



2008
Confidential
Basic Sales
Training

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Who is DHL?

DHL

DHL was formed in 1969, pioneering the air express industry with its first route from San Francisco to Honolulu. The success of the company was founded in its innovative idea of sending out documentation in advance of cargo arriving, thereby speeding up the process of importing goods.

The DHL Network grew very quickly. The company traveled westward from Hawaii into the Far East and Pacific Rim, then the Middle East, Africa and Europe. In just four years, the company had expanded to provide services to 3,000 customers with over 300 staff.

By 1977, it had extended its range of services and started to deliver small packages as well as documents. 1982 saw the first serious spurt of growth, with an additional 30 countries and territories added in this one year alone. The year after, it opened offices in Eastern Europe, the first air express company to do so, and in 1986 it started operations in China, again the first air express company to do so.

The DHL pioneering spirit is still very much part of the company culture today. While its core business is transporting documents and packages, it also offers e-Commerce fulfillment and intelligent logistics solutions, particularly special solutions for various industries such as Automotive and Life Sciences as well as customized solutions for global customers.

Deutsche Post Euro Express

Euro Express was set up by Deutsche Post in 1998 as a parcel and distribution network for Germany and Europe. By the time of 2003's merger with DHL Worldwide Express and Danzas, it provided a road-based service through an extensive and reliable European road network for both business and private customers.

BASIC OVERVIEW

Company Information

DHL

- \$75 billion organization – equals FedEx & UPS combined
- \$6 billion in U.S.
- 2 million shipments daily throughout the U.S.
- DHL is the premier shipping company worldwide
- High International and Domestic focus (Quality high)
- Direct sales focus on large accounts (over 3000/week)
- Main hub in Wilmington, OH
- U.S. headquarters in Plantation, Florida
- World headquarters in Bonn, Germany

Worldwide Express

- \$300 million in annual sales
- 150+ locations
- Year over year growth 30+ percent each of the last 5 years
- Focus on small to medium sized business sector
- DHL's largest partner in North America
- Small to medium sized accounts (\$100-\$3,000/week)

Competitive Information/Comparison

Federal Express

- \$30 billion in global revenue
- 8 million shipments daily throughout the U.S.
- Misperception of being most reliable company in shipping
- Strong brand image in U.S.
- Preys on uneducated customers
- Convenient to use

UPS

- \$42 billion in global revenue
- 18 million shipments daily throughout the U.S.
- Known as “Big Brown”
- Mainly focused on time deferred shipments
- Air product is very similar to FedEx’s from a pricing standpoint

Core Competencies

Why people buy from WWE

Billing

- A. Subtotaled by reference
- B. Multi-location billing
- C. E-billing
 - Multi-location billing (locations approve invoice?)
 - corporate gets total invoice?
 - satellite gets their copy of invoice only?
 - Subtotaled by reference/customer requires backup
 - each reference is billed on it's own tab
 - that portion of invoice can be emailed to client
 - Customer getting late fees from UPS due to review process
 - EDI billing (customer wants to sort their own data)
 - customer who is into managing trends
 - customer who has a large number of shippers (internal controls)
 - growing companies

Automation

- A. Mail Lists
 - Projects
 - Payroll
 - Multi-location
 - Upload .CSV files and batch process shipments
 - Marketing material
 - Sales letters (with logo/good marketing)
 - Collection letters (more official...send via GDS w/ return shipment)
- B. Return labels
 - More professional (in conjunction with logo)
 - Track productivity of sales people (return shipments sent v. sales)
 - Can track return shipments
 - identify non-returns and resuscitate sales
- C. Logo on air bill
 - Free advertising
 - Help with marketing/sales letters/collections letters
 - Perception (co-branding with DHL)
 - customer perception

- employee perception
- D. Shopping cart via Speedship
- E. Preferences for certain shippers (required fields/shpt type)

Marsh Insurance

- A. Easier to follow claims procedure
- B. \$0.25/\$100 v. \$0.55 UPS and \$0.55 FDX

International Inbound and Outbound

- A. DHL is the premier company
- B. More rapid transit times
- C. Customs expertise
- D. Customized rate Program

Local Representation

- A. Customer ships projects (we fulfill process...soft dollar benefit)

Price

PROSPECTING

I. Cold Call Skills

A. Greeting

B. Name

C. Purpose

D. Close

- **Overcoming Objections**

E. Necessary Information

- **14 questions to identify whether the prospect is a qualified lead**

F. Sample Questioning to Gather Information

II. Avoiding Bad Prospects

COLD CALL SKILLS

A. Greeting

Sales Rep: Good Morning/Good Afternoon

B. Name

Sales Rep: My name is _____. I am with Worldwide Express, partners of DHL.

