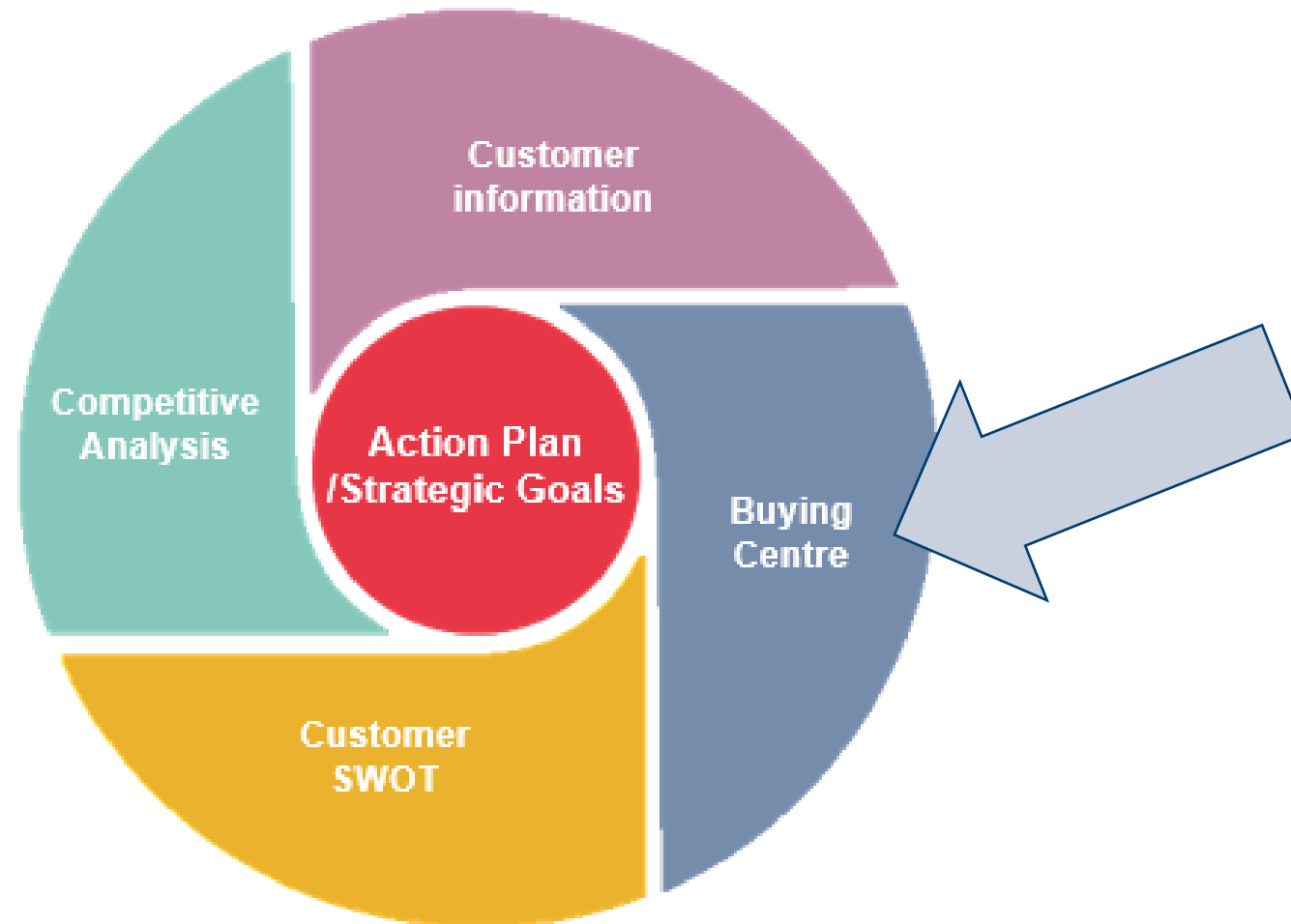
CUSTOMER INFORMATION

EXAMPLE ON SALESFORCE



Where?

BUYING CENTER



Why?

BUYING CENTRE

- It allows sales managers to target the right person to achieve their goals
- Useful to understand customer's structure
- Gives ground to engage with customers



Definition: Buying Center

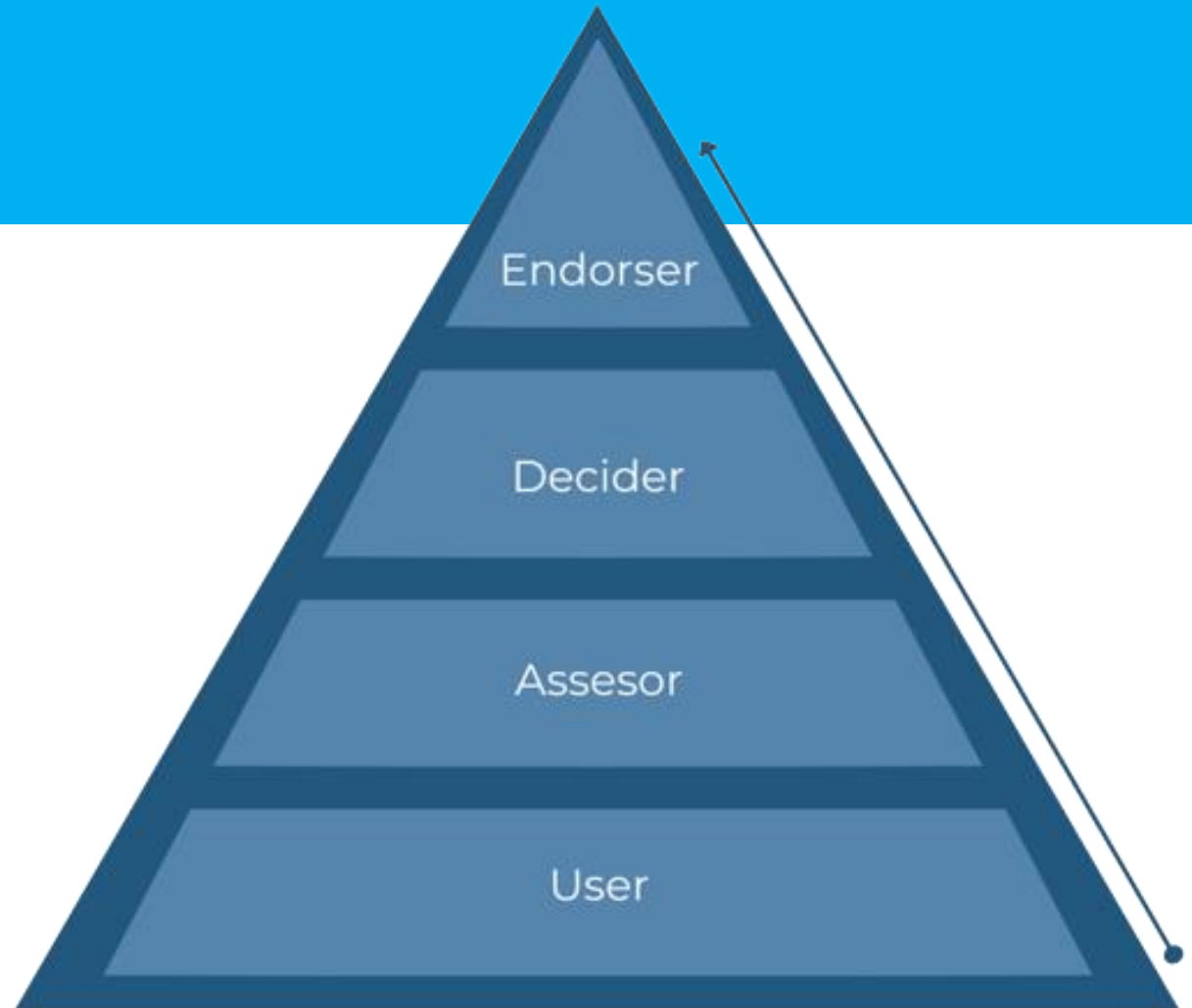
Anyone in the organization who could have a positive or negative impact on our ability to win business



What?

BUYING CENTRE

- Identifying and aligning with all roles is critical for success
- Roles can be specific to an opportunity, but are the same for similar opportunities



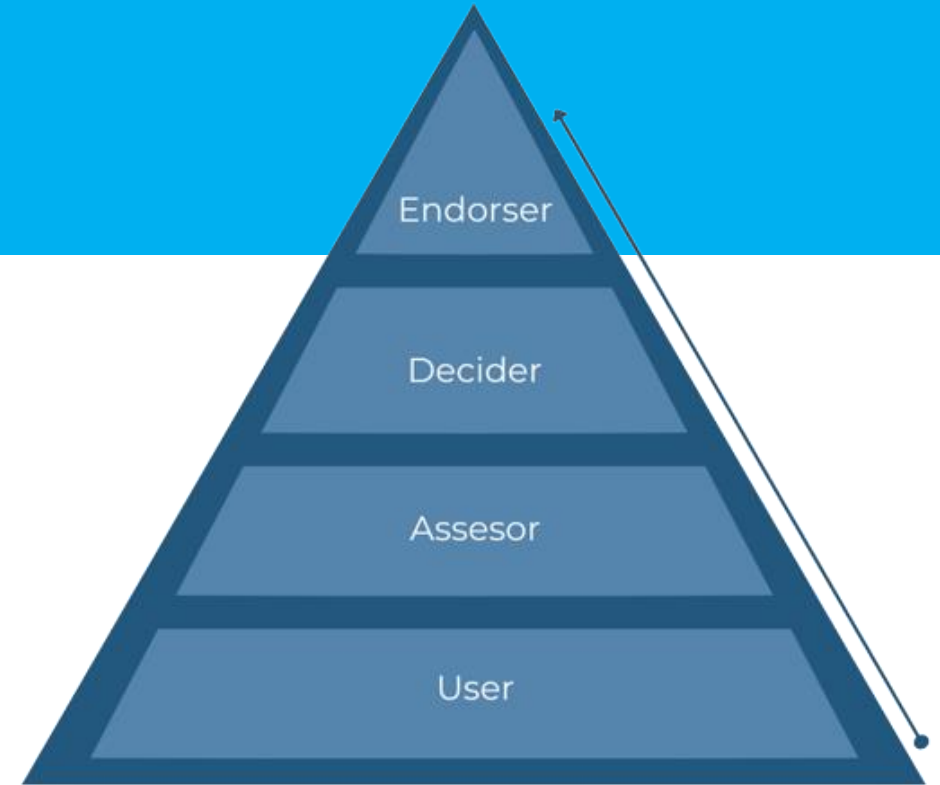
What?

BUYING CENTRE ROLES

ENDORSER

Gives final approval before the organization commits

- Can be an individual or a committee
- Holds the highest position in the customer's organization for our opportunities
- Endorses the solution recommendation
- Has the authority to increase or decrease the budget



Potential Issues



- Your proposal lacks a cost justification
- Higher priority of other projects in relation to yours
- Relying on other buying center members to pass the right message to the Endorser

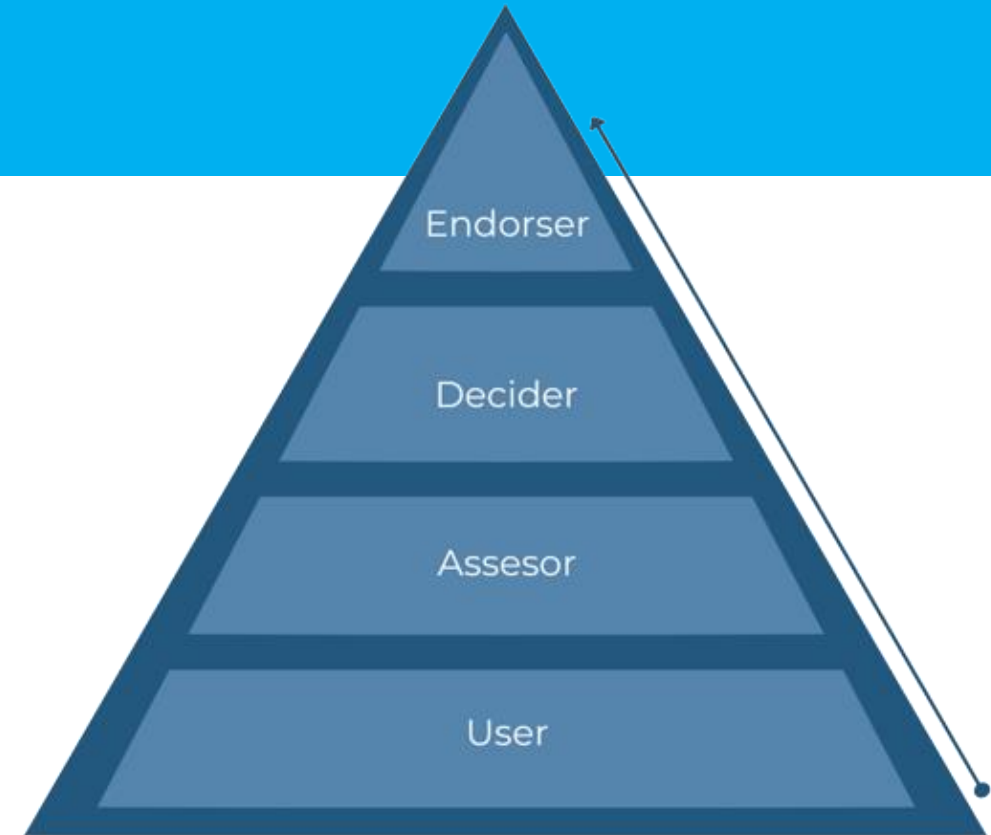
What?