C. Purpose

Sales Rep: I'm looking to introduce myself to the Owner of your company. Who would that be?

(Different situations or businesses require you to meet with different people. Typically you will ask for the Owner.)

D. Close

Secretary: That's Joe Judson.

Sales Rep: Great! Please let Joe Judson know that (your first **and last** name) would like to see him (break eye contact). I would appreciate it.

Overcoming Objections on the Cold Call

Sec: Do you have an appointment?

Sales Rep: Actually I would just like to introduce myself. If you could let Joe know that (your first **and last** name) is here, I would appreciate it.

Sec: He/she meets by appointment only.

Sales Rep: I can appreciate that, but all I'm looking to do is briefly introduce myself. So if you could let Joe know that (your first **and last** name) is here that would be great.

Sec: We are already set up with Fedex/UPS.

Sales Rep: That's exactly why I'm here...If you could let Joe know (your first **and last** name) is here I would appreciate it.

*****Always be *Firm, Friendly, Authoritative and Polite*. Be soft spoken with the secretary. DON'T BE ABRASIVE! After asking to introduce yourself to the owner and then pushing *twice*, if you still have no luck introducing yourself... do not push any more. Get a business card and qualify the prospect.*****

Sales Rep: No problem! I'll just get a business card and make a note of that.

E. Necessary Information

*****Gather information about their current overnight shipping set up. Take detailed notes as the questions are answered.*****

1. Confirm the Owner's first and last name!
"Now you said Joe Judson was the *Owner* of the company, correct?" or "Now Joe Judson, his exact title within the organization is?"
2. Does the nature of your business require you to ship overnight packages on a daily basis with Federal Express or UPS?
3. Current Carrier
4. Volume of Shipping – number of packages per day (Air v. GDS)
5. Is this the corporate office? Number of other locations? - Specifics
6. Destination of shipments (Major Domestic or International destinations) International Inbound?
7. Types of packages – Letters, Paks, Boxes (Average Weight)
8. Internet shipping or handwritten airbills (Projects, payroll, return shipments)
9. Do they have a daily pickup? What time? Do they use a drop box?
10. Do they insure packages?
11. Do they ever reference their airbills....employee, department, customer #, project # or location?
12. What the company does – type of business or industry
13. Get the first and last name of the CFO (Chief Financial Officer) or Controller. (Confirm just as you did for the Owner)
14. Thank you for all your help; what is your name?

F. Sample Questioning to Gather Information

1. “Now you said Joe Judson was the *Owner* of the company, correct?” or “Now Joe Judson, his exact title within the organization is?”
2. “Does the nature of your business require you to send overnight packages on a daily basis out of here with Federal Express or UPS?”
3. “Who do you use to ship packages out of here at the end of the day?”
4. “Ballpark, how many packages do you send out of the office everyday with FedEx?”
5. “Is this your corporate location?” “Do you have any other locations? Where are they located?”
6. “Are all of your shipments Domestic or do you ship International as well? Where do you typically send Internationally (Domestically)... anywhere particular?”
7. “What types of packages do you typically ship? (If boxes, average weight?)
8. “Do you guys handwrite the airbills or does FedEx have you setup on some form of internet shipping?” “Do you ever send out a higher volume of packages for projects or payroll?” “Do you receive any package *in* that come back from packages you originally sent out?”
9. “Does FedEx come by at the end of the day and pick up the packages or do you use a drop box?”
10. “Do you ever insure the packages you send out?”
11. “When you fill out the airbills, do you reference them in anyway...by employee, department, customer #, project #, location, etc.?”
12. “What exactly do you guys do out here?”
13. “And, who is the Chief Financial Officer or Controller of the organization? (confirm title) “Now Joe Judson, his exact title within the organization is?”
14. “Thank you for your help, what is your name? “Sally, thanks and have a good day.”

*****WRITE DOWN ALL INFORMATION! (including other DHL customers in the building/business park, drop box p/u times in the building...etc.)**

AVOIDING BAD PROSPECTS

Golden Rules:

- **Sign up daily shippers ONLY (good rule of thumb - they should ship at least 2 air shipment per day)**
- **Meet with TRUE decision makers (Owner, President, CFO, VP Finance, Controller)**
- **Who can and will make this decision? Who can implement change without question? (Owner, CFO)**

The Ideal Prospect

- Volume: 2-20 shipments per day
- Qualifies for a regular daily driver pick-up (“reg” stop)
- Ships mainly Letter up to 5-10 pounds

Red Flags

- Large UPS Ground user
- Consistent user of FedEx Express Saver
- Consistent user of Priority First (FedEx) or Early AM (UPS)
- Recent negative experience with DHL (service related)
- Branch office of large corporation
- Rural areas and/or COD
- High volume residential shipper

Initial Benefit Statement

- I. Initial Benefit Statement**
 - a. Introduction and business card**
 - b. Disarming statement**
 - c. Benefit statement**
- II. Close For Appointment**
- III. Solidify**

Initial Benefit Statement

Scenario: The secretary has called the owner; he or she has agreed to come out and see you and is now walking towards you in the lobby (or has just walked into the conference room where you've been waiting.).

****Keep in mind you have limited time to make an impact!. Give the Owner a reason to meet with you! If you can't get them to meet right then, try to schedule an appointment for a later date****

Introduction and Business Card

****Introduce yourself by shaking the owner's hand and presenting him/her with your business card****

Sales: (Owner's first name), (your first **and last** name) with Worldwide Express, we're DHL's largest partner in North America ...let me give you one of my cards.

Disarming Statement

Sales: I realize I stopped by unannounced...

(When you say this body language is important...put your hands up in front of you, palms facing the owner.)

Benefit Statement

Sales: But the reason I stopped by is because we just rolled out a brand new program specifically designed for *the Dallas market***...do you have somewhere we can sit down real quick?

(Motion towards their office or conference room)

Close for Appointment

Owner: I appreciate you stopping by, but this isn't a great time...you caught me in the middle of a hundred things.

Sales: No problem. I'm actually going to be back out this way (give day of week) and would like to get some time in your schedule that morning.... again it's a brand new program specifically designed for *the Dallas market*...I promise not to waste your time...Would (give time) work for you that morning?

(**Note: in the examples above we cited a new program specifically for *the Dallas market*...this statement should be tailored to make it specific to the account you are calling. i.e. Geography, Industry, etc... It's all *perception* by the buyer!)

Solidify

Scenario: The owner has just agreed to meet with you.

****Write the date and time of the meeting on the back of your business card...and also a note to pull FedEx or UPS invoices****

Sales: Just so I'm better prepared for our meeting...who do you primarily use for your overnight shipping Federal Express or UPS?

Owner: Federal Express

Sales: Ballpark, what does a typical Federal Express invoice run you?

Owner: Around \$400 a week

Sales: Great. I'm going to make a note on the back of my business card for you to pull 3 or 4 of your most recent Federal Express invoices for the meeting...it will help expedite the meeting, so if you could have those pulled that would be great.

Owner: Sure. I'll have them.

Sales: (Owners name), one last question for you...Is this something you're fairly open to taking a look at?

Owner: Sure. I'm open to taking a look at my overnight shipping.

Sales: Great. I look forward to meeting with you (give date and time).

PHONE SKILLS

I. Telemarketing Script

II. Appointment Phone Call

a. Getting through the screener

b. Introduction

c. Handling Objections

d. Solidify

e. Lead Development

III. Second Phone Call

TELEMARKETING SCRIPT

- The phone is your friend!
- Phone = appointments = \$
- Developing your phone skills will be imperative to your success.

Appointment Phone Call

Part 1: Getting Through the Screener

Scenario: Trying to get the owner on the phone. Joe Judson is your owner.

Sales: Joe Judson please.

Sec: May I tell him who's calling?

Sales: Sure, let him know that (your first **and last** name) is on the phone. I'd appreciate it.

Sec: What's this in regards to?

Sales: He should know my name. If you could let Joe know (your first **and last** name) is on the phone, I'd appreciate it.

And/or the secretary might say...

Sec: What company are you with?