BUYING CENTRE ROLES

DECIDER

Makes the 'solution decision'

- Can be an individual or a committee
- Submits the preferred solution to the Endorser for approval
- Controls the project budget
- Is responsible for project success



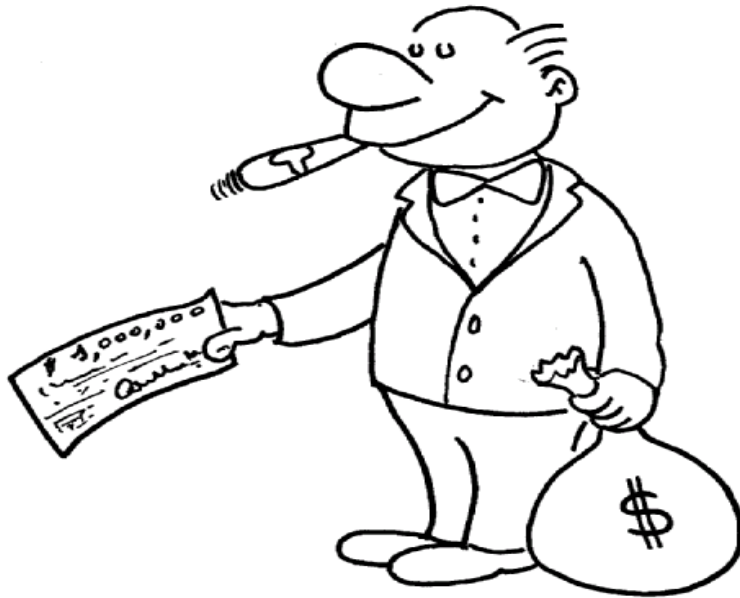
Potential Issues



- Confusing the solution decision with project decision

What?

BUYING CENTRE ROLES



ENDORSER



DECIDER

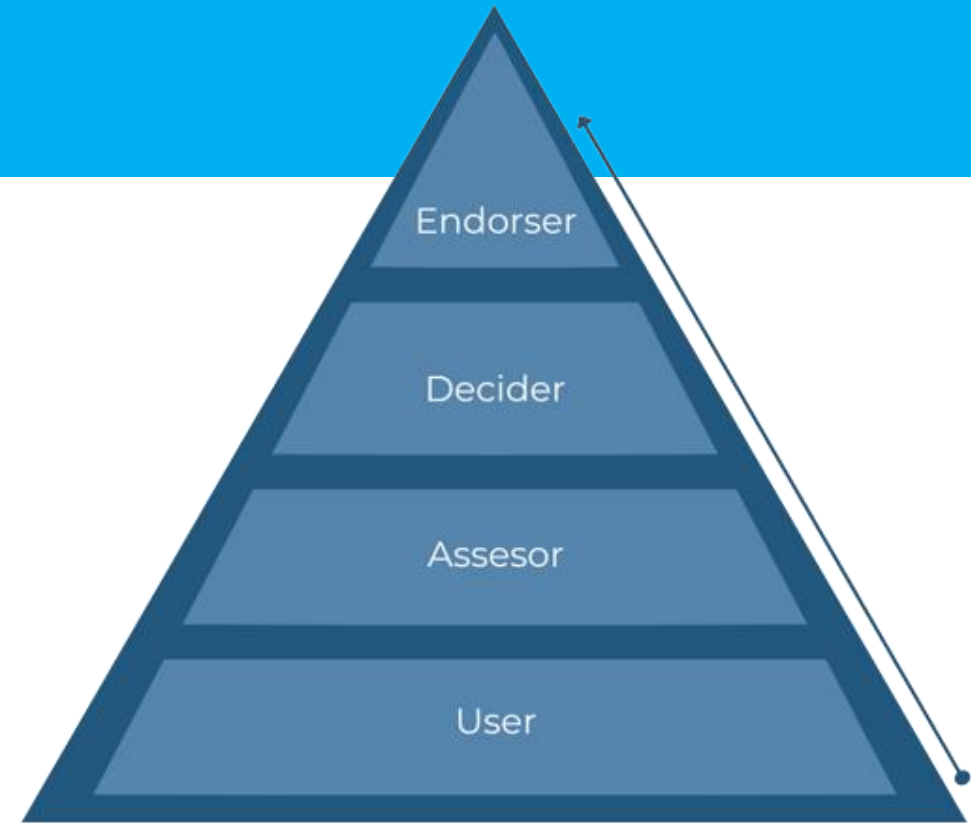
What?

BUYING CENTRE ROLES

ASSESSOR

Responsible for evaluating alternatives to our solution

- Have their opinion solicited based on specific expertise
- Make unsolicited recommendations based on personal relationships
- Can say no
- Are the easiest entry point to the Buying Center but it is hard to work up from them to Deciders and Endorsers

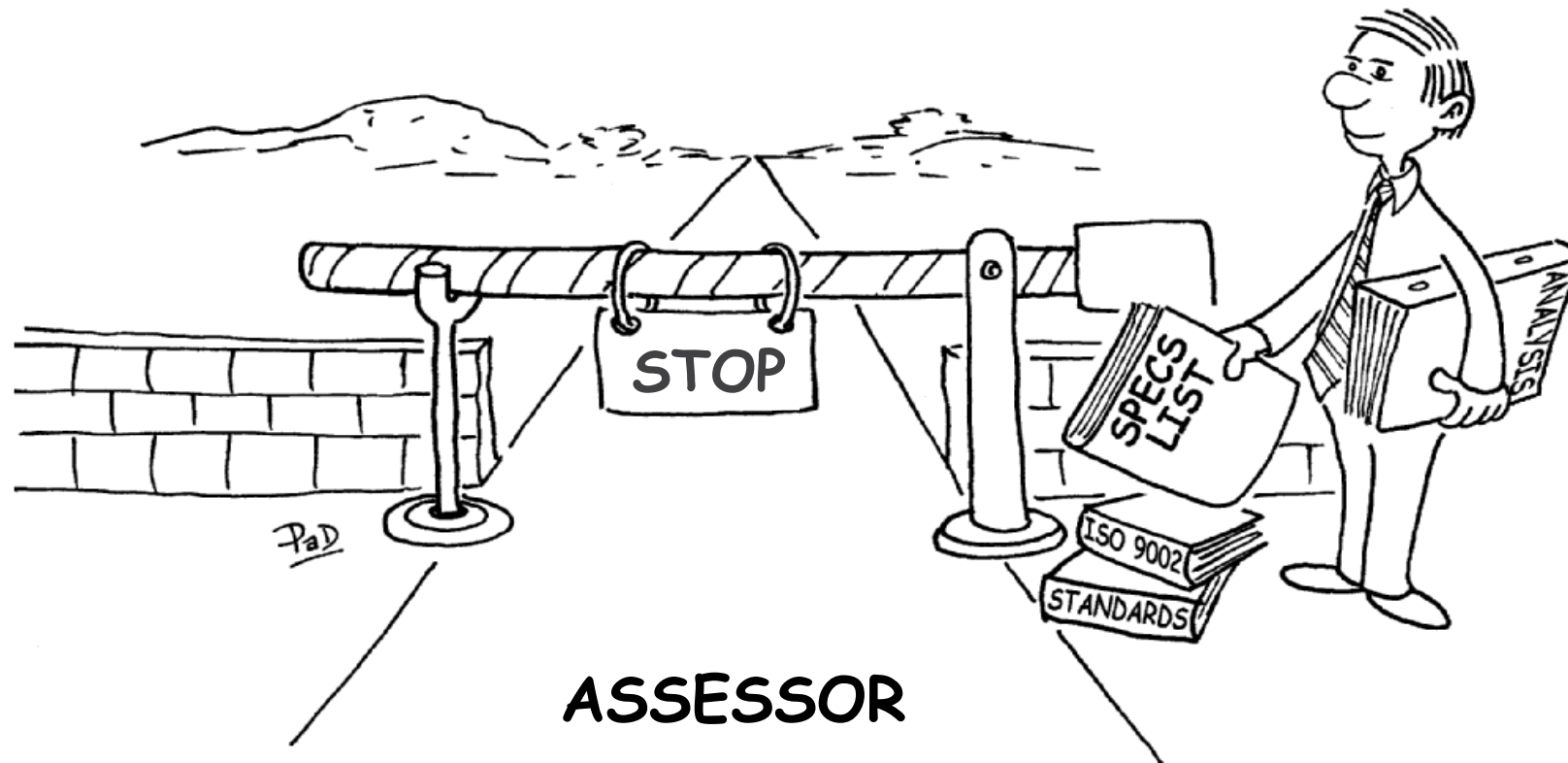


Potential Issues

- Inflate their influence on the decision
- Restrict access to the customer's organization

What?

BUYING CENTRE ROLES



What?

BUYING CENTRE ROLES

USER

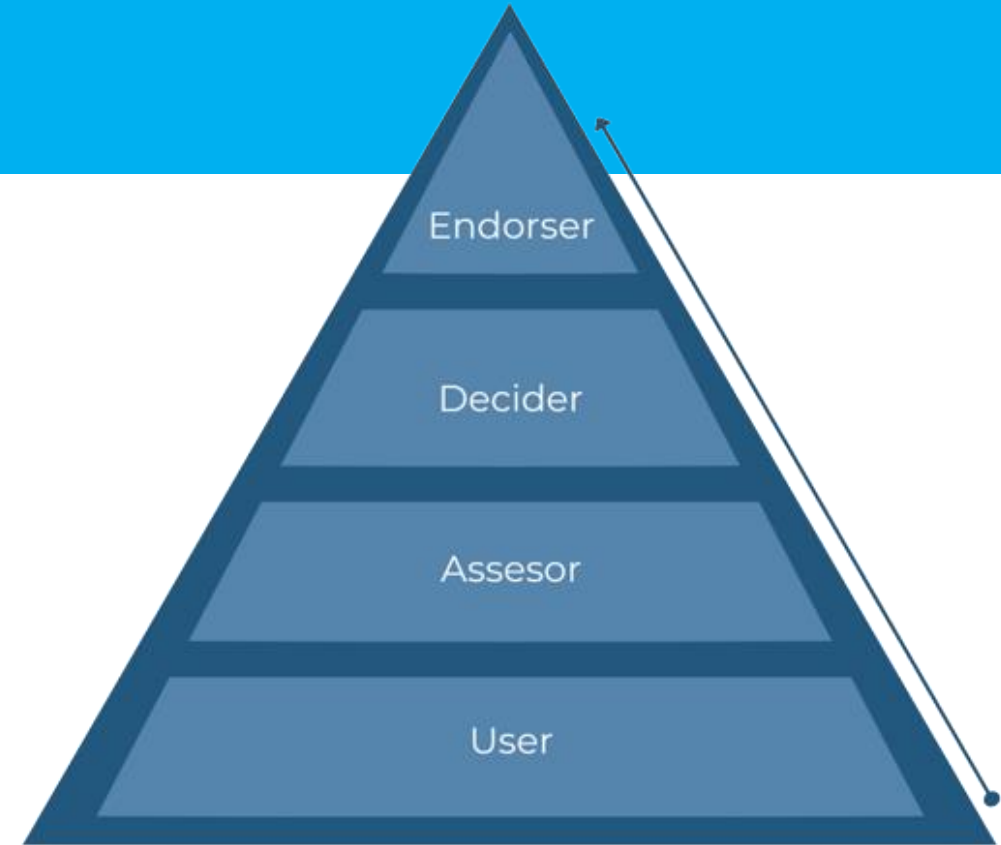
Benefit directly from or are affected by the solution

- Evaluate your solution from an operational perspective
- Represent end-users and operations in the buying process
- Play a critical role in the success of implementation