Sales: Worldwide Express, but he should know my name. If you could let Joe know (your first **and last** name) is on the phone, I'd appreciate it.

Part 2: Introduction

Scenario: The secretary put your call through and the owner answered the call.

****** Keep in mind you have limited time to make an impact. Give the decision maker a reason to sit down with you...******

BE SHARP!...BE ENERGETIC!...Nobody likes boring!!

Owner: This is Joe.

Sales: Hey Joe, (your first **and last** name). How are you today?

Owner: Not bad. What can I help you with?

Sales: I'm with Worldwide Express, we're DHL's largest partner in North America. The reason for my call is I stopped by your office last week and based on some of the homework I've done, your account fits into a profile I've been very successful with....we just rolled out a new program specifically designed for *the downtown Dallas market***...I'm going to be out your way (give day of week) and was looking to get some time in your schedule that morning. Would (give time) work in your schedule?

(****Note:** in this example we sited a new program specifically for *the downtown Dallas market*...this statement should be tailored to make it specific to the account you are calling. I.e. Geography, Industry, multiple locations, international shipper, etc... It's all *perception* by the buyer!)

Part 3: Handling Objections

1. Empathy (I can appreciate that / Fair enough / Understood)
2. Overcome the objection
3. Back pocket benefit
4. Close for time

Don't handle, need to talk to shipping manager:

Owner: I don't handle this...you need to talk to my shipping manager

Sales: Fair enough (Owner's name)...I appreciate that (person's name) deals with your FedEx/UPS account more on a day-to-day basis, but as the (title) of the organization you have the most financial interest vested in this decision...again (Owner's name) I've done my homework here and I already have a good understanding of your account... like I said it's a brand new program specifically designed for the downtown Dallas market...How does (day) at (time) work in your schedule?

****Same Objection Again Or When Overcoming Any 2nd Objection**

Owner: Again, you have to meet with my shipping manager, they handle this!

Sales: Fair enough. I understand you can't meet with every salesperson who calls on you, but this one is a little bit different...again (Owner's name) I'm not calling you blindly out of the yellow pages...your account fits into a profile I've been very successful with...I know...(use info from the cold call)...(again it's a brand new program...close for time!)

****Another Example****

Sales: Understood (Owner's name). If it was as simple as comparing our rates vs. your current rates with FedEx/UPS I'd have absolutely no problem meeting with (person's name)...but the reason I'm calling you as the (title) of the organization is because I know for a fact there are some ways I can make your business more profitable... I know...(use info from the cold call)...(again it's a brand new program...close for time!)

Happy with FedEx:

Owner: We're happy with FedEx.

Sales: Understood. FedEx does a nice job and some of my best customers were big FedEx users. Understand (Owner's name) I've done my homework and your account fits into a profile I've been very successful with...(again it's a brand new program...close for time!)

****Same Objection Again Or When Overcoming Any 2nd Objection**

Owner: Again, we're already setup with FedEx and happy with the service.

Sales: I can appreciate that. Fed Ex does a good job of delivering packages...but candidly, we all do. Years ago, there may have been differences between the carriers, but it's gotten to the point that delivery reliability isn't a differentiating factor. Again (Owner's name) I've done my homework on your account and I know...(use info from the cold call)...(again it's a brand new program...close for time!)

General Reluctance or Too Busy:

Owner: Now is not a great time...I'm really busy...

Sales: Fair enough and I'll concede this probably isn't the biggest thing on your plate, but it is definitely a controllable expense. Again (Owner's name) I've done my homework here... I'm not calling you blindly out of the yellow pages...I know...(use info from the cold call)... and like I said it's a brand new program specifically designed for the downtown Dallas market...(close for time!)

Bad experience with DHL:

Owner: We had a bad experience with DHL in the past, call me in 6 months.

Sales: Fair enough and that's exactly why I called. I certainly can't defend what happened in the past, but (Owner's name) I've done my homework and your account fits into a profile I've been very successful with...(again it's a brand new program...close for time!)

****Same Objection Again Or When Overcoming Any 2nd Objection**

Owner: Again, we had a bad experience and I'm not open to looking at this.

Sales: How long ago? I can't defend what happened with DHL (6 months, 2 years, 5 years) ago. What I can tell you is that any operational challenges you may have experienced are going to be the exception and not the rule...We've put over 2 billion dollars into our U.S. infrastructure, and we've gotten to the point where we're consistently ahead of FedEx and UPS from an on-time delivery standpoint. Again (Owner's name) I've done my homework on your account and I know...(use info from the cold call)...(again it's a brand new program...close for time!)

Handling Objections cont.**After overcoming 2 objections, getting the same objection twice, or you hear the DM use the word “time”:**

Go to the information you gathered on the cold call...specifically the **big information** or unique information you uncovered about the account. Big information will set you apart from every other salesperson out there... that's why the cold call is as critical as it is.

Examples of **big info**: International shipping to and from a specific country, reference airbills, insures a significant number of packages, bulk mailing for projects or payroll, multiple locations with multiple invoices

Example of Information on a Lead – Big Information in Bold

- FedEx
- 7-10 pkgs per day – typically envelopes
- Online
- **Domestic, but 5 pkgs a week to the UK**
- **Reference airbills by job #**
- Corporate – no other locations
- **Send payroll every other Thursday to 25 sales execs.**
- Pickup at 5:00

Make these power statements:

- I've done my homework on your account and I know...(use info on business card)
- I realize you can't meet with every sales person who calls on you, but this one's a little bit different...(use info on business card)
- I'm not calling you blindly out of the yellow pages or some telemarketing list here ...(use info on business card)
- I've been doing this a long time and I know...(use info on business card)

...and always...(restate the benefit, close for time!)

Part 4: Solidify

Scenario: The owner has just agreed to meet with you.

Part 1 – Get an agreement from the owner to have competitor invoices available for you meeting.

Sales: Great, I look forward to seeing you Tuesday at 10:30. One last thing...if you could make a note to have 3-4 of your most recent FedEx/UPS invoices pulled that would really help expedite the meeting.

Owner: Why do you need those?

Sales: They just help me verify the volume and destination of your shipments...it gives me a clear picture of your account...**so if you could have those pulled it would be helpful** (*be sure to give the “directive” (in bold) at the end of your statement.*)

Owner: Ok, I'll have them.

Part 2 – Take Temperature / Test Waters (The Owner must be open minded to switching to DHL...it's nearly impossible to close someone who is close minded to switching away from their current carrier.)

Sales: (Owners name), one last question for you...Assuming I can come out there and bring some things to the table FedEx/UPS hasn't been able to do for you, and obviously show you a cost advantage in using DHL, is it fair to say you're open minded to switching to someone other than FedEx/UPS to ship your overnight packages?

Owner: Well...I'm open to taking a look at this.

Sales: Fair enough, but you're not married to FedEx/UPS are you?

Owner: No, I'm not married to Federal Express.

Sales: Great. Again, the name's (your first **and last** name) and I'll see you next Tuesday at 11:00.

Lead Development

After overcoming multiple objections or feeling like you've exhausted all angles to set an appointment with the owner...agree to follow up in the future and develop the lead for a later date!

Example:

Owner: That's all great, but again you have to meet with my shipping manager! It's not something I'm going to take a look at.

Sales: Fair enough. It sounds like I've caught you at a bad time. I'll just follow up with you down the road.

*****Take detailed notes from the call (date, time, who you talked to, what happened, what objections you faced...etc.) This is the information you'll use when you call that owner at a later date. See "Second Call" pg 5-12**

Second Phone Call

Scenario: You are following up with a phone call to an Owner 30-45 days since your previous conversation.

Part 1: Getting through the screener

Use the same script as you would for an initial call.

Part 2: Introduction

Scenario: The secretary put your call through and the owner answered the call.

**** Keep in mind you have spoken to this person in the past, and this should be a “warmer” call. You should feel like you’re building a case for yourself.****

Owner: This is Joe.

Sales: Hey Joe, (your first **and last** name). How are you today?

Owner: O.K./ Fine/ What can I help you with?

Sales: To refresh your memory...I’m with Worldwide Express, DHL’s largest partner in North America. I actually spoke to you back on (date of previous call) and wasn’t able to get any time in your schedule. I’m following back up with you because since we last spoke I’ve started working with X,Y, and Z (drop names of companies in the area or industry)...and again based on the homework I’ve done your account fits into a profile which I’m successful with to the tune of over 90%. I’m going to be out your way (give day of week) and was looking to get some time in your schedule that morning. Would (give time) work in your schedule? I promise not to waste your time.