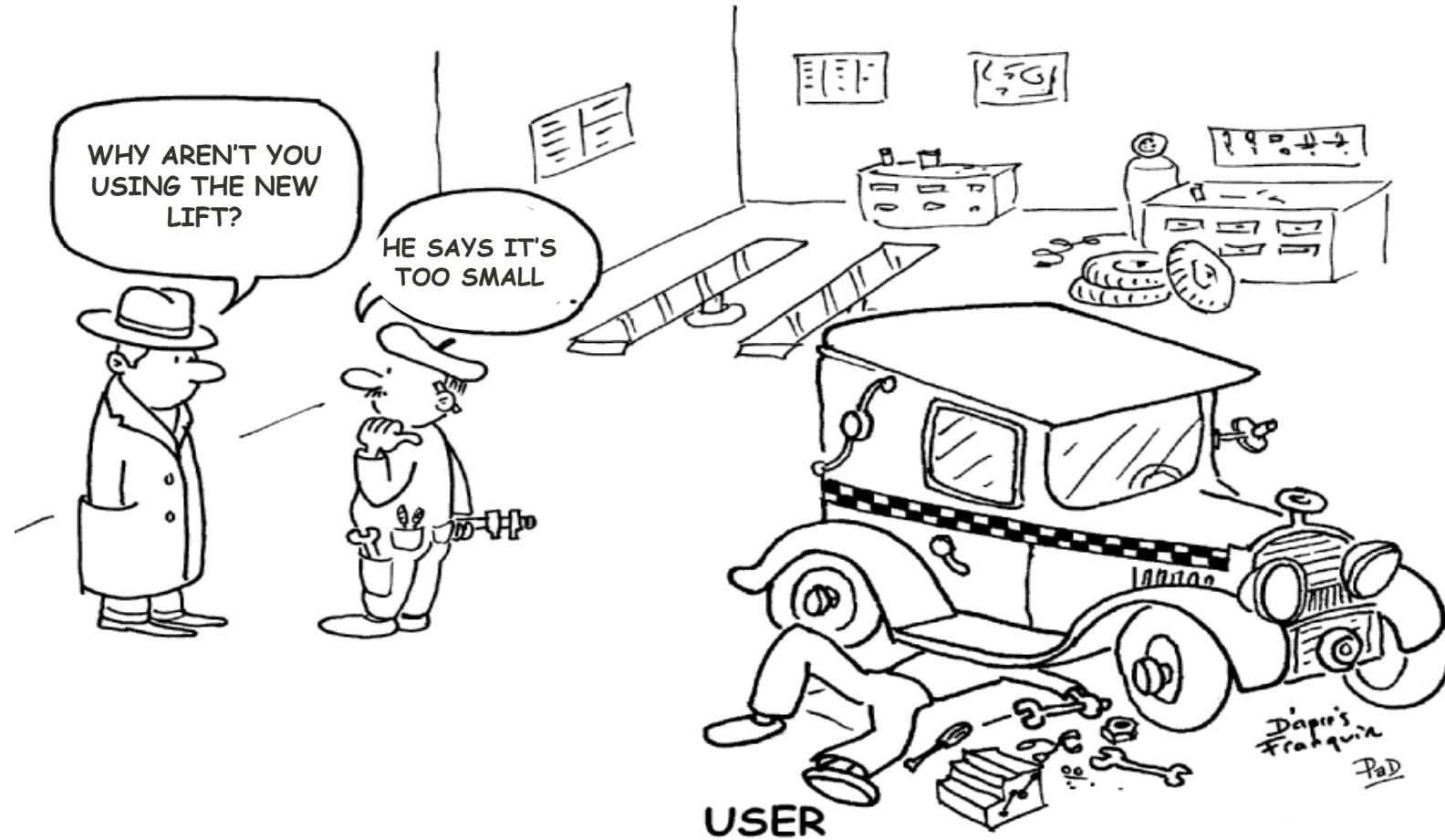
Potential Issues



- Not understanding the processes that your solution impacts
- Under estimating User relevance in technical projects
- Not involving Users in the sales process may jeopardize project success



What? BUYING CENTRE ROLES



What?

BUYING CENTRE ROLES

COACH

Provide reliable advice and guide you through the sale

- Helps you understand and gain access to the Buying Center
- Provide information about the relationships between key Buying Center members
- Respect and trust you
- Act as a sounding board to validate assumptions

Potential Issues



- Exposing the Coach's role within the customer's organization
- Mistaking friendly people for Coaches
- Not establishing a mutually beneficial relationship



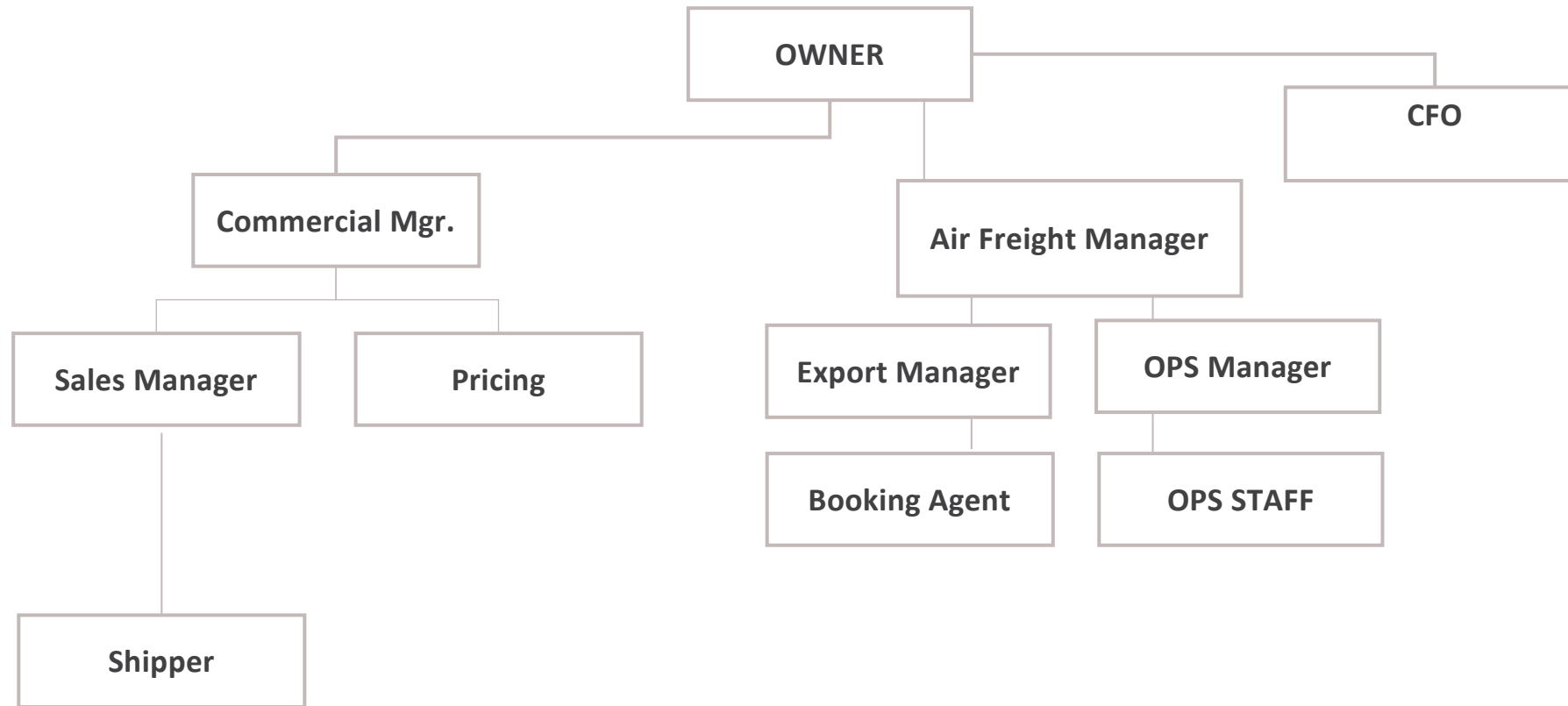
What?

BUYING CENTRE ROLES

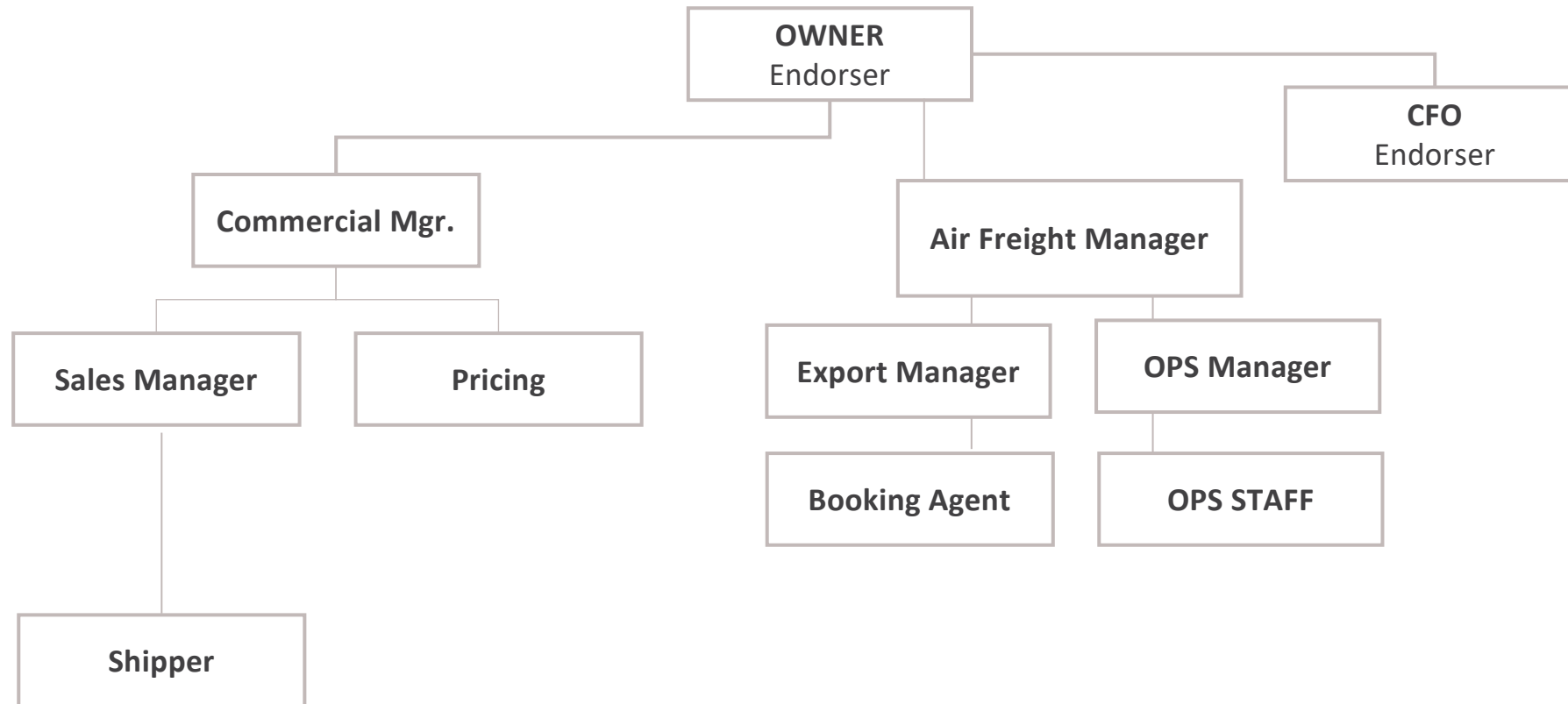


[\(1104\) 11. Developing Coaches - YouTube](#)