****This is just one example of how a 2nd, 3rd, 4th, etc. call could go. Use your notes from previous conversations and reference them during the call.**

SEVEN STEPS OF THE SALE

- 1. Approach**
- 2. Qualify**
- 3. Agree on Need**
- 4. Sell the Company**
- 5. Fill the Need**
- 6. Close the Deal**
- 7. Cement the Sale**

APPROACH

Set the Stage

Greet the DM, thank him/her for taking the time to meet with you, **before sitting down ask for the invoices** (the invoices verify volume, show destination and weight range...you must have these to run the meeting!) and then begin to explain the Worldwide Express/DHL relationship.

** Transition Statement: **“Thanks for taking the time to meet with me today...**

(Give business card)

As you can see on my business card, I’m with Worldwide Express. We are DHL’s largest partner in North America.

Now what we do here at Worldwide Express is focus on small to medium size business customers that ship between 1-100 packages a day.

Whereas DHL’s direct sales force, as well as FEDEX and UPS’s sales force, focus on larger customers that ship over 100 packages a day.

Now what you’ll find when you come onboard with us, is that we use the entire DHL infrastructure: utilizing their packaging, airbills, drivers, trucks and planes.

Essentially, from an operational standpoint everything you see will be DHL.

The only fundamental difference is that we invoice and service you on a local level.

(Pause)

So (Owner’s first name), does that clarify the relationship between DHL and Worldwide Express?

Approach cont.

Business Background / Build Rapport

****Transition statement: “To give me a little bit of background, what exactly do you guys do out here?”**

- Nature of their business (if the type of business is obvious this question has to be adapted...Ex) If it is a car dealership, don't ask what the nature of the business is! Move on to asking how long they've been in business.)
- How long has the company been in business?
- How long have you been with the company?
- How do you separate yourself from the competition?

Ground Rules Statement (Ask, Tell, Make)

****Transition Statement: I appreciate you sharing that. What I would like to do now is”...(Ask, Tell, Make)**

Ask you some questions about your overnight air service

Tell you a little bit more about my company, Worldwide Express, and then

Make some recommendations on how we can help you out

Does that sound fair?

****Transition Statement: “Do you mind if I take a few notes...”**

QUALIFY

Company:		People in the Meeting: Title(s):				
<input type="checkbox"/> Corporate HQ	Other locations:					
<u>Current Carrier(s)</u>	Who?	How Long?	Any Other Carrier?			
Any PROFOUND reason you use (carrier) other than the fact that they get your packages from point A to point B?			Ever looked into DHL?			
<u>Typical Volume</u>		# Shipments	\$	<input type="checkbox"/> Week <input type="checkbox"/> Month		
<u>Airbills</u>	Who and # of ppl creating airbills?	<input type="checkbox"/> Handwrite <input type="checkbox"/> Internet/Online <input type="checkbox"/> WorldShip/PowerShip	<input type="checkbox"/> Shared Printer <input type="checkbox"/> Thermal Printer <input type="checkbox"/> Individual Printer	Default Settings		
	Address Book?	Projects/Bulk Mailing? (Mail lists)	Logo?	Return Labels?		
<u>Invoices</u> (Cost allocated by?)	Who receives?					
	What are they looking for?					
	Location	Project	Customer	Employee	Department	Other:
	How (What's the process?)					
Electronic Invoices (eBill)	<input type="checkbox"/> Yes <input type="checkbox"/> No	Multiple location Multiple People review				
Types of packages do you typically ship?	Letters Envelopes	Paks	Boxes	Heavy (Carrier?)		
Package Insurance (Value?)						
<input type="checkbox"/> Domestic	<input type="checkbox"/> International (Carrier?)	<input type="checkbox"/> International Inbound (Carrier/Freight Forwarder?)				
Pickup	<input type="checkbox"/> Daily driver? Time:		<input type="checkbox"/> Drop Box? Time:			

(This is an example of a Qualify Sheet to be used during an appointment. The goal of Qualifying is to understand the customer's current processes and gather "little agreements" from the prospect every time we uncover an area where we have a solution that is a better option than they currently have with the incumbent carrier. Every time you get a "little agreement", write it in the needs box...you will refer back to this box throughout your entire presentation.)