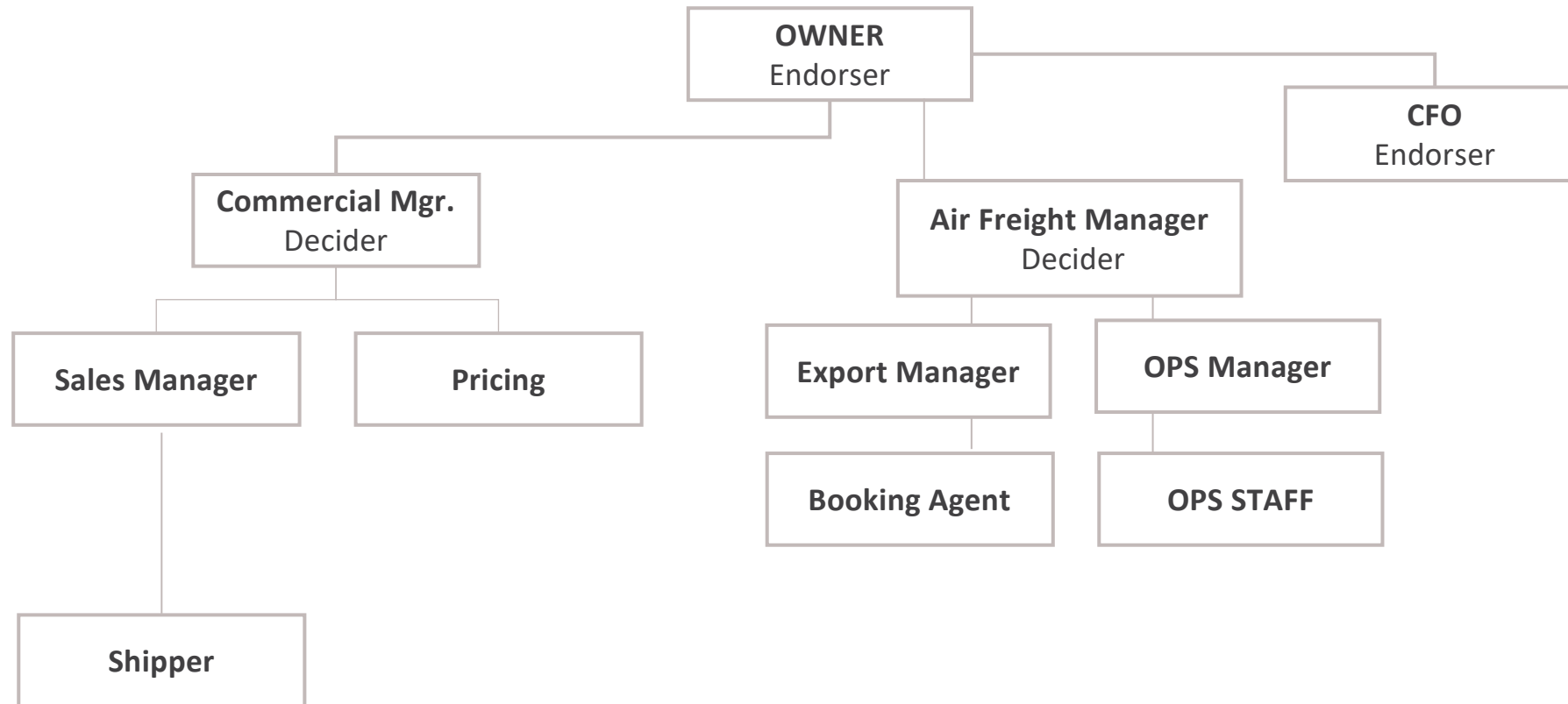
What? BUYING CENTRE



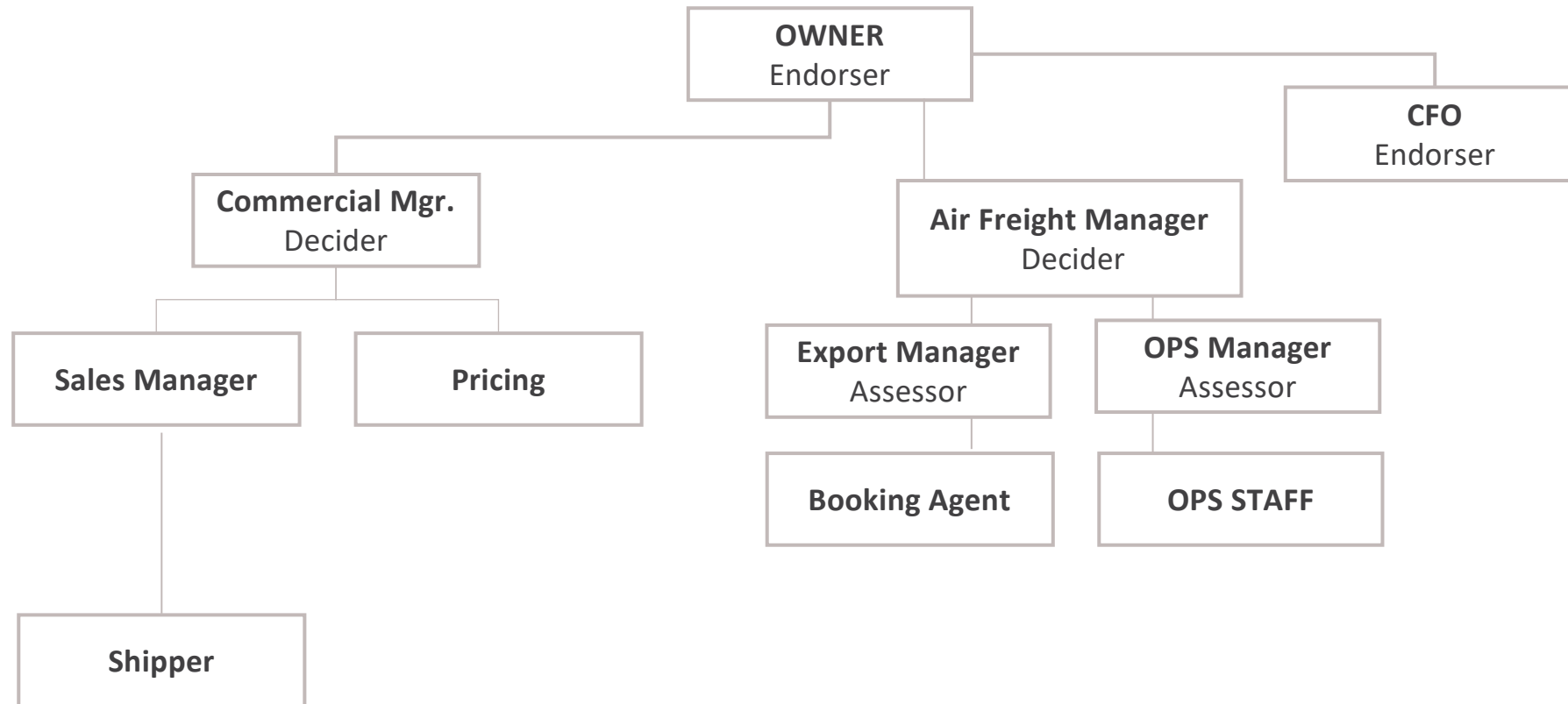
What? BUYING CENTRE



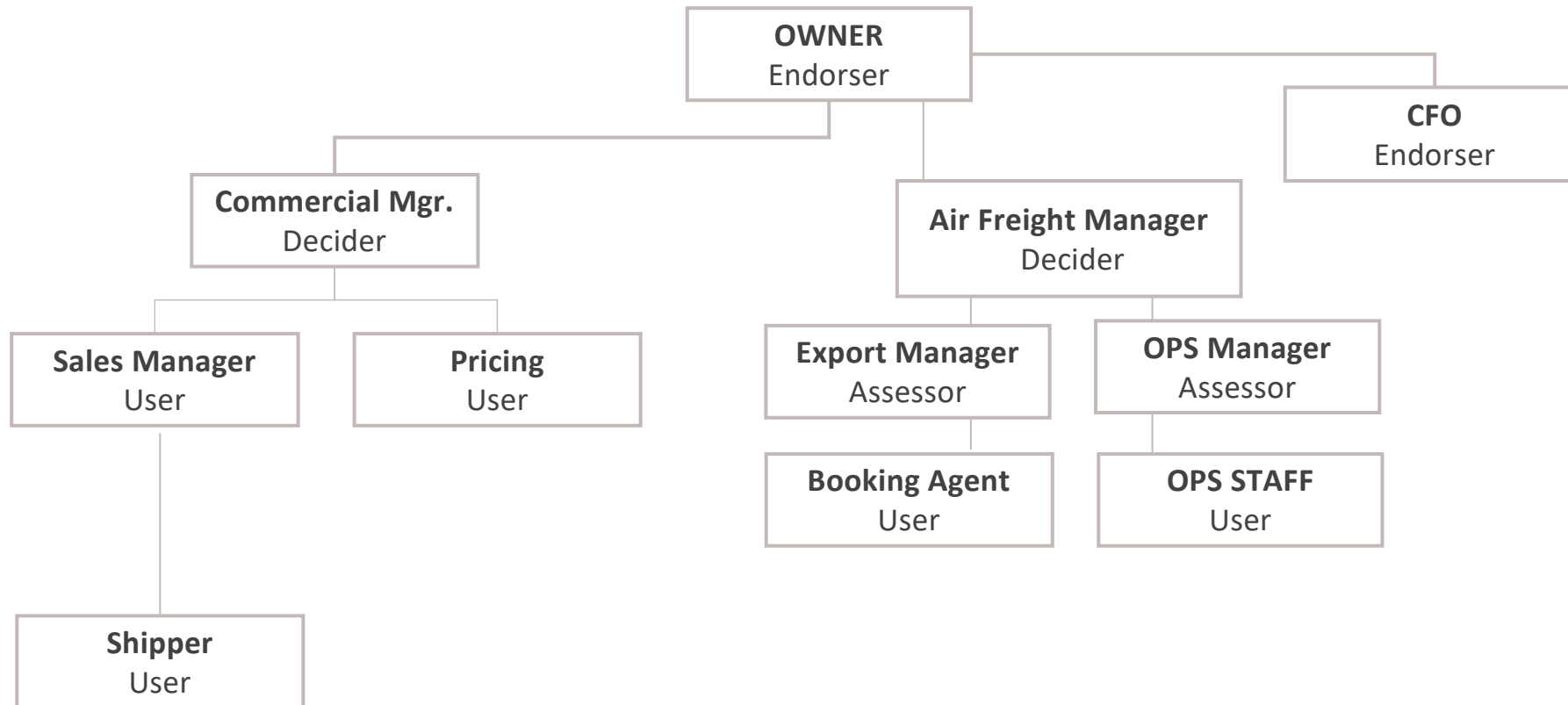
What? BUYING CENTRE



What? BUYING CENTRE



What? BUYING CENTRE



What?

BUYING CENTRE

++ Enthusiastic, + Supportive, 0 Neutral, - Negative, -- Hostile

How each member of the Buying Center perceives

Your company

Your solution

You and your sales team

Potential Issues

- 'Falling in love' with Supportive and Enthusiastic members
- Hostile members being allied with the competition

Where? BUYING CENTRE

EXAMPLE ON SALESFORCE

Related Contracts

Table with 10 columns: Contract Name, Title, Role/Department, Influence, Relationship, Decision criteria, Status, Region

Contract Name	Title	Role/Department	Influence	Relationship	Decision criteria	Status	Region
Contract 1	Operations Contract 1	Low	Medium	High	Low	Completed	Europe
Contract 2	IT Support Contract 2	Medium	High	Medium	Low	Completed	Europe
Contract 3	Support Operations Team 3	Medium	Low	Medium	Low	Completed	Europe
Contract 4	IT Support Contract 4	Low	High	Medium	Low	Completed	Europe
Contract 5	IT Support Contract 5	Low	High	Medium	Low	Completed	Europe
Contract 6	IT Support Contract 6	Low	High	Medium	Low	Completed	Europe
Contract 7	IT Support Contract 7	Low	High	Medium	Low	Completed	Europe
Contract 8	IT Support Contract 8	Low	High	Medium	Low	Completed	Europe
Contract 9	IT Support Contract 9	Low	High	Medium	Low	Completed	Europe
Contract 10	IT Support Contract 10	Low	High	Medium	Low	Completed	Europe
Contract 11	IT Support Contract 11	Low	High	Medium	Low	Completed	Europe
Contract 12	IT Support Contract 12	Low	High	Medium	Low	Completed	Europe
Contract 13	IT Support Contract 13	Low	High	Medium	Low	Completed	Europe
Contract 14	IT Support Contract 14	Low	High	Medium	Low	Completed	Europe
Contract 15	IT Support Contract 15	Low	High	Medium	Low	Completed	Europe
Contract 16	IT Support Contract 16	Low	High	Medium	Low	Completed	Europe
Contract 17	IT Support Contract 17	Low	High	Medium	Low	Completed	Europe
Contract 18	IT Support Contract 18	Low	High	Medium	Low	Completed	Europe
Contract 19	IT Support Contract 19	Low	High	Medium	Low	Completed	Europe
Contract 20	IT Support Contract 20	Low	High	Medium	Low	Completed	Europe

Where?

CUSTOMER SWOT



Why?

CUSTOMER SWOT

SWOT used by organisations to:

- Assess their core capabilities and competencies
- Analyze and understand their environment
- Main focus, and define priorities for management focus

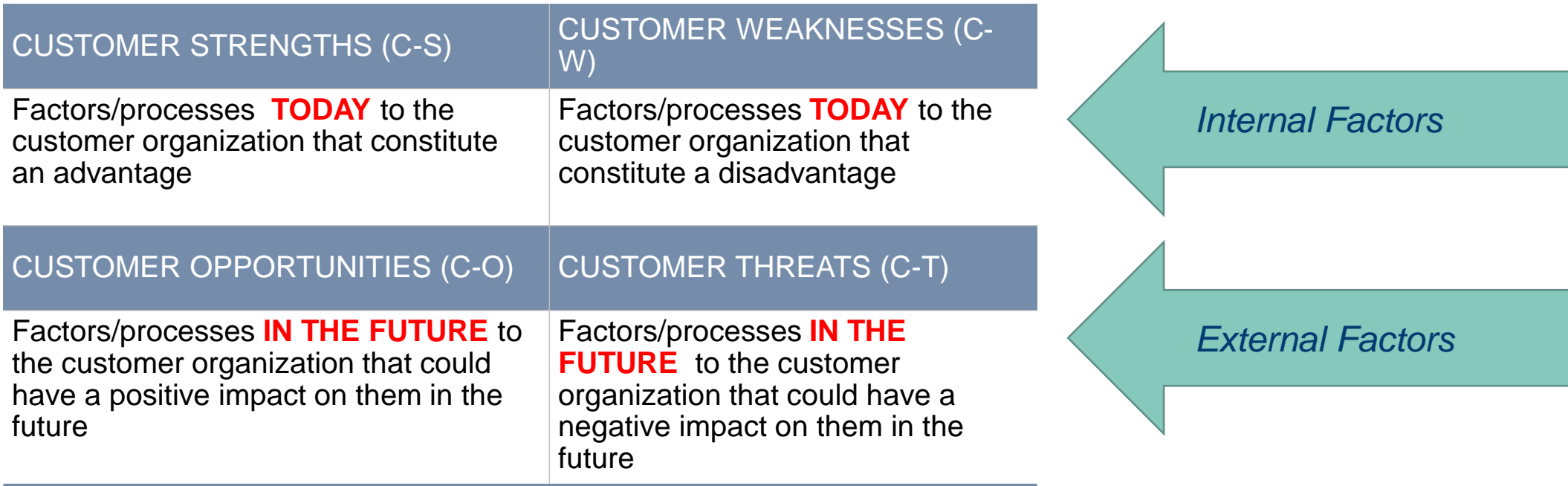


Why?

CUSTOMER SWOT

Customer SWOT

- Enhance understanding of an existing customer/customer segment
- Maximize relevance by focusing on your business domain
- Identify areas to position your capabilities and create value for the customer
- Supports sales managers with an identification of the customer's market



What?

CUSTOMER SWOT

Questions that can help SMs with completing their customer's SWOT

Their Strengths	Customer Response
What are the strengths in the way you manage the transport of your customer's goods?	
What effect do these strengths have?	
Which advantage does this give you over your competitors?	
How do you use this advantage over your competitors?	
Their Weaknesses	Customer Response
Which internal factors limit your success?	
What would be different if these factors were eliminated?	
Their Opportunities	Customer Response
Which changes in the market could positively impact your business?	
Which changes in your business environment could create new opportunities?	
Which legislative or regulatory changes could create opportunities?	
Their Threats	Customer Response
What are your competitor's advantages?	
Which changes in the market could negatively impact your business?	
Which legislative or regulatory changes could impact business?	

Why?

CUSTOMER SWOT – IMPACT ANALYSIS

CUSTOMER STRENGTHS	Factors today to the customer organization that constitute an advantage
	Impact question: What benefits does the customer derive from this strength?
CUSTOMER WEAKNESSES	Factors today to the customer organization that constitute a disadvantage
	Impact question: What effect does this weakness have on the customer ?
CUSTOMER OPPORTUNITIES	Factors in the future to the customer organization that could have a positive impact on them in the future (trends/changes in market, customers, competitors, legislation)
	Impact question: What benefits could this create for the customer ?
CUSTOMER THREATS	Factors in the future to the customer organization that could have a negative impact on them in the future (trends/changes in markets, customers, competitors, legislation)
	Impact question: What effect could this threat have on the customer ?

What?

CUSTOMER SWOT

Recommendations

1. Put yourself in the customer's position as if preparing the SWOT
2. Consider what you learned during the interviews
3. Formulate complete, short and simple sentences
4. Determine relevance of each item by answering the 'Impact?' question



Where? CUSTOMER SWOT

EXAMPLE ON SALESFORCE

Customer Strengths (C-S)			
C1	<ul style="list-style-type: none"> Strong and good relationship with CRM in all levels High ability, experience and knowledge staff Good network Good connection to the market 	C1 Impact	<ul style="list-style-type: none"> Team is able to find each other quickly and on demand Relationships are important particularly for mutual collaboration in strong customer knowledge leading to greater and more quality services Good customer is an asset for operations Specialty, MRO and MRO
Customer Weaknesses (C-W)			
C2	<ul style="list-style-type: none"> Old customer base with competition from the new generation Capacity 	C2 Impact	<ul style="list-style-type: none"> Old customer are constantly having to protect their business from aggressive market competition Old customer are forced to reduce their capacity, which leads to a higher risk of loss between the CRM and the new generation, market
Customer Opportunities (C-O)			
C3	<ul style="list-style-type: none"> Invest in Digital Services - API, Invest in Automation Invest in Cloud native 	C3 Impact	<ul style="list-style-type: none"> Reduce cost to service and increase connectivity and time to market Invest MRO in-flight (MRO, MRO, ...) Invest MRO in-flight (MRO, MRO, ...)
Customer Threats (C-T)			
C4	<ul style="list-style-type: none"> Global MRO services Market trends and changes Reduce their own capacity 	C4 Impact	<ul style="list-style-type: none"> Old customer threaten the new reduced their capacity No service to other destinations Operations move to other carrier

Why?
CUSTOMER SWOT

QUIZ



Why?

CUSTOMER SWOT

1. Which of the following SWOT elements are internal factors for a business?

- A. Strengths and Weaknesses
- B. Opportunities and Threats
- C. Strengths and Opportunities
- D. Weaknesses and Threats



2. Which of the following is false regarding why a SWOT Analysis is used?

- A. To build on the strengths of a business
- B. To minimize the weaknesses of a business
- C. To reduce opportunities available to a business
- D. To counteract threats to a business

Why?

CUSTOMER SWOT

3. How often should a SWOT Analysis be reviewed?

- A. Only when specific issues need to be addressed
- B. At least once per year
- C. Only when the business starts
- D. Every 3-5 years



4. Which of the following could be a strength?

- A. Weather
- B. A new international market
- C. A price that is too high
- D. The location of a business

Why?

CUSTOMER SWOT

5. Which of the following could be a weakness?

- A. A developing market such as the Internet
- B. Competitors with access to better channels of distribution
- C. Poor quality of goods and services
- D. Special marketing expertise



6. Which of the following could be an opportunity?

- A. Having quality processes and procedures
- B. Moving into new market segments that offer improved profits
- C. Damaged reputation
- D. A new competitor in your home market

Why?

CUSTOMER SWOT

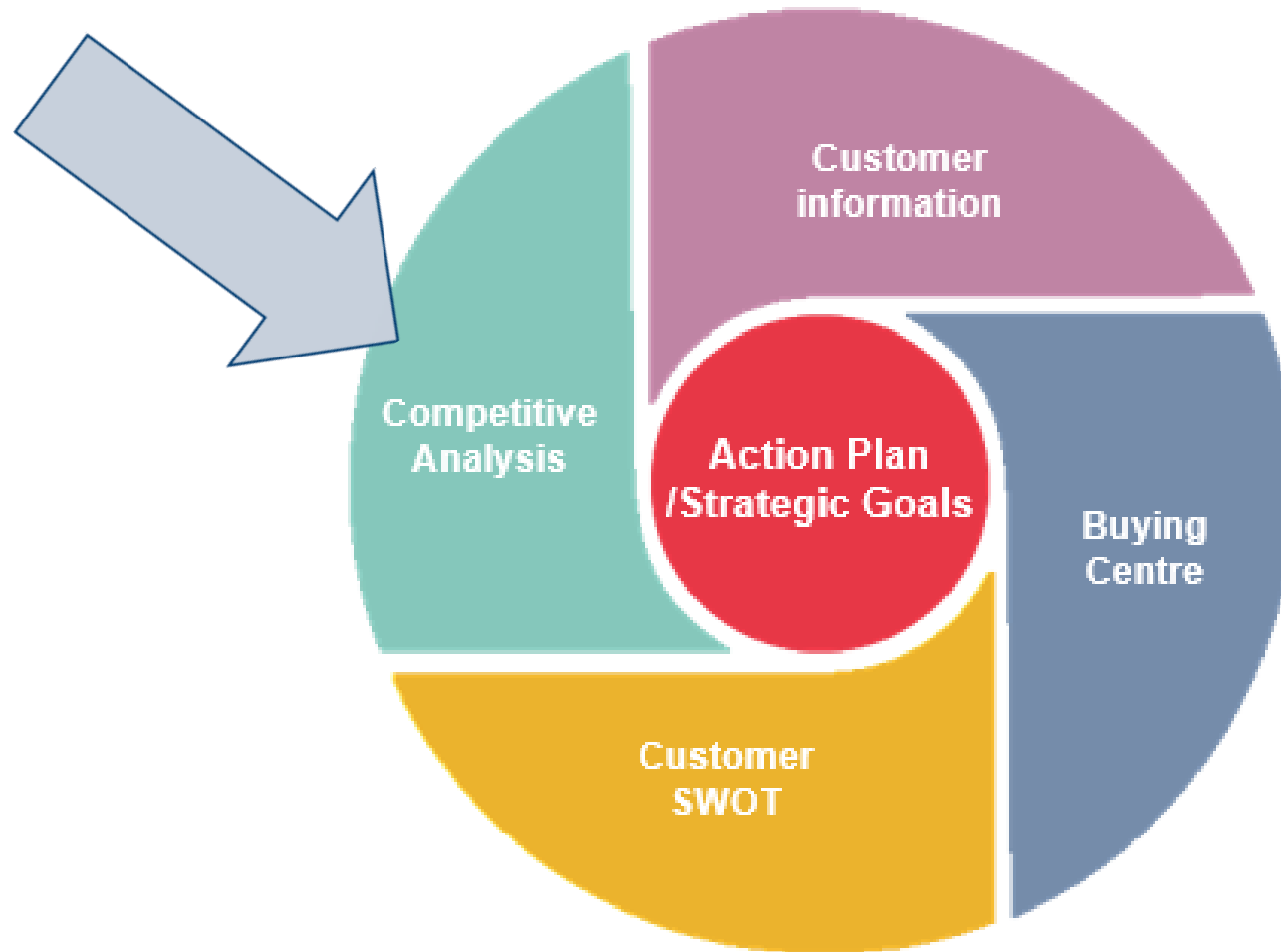


7. Which of the following could be a threat?

- A. Changes in technology
- B. A market vacated by an ineffective competitor
- C. Location of your business
- D. Lack of marketing expertise

Where?

COMPETITIVE ANALYSIS



What?

COMPETITIVE ANALYSIS

Our Strengths

- Our advantages against this competitor
- Our strength which is simultaneously their weakness

Our Weaknesses

- This competitors' advantages over us
- Their strength which is simultaneously our weakness

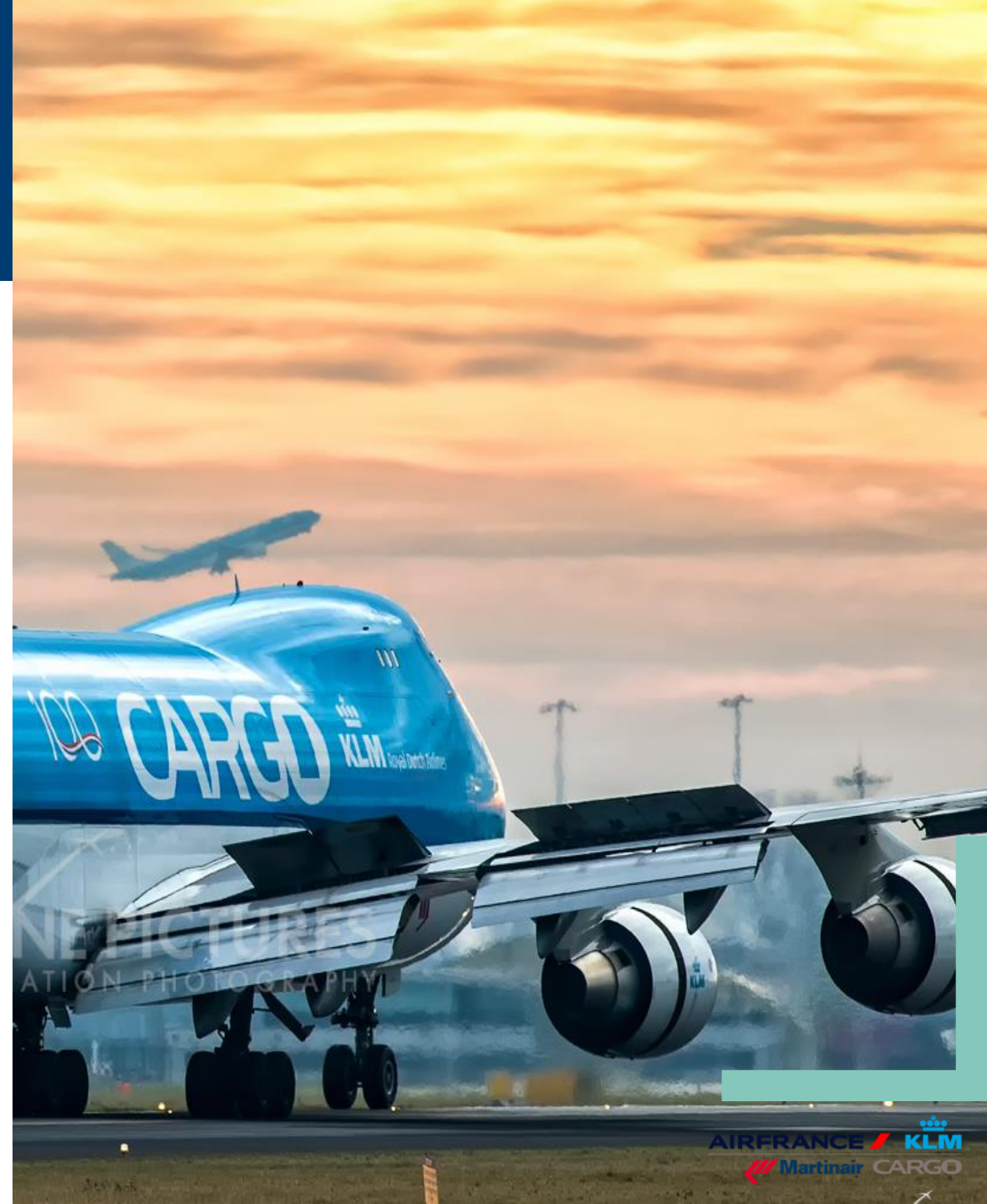


Why?

COMPETITIVE ANALYSIS

- Helping you recognize how you can enhance your own business strategy
- To retain and keep your customers' interest
- Competitive edge
- Helps you more accurately measure progress

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What?

COMPETITIVE ANALYSIS

EXAMPLE ON SALESFORCE



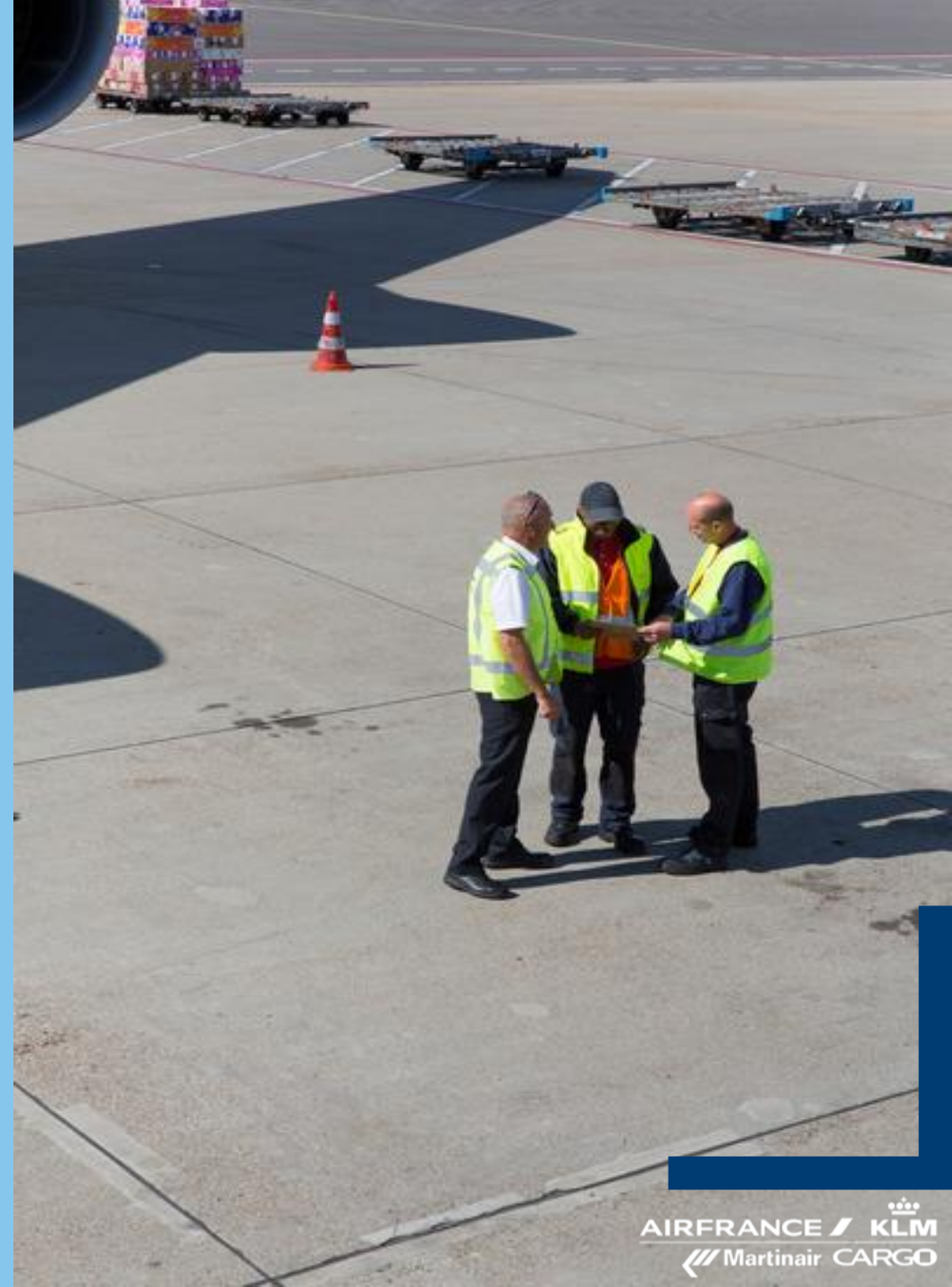
The screenshot shows a Salesforce interface with a table titled "Competitors (1)". The table has four columns: "Competitor", "Name", "Our Advantages Against This Competitor", and "This Competitor's Advantages Over Us". The first row lists "KLM" as the competitor. The "Name" column contains "KLM & its subsidiaries (KLM, KLM, KLM)". The "Our Advantages Against This Competitor" column lists three points: "1. Best and longest relationship on all levels", "2. More user-friendly application (no target)", and "3. More user-friendly application (no target)". The "This Competitor's Advantages Over Us" column lists three points: "1. Generally better service quality", "2. Higher capacity on KLM", and "3. The best service quality". A "View all" link is visible at the bottom of the table.

Competitor	Name	Our Advantages Against This Competitor	This Competitor's Advantages Over Us
KLM	KLM & its subsidiaries (KLM, KLM, KLM)	1. Best and longest relationship on all levels 2. More user-friendly application (no target) 3. More user-friendly application (no target)	1. Generally better service quality 2. Higher capacity on KLM 3. The best service quality

RECAP

In this session we learned:

- Sales mindset
- Customer information
- Buying center
- Customer SWOT
- Competitive analysis



THANK YOU!

**DO YOU STILL HAVE
SOME QUESTIONS?**





MODULE 3

STRATEGIC GOALS &

HEALTH STATUS

THIS SESSION....

Hosted by:

Julia Dragone



Project Manager intern Sales
Excellence Program

Subject expert:

Andy Newbold



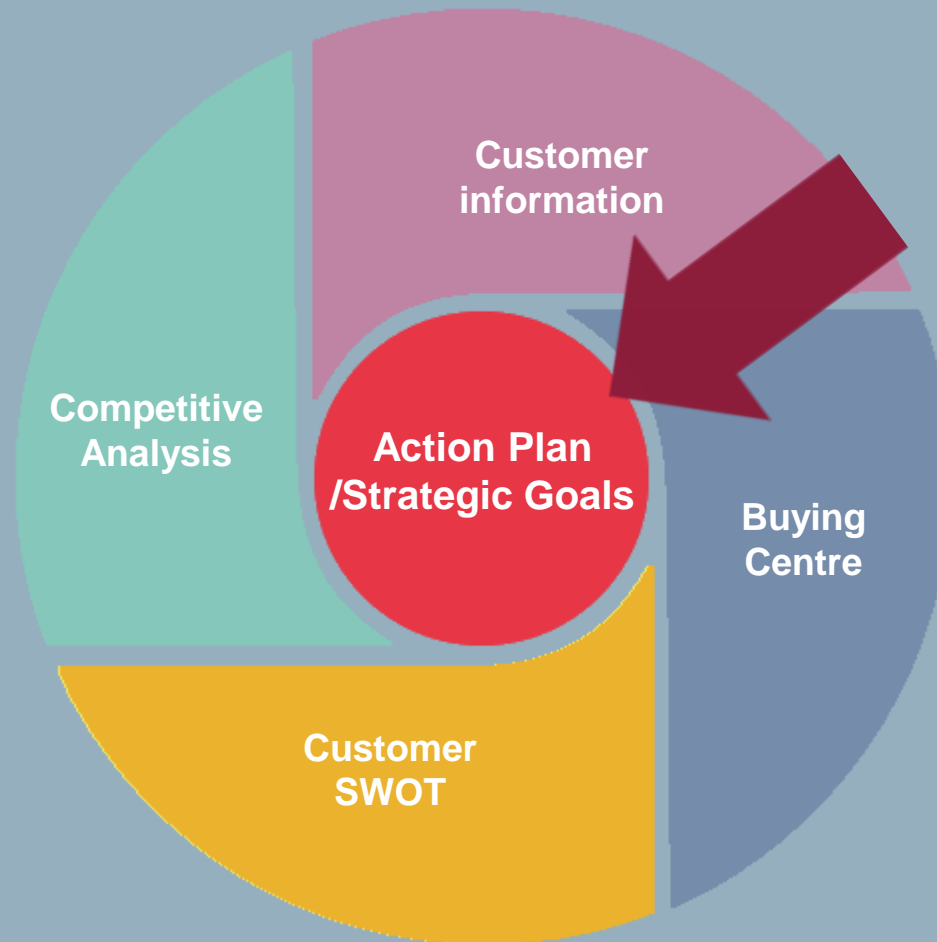
Key account Manager

PREVIOUS SESSION...

- Sales mindset
- Customer information
- Buying center
- Customer SWOT
- Competitive analysis



CUSTOMER ENGAGEMENT ROADMAP



STRATEGIC GOALS

What comes into your mind when you hear “Strategic Goals”?

What?

STRATEGIC GOALS

Strategic goals are specific objectives and results that the company aims to achieve over time.

start
small
THINK!
BIG!



Why?

STRATEGIC GOALS



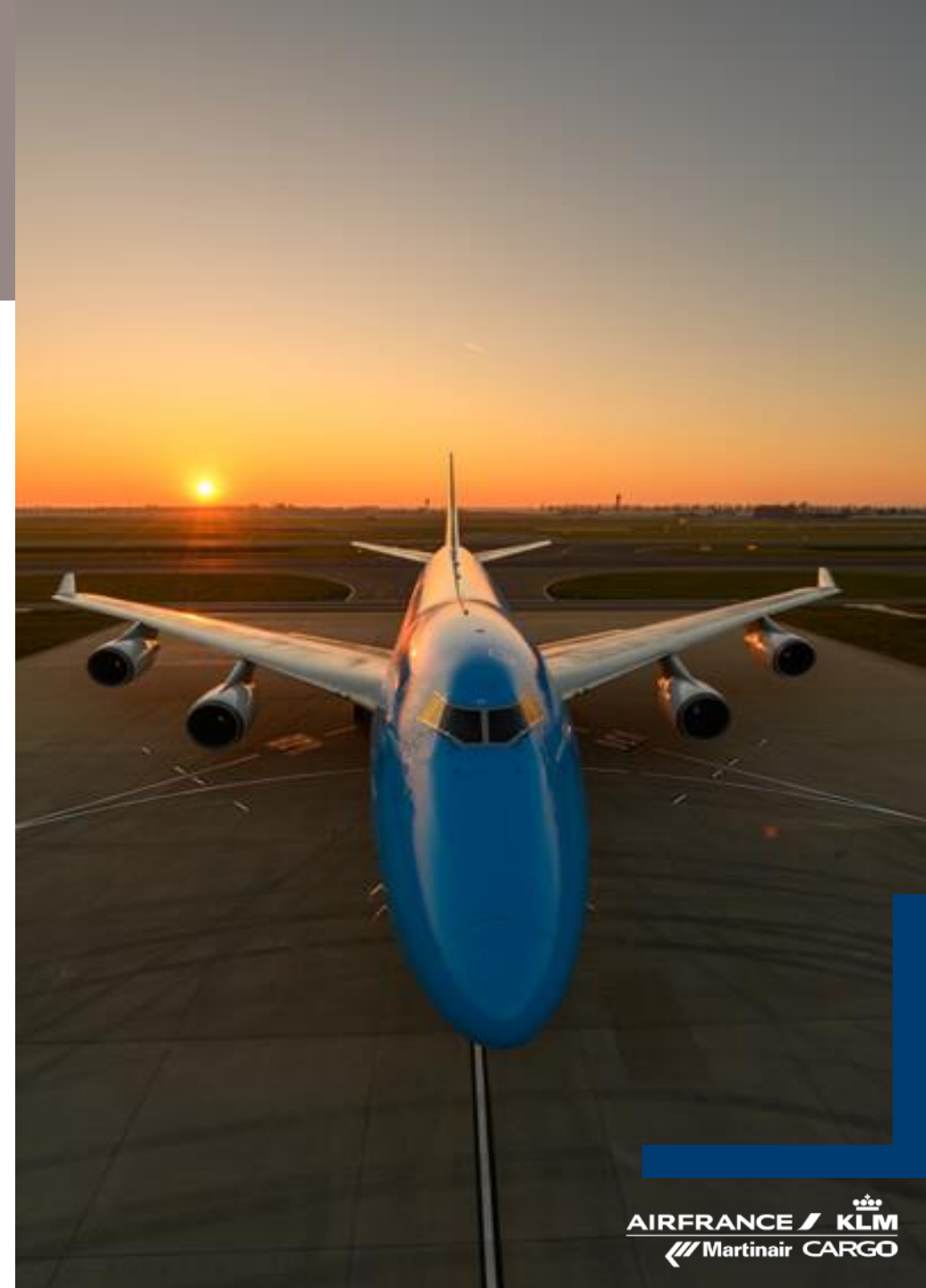
How?

STRATEGIC GOALS

1. Make them SMART

All goals should be Specific, Measurable, Achievable, Relevant, and Time-bound.

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How?

STRATEGIC GOALS - SMART METHOD



<https://www.youtube.com/watch?v=1-SvuFIQjK8>

How?

STRATEGIC GOALS

3. Evaluate progress and make changes as needed

Regularly evaluating progress is essential for managing the pace and success of your goals. If necessary, make changes based on what you learn from one milestone to the next.



How?

STRATEGIC GOALS

EXAMPLE ON SALESFORCE

Customer Action Plans (6)

6 items • Updated a few seconds ago

Action Plan	Related To	What Must Be Done	By whom	By when	Result of Action
AP-3223	SCAN GLOBAL LOGISTICS	Transition to Digital: Migrate the Danish SLS to digital option...	Account Manage...	01/09/2023 14:07	KPI: 70% online booking
AP-3224	SCAN GLOBAL LOGISTICS	API connection - Global	Key Account Dire...	01/09/2023 14:38	KPI: 20% booking via API
AP-3225	SCAN GLOBAL LOGISTICS	Sustainability SAP	Key Account Dire...	01/09/2023 14:38	KPI: TBD - SAP team by
AP-3226	SCAN GLOBAL LOGISTICS	Support building of Amsterdam Gateway	Bernard Giering...	31/12/2023 18:40	KPI: Index 100 tonnage
AP-3227	SCAN GLOBAL LOGISTICS	USA Build volumes and engagement	USA Market OP a...	31/12/2023 18:40	KPI: Increase market sh
AP-3228	SCAN GLOBAL LOGISTICS	European Gateway toward USA (DFW, ATL and LAX). Make us...	Key Account Dire...	15/02/2023 14:38	Support SLS in Gateway

Action Plan
AP-3225

SCAN GLOBAL LOGISTICS

Details

Fields

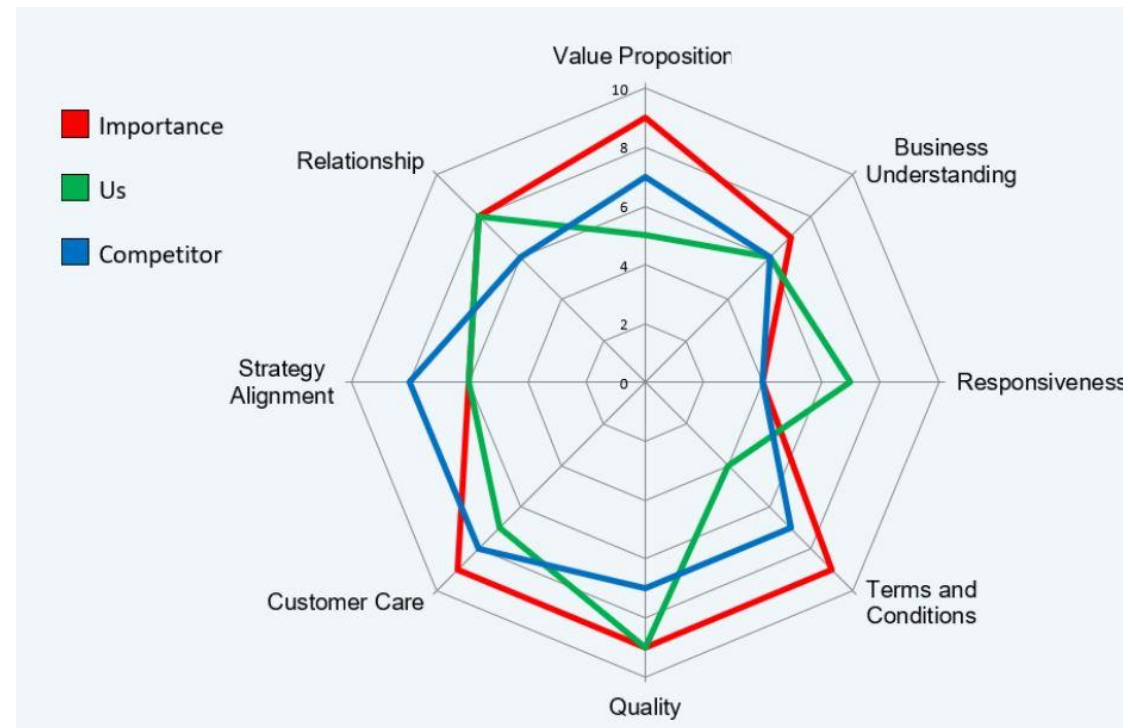
Information

Action Plan Name	AP-3225	Customer Engagement Roadmap	CER2022-V5
Related To	SCAN GLOBAL LOGISTICS HEADQUARTERS_CPH	What Must Be Done	Sustainability SAP
By whom	Key Account Director, Frederik van Ven	By when	01/09/2023 14:38
Result of Action	KPI: TBD - SAP team by KLM		

What?

HEALTH STATUS

The Health Status is a set of questions that helps to **quantify the customer's perception of your company in a number of key areas and compare your performance** with that of your main competitor or what the customer considers as the best-in-class vendor.



Why?

HEALTH STATUS

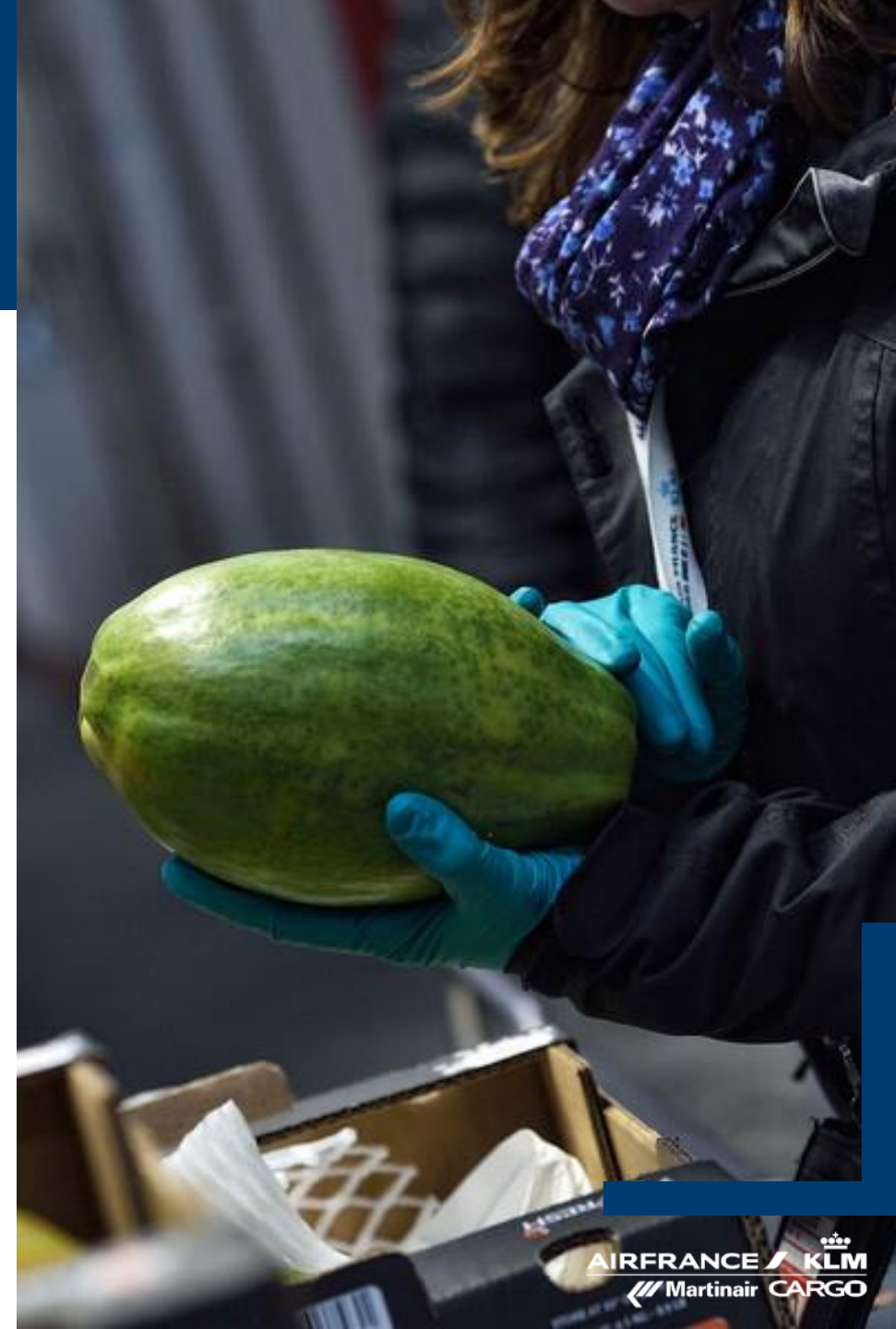
- To get a detailed insight in the perception of the customer regarding our performance
- Identify AFKLMP's strengths and weaknesses, also in comparison to the competition.
- Understand the needs and priorities of the customers
- It helps to improve the relationship with the customers
- Take the right actions to meet those needs and priorities
- The Health Status results will show the topics that deserve attention very quickly



How?

HEALTH STATUS

- Sales manager fills in the Health Status at least **twice a year**
- The questionnaire can be divided in different topics
- You are not required to ask all the questions at once
- Be transparent with the customer



How?

HEALTH STATUS

Health status questionnaire				
Value Proposition	10	5	1	Comment
How well do our cargo solutions (our expertise, our cargo, etc.) support your business achieve its goals?				
How does the value of our solutions compare to your expectations?				
How well do our solutions integrate into your processes?				
Total (=Average of columns)	average	average	average	

Relationship	10	5	1	Comment
How would you rate our relationship with your operational department?				
How would you rate our relationship with your management?				
How would you rate our overall relationship with the people within your organization?				
How would you rate our entire account team that is involved with your business?				

all

Us/competitor: 10= Excellenct, 1= Completely inadequate

How?

HEALTH STATUS

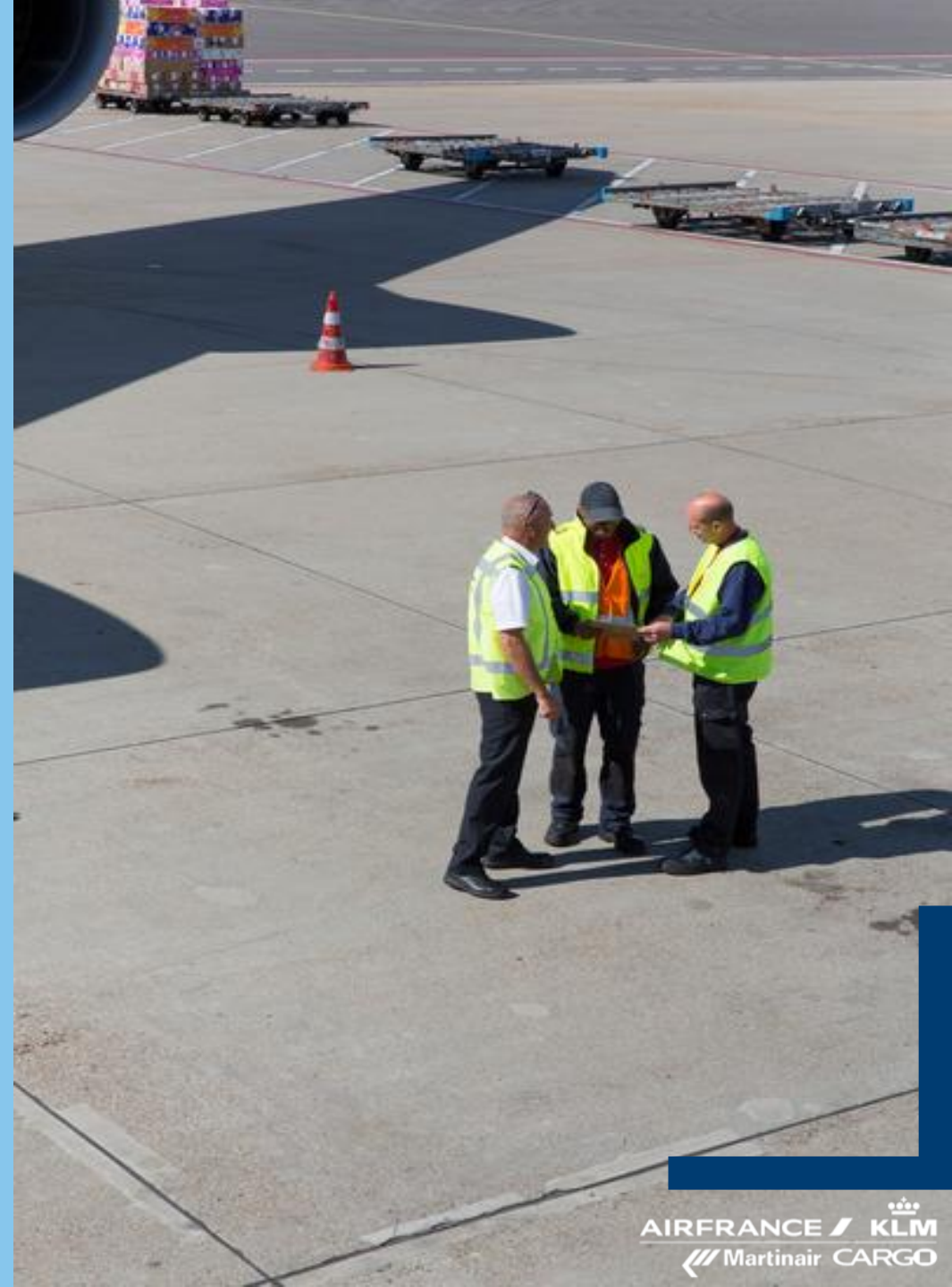
EXAMPLE ON SALESFORCE



RECAP

In this session we talked about:

- **Strategic goals**
- **Health status**



THANK YOU!

**DO YOU STILL HAVE
SOME QUESTIONS?**





MODULE 4

ONE PAGER



THIS SESSION....

Hosted by:

Julia Dragone



Project Manager intern Sales
Excellence Program

Subject expert:

Andrew Galloway



Account Manager United Kingdom

PREVIOUS SESSION...

- Strategic goals
- Health status



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What?

ONE PAGER

The One-Pager is designed for initial meetings with prospects and existing customers:

Before the meeting

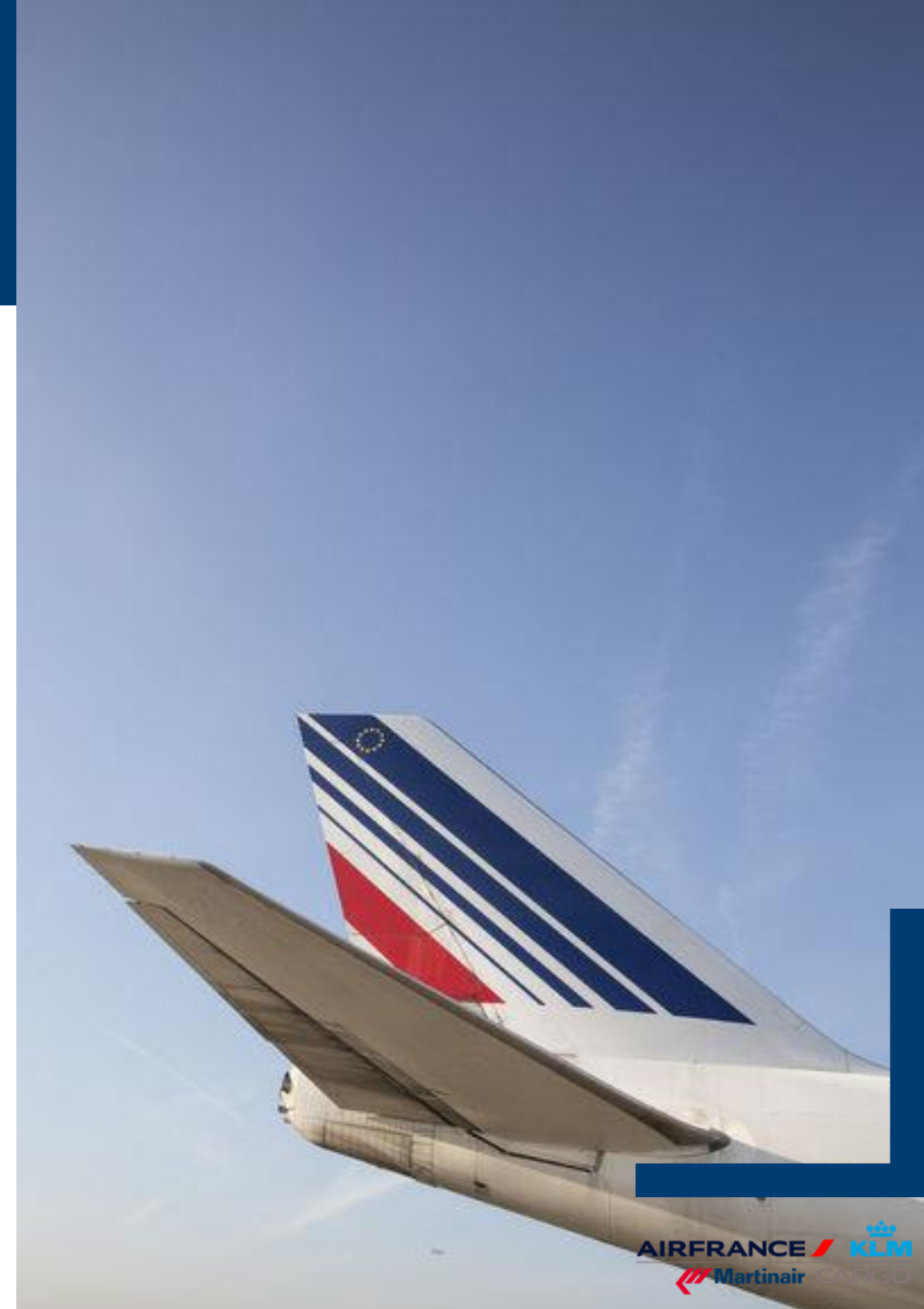
- Share the agenda
- Get the target person's attention

During the meeting

- Set the stage at the beginning of a meeting and earn the right to ask questions
- Position your professionalism as a differentiator
- Avoid presenting a solution before understanding needs

After the meeting

- Follow-up and provide a concise summary of key points discussed
- Summaries agreed action
- Provide a tool for the customer to communicate internally



How?

ONE PAGER

OBJECTIVE	DEFINITION
Performance review	What product do you identify as opportunity and why?
Financial review	Billing and invoicing related; important to monitor and address payment behavior customer
Business development	Joint projects with the customer to develop more business
Capacity negotiation & rate related	Allotment and rate negotiation
Product, Service & Organization Update	Anything related to the customer related information
Mycargo	Act as a consultant to promote usage of MyCargo or other digital tools like Track&Trace
Relationship Call	Can be linked to a new person in the customer's organization or a person you identified in the buying center analysis you need to get a relationship with
Service related	The intention is to restore the confidence and show you are on top of the issue
Account plan	Yearly meeting with the customer to define the joint objectives for the coming year
Campaigns	Promotions, summer campaigns

Why?

ONE PAGER

Benefits:

- Be prepared upfront the meeting
- Guide the discussion, keep track and follow up
- Show customer recognition and professionalism
- Create a clear agenda towards the customer

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Why?

ONE PAGER

“It provides great structure and helps me keep an overview of past meetings that I can then always refer back to.”

“It is great for Key Accounts managers to get an overview of the bigger picture. “

“It is a great way to keep yourself and the customer accountable as you have a clear overview of what was discussed and what will be discussed in future meetings.”

-Marcela Kalabova- Sales manager Czech Republic



How?

ONE PAGER

A focus on content is key

Be clear and precise

Capture the essence of the meeting



How?

ONE PAGER

AGENDA

- | | |
|--------------------------------|--|
| 1. Follow up from last meeting | 2. Current situation |
| 3. Areas to explore | 4. Possible Air France / KLM Cargo solutions |
| 5. Potential benefits | 6. Next steps |

CURRENT SITUATION

1

Capture information from your account research and Performance Analysis

POSSIBLE SOLUTION

3

AREAS TO EXPLORE

2

Pick the 1st column (Potential Pains/Gains) from the New Opportunities List of the areas you want to explore

POTENTIAL CUSTOMER BENEFITS

4

- Our performance: FAP rate Q1: 62%
- Customer Booking Reliability Q1: 75%
- Market Change: Supply chain issues automotive shift production to electric vehicles
- New contracts signed in signed in Q1
- Initiatives: Strategic partnerships with key shippers

A

B

1. Warehousing in AMS and CDG
2. Daily flights between CDG/AMS and ATL
3. MyCargo solution
4. Closed and controlled cool chain solutions at 300 stations
5. Cartainer Service automotive solutions

C

1. Reduction in duties and taxes
2. Better rates and faster delivery
3. Reduction in operational cost, faster turnaround
4. More business through satisfied customers
5. Secure delivery, less leakage of information

D

1. Commercial risk from Brexit
2. Service Issues FRA to ATL
3. Online booking needs
4. Delivery of Pharma products
5. Prototypes - confidential door-to-door transport

How?

ONE PAGER

AGENDA

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2. Current situation
3. Areas to explore
4. Possible Air France / KLM Cargo solutions
5. Potential benefits
6. Next steps

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- Initiatives: Strategic partnerships with key shippers

Capture information from your account research and Performance Analysis

POSSIBLE SOLUTION

- 1.
- 2.
3. **3**
- 4.
- 5.

AREAS TO EXPLORE

- 1.
- 2.
3. **2**
- 4.
- 5.

Pick the 1st column (Potential Pains/Gains) from the New Opportunities List of the areas you want to explore

POTENTIAL CUSTOMER BENEFITS

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- 2.
3. **4**
- 4.
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How?

ONE PAGER

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POSSIBLE SOLUTION

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POSSIBLE SOLUTION

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AREAS TO EXPLORE

- | | |
|----|---|
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| 2. | 2. Service Issues FRA to ATL |
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| 5. | 5. Prototypes - confidential door-to-door transport |

Pick the 1st column (Potential Pains/Gains) from the New Opportunities List of the areas you want to explore

POTENTIAL CUSTOMER BENEFITS

- | | |
|----|---|
| 1. | |
| 2. | |
| 3. | 4 |
| 4. | |
| 5. | |

A

B

C

- | |
|---|
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D

How?

ONE PAGER - SOLUTION

AGENDA

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3. Areas to explore
4. Possible Air France / KLM Cargo solutions
5. Potential benefits for Ceva Logistics
6. Next steps

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POSSIBLE SOLUTIONS

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AREAS TO EXPLORE

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POTENTIAL CUSTOMER BENEFITS

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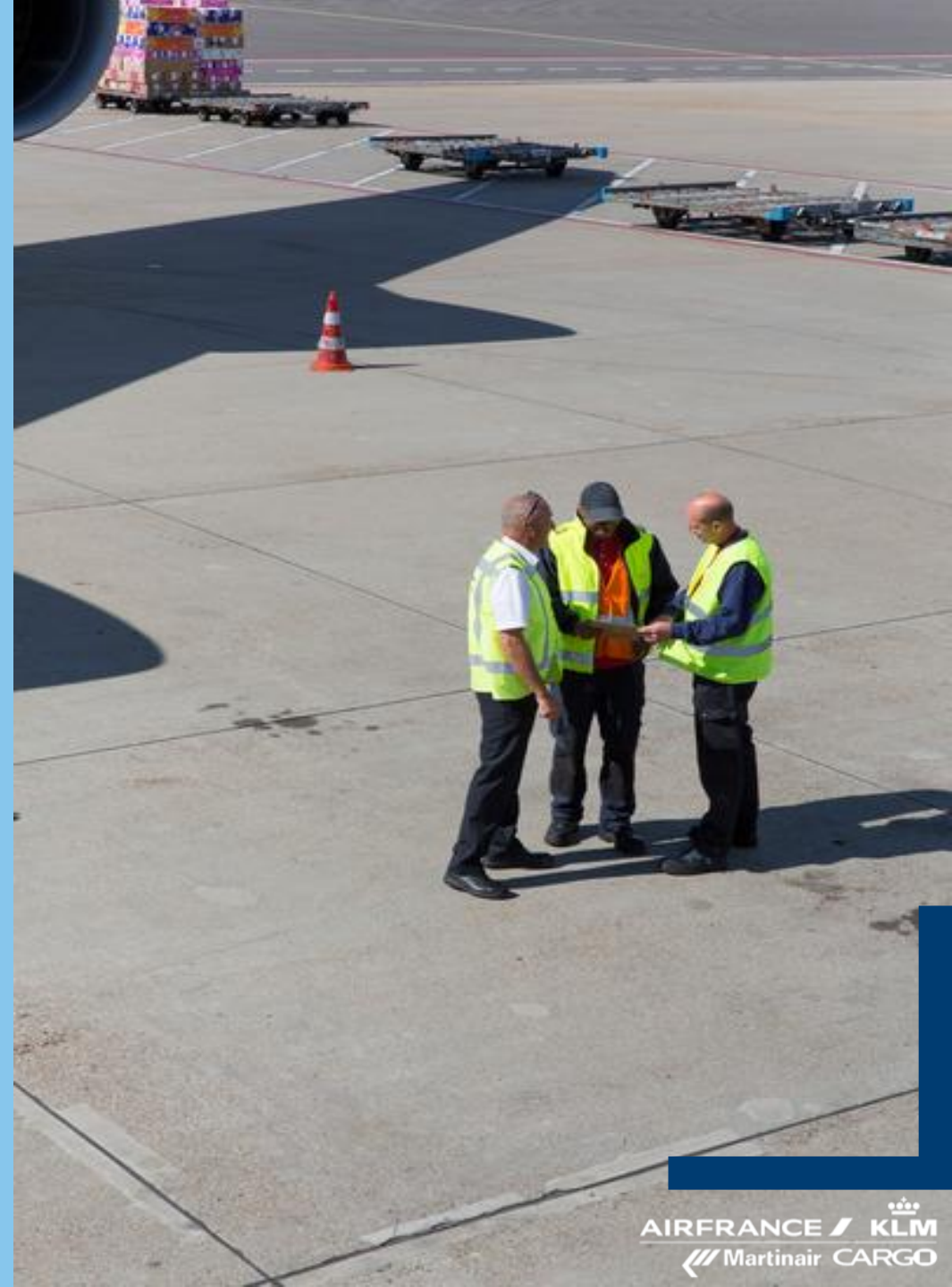
ONE PAGER – EXAMPLE

Date of creation	Customer Name	Participants	Location	
2023-05-09 11:30:00	METRO SHIPPING LTD	0	Phone/Video Call	
Objectives of the Meeting	Areas to Explore	Solution offered	Expected Results	Actions
CSR/Sustainability	Sustainability Flight Challenge 2023	LAX: KLM 17 May 2023 ex AMS Planned Schedule: Delivery pin 13 May to Schiphol Horton Road KL8000/14 May LHR- AMS 10:00 – 12:00 +1 KL8000/17 May AMS-LAX 12:00 – 14:00 E1.94 kg FFW (including 03.00 kg mandatory SAF cost) +13g Handling per kilo (+17g security screening if required) Customs Data Transmission to USA \$5 per FFW. ATL: AF 23 May 2023 ex CDG Planned Schedule: Delivery by 18:00 20 May to Schiphol Horton Road AF07/18000 May LHR- CDG 23:00 – 12:00+1 AF1800/23 May CDG-ATL E1.94 kg FFW (including 03.00 kg mandatory SAF cost) +13g Handling per kilo (+17g security screening if required) Customs Data Transmission to USA \$5 per FFW.	Final Mile Details from Metro 1. LAX to Ontario CA we can do the entire delivery on electric, we would start from LAX recharge in Whittier CA and deliver to Ontario – Zero Emissions. 2. For both Brisbane and Atlanta we have the option to use CNG trucks which emit about 80% less Carbon than standard diesel, then we could issue certified offsets on the remaining 20% and make them both net zero deliveries 3. Also For Brisbane we could also do a CNG truck from LA to SFO and then deliver on an electric truck, then offset the remaining with emissions making this option net zero as well. 4. In Atlanta we may have an opportunity to use RNG, we are still exploring this option and we will let you know. RNG is pretty rare here if we can make this work we will.	Further follow up meeting planned for 10:00 Friday 12 May to confirm delivery of first shipment. We can move this to Monday 15 May if required.

RECAP

In this session we talked about:

- **One pager**



THANK YOU!

**DO YOU HAVE ANY
QUESTIONS?**