NEEDS
LOCAL REPRESENTATION
COST

Qualify cont.

Below are some examples of transitions that will help guide you through the qualifying of an account and also, some examples of how to ask certain questions inside of the qualify sheet.

****Transition:** *After confirming a typical invoice and before the Airbills...*

“Let me get a better understanding of how your account is currently setup with Federal Express...”

Airbills:

“Now as far as the number of people that currently create airbills with Federal Express...who within your organization is involved in that process?”

Logo:

“Let me ask you this...we have a logo placement feature...would it be beneficial to you if we could put your company’s logo on each airbill...so that anytime one of your customers, vendors, or business partners receives a package from you, your company’s logo is next to the DHL logo...essentially co-branding your company with a 75 billion dollar a year organization?”

Projects / Bulk Mailing:

“Do you ever have a need to send out similar packages to multiple receivers...for payroll, any type of project, or bulk mail type shipments?”

Return Labels:

“When you send packages out to your customers, do you ever have a need for them to send something back in to you?”

Qualify cont.

****Transition:** *After the Airbills section and before the Invoicing section...*

“Now as far as your invoicing with Federal Express is concerned...”

Invoicing:

“Who within your organization receives the invoices when they come in?”

“What exactly is (name of person who receives the invoice) looking for inside of this invoice...is he/she looking to break your invoice down in any way...by location, project, customer, employee, or department?”

“Help me to understand...what exactly does that process look like for (name of person who receives the invoice) when he/she is going through the invoice...”

Electronic Invoice:

“We have the capability of sending our invoice to you electronically instead of a hard copy in the mail...essentially creating a paperless environment for you and _____ who handles your invoice...is that something you’d like to see done?”

AGREE ON NEED

Step 1. Confirm Notes

Starting at the top of your Qualify Sheet confirm your understanding of the account by reviewing your notes back to the buyer. (This shows your attention to detail and that you were listening!) As you do this be sure to remind them of all of the areas where you got a “little agreement” (needs box!)

Here is an example of what this might sound like...*Note this is just an example, obviously this part will always change based on the notes you took during your conversation with the buyer...again this is just an example!*

“Let me just confirm I have a good understanding of your account and we’re on the same page”.....(Start at the top of the Qualify Sheet)

This is your corporate location; you don’t have any other locations. You’ve been set up with FedEx for about 7 years, no real profound reason you’re using FedEx other than the fact that they do their job and get your packages from point A to B...never looked into using DHL before I popped in here today. You’re currently shipping about 75-100 packages/week using mostly air service. Currently your employees are still handwriting their airbills with FedEx, **but you agreed if I could get everyone set up with our internet shipping and create a mail list for Roberta for your quarterly projects, alleviating her from creating 75 individual packages that would be a better option for you. You also agreed if I could get you setup with our logo placement feature and have your company’s logo co-branded on all your airbills next to DHL’s logo, that would be something you’d like to see done.** Right now Roberta is going through your FedEx invoice each week and manually tallying up all of the shipments so that you can cost allocate your shipping expenses by your 4 departments (HR, Admin, Sales and Finance) **but you agreed if I could provide an invoice for you already broken down by your 4 departments alleviating Roberta from having to do that work each week that would certainly be a solution you would want to see...**and at this point you’re not interested in getting your invoices sent electronically via our E-billing service. You ship mostly letters, some paks all domestically, you don’t do any international shipping. Right now you have a FedEx driver coming by between 3:30-4:30 to pick up your packages and **you also agreed if we duplicated that service by having our DHL driver coming by in the same pick up window that would work for you.**

“Does it sound like I have a pretty good understanding of your account?”

Agree on Need cont.

Step 2. Agreement from Prospect (Trial Close)

Once you have confirmed your notes back to the buyer, you're going to take the temperature of the buyer by asking a "trial closing" question. For the content of this question you are going to refer back to your "needs box" **only**.

*Here is an example of what this might sound like...**Note: this is just an example, obviously this part will always change based on what you wrote in your "needs box" for each particular prospect...again this is just an example!***

If my "needs box" looked like this:

<u>NEEDS</u>
Mail list (qtrly project)
Logo
Invoices broken down by 4 depts. (HR, Admin, Sales, Finance)
Duplicate P/U 3:30-4:30
LOCAL REPRESENTATION
COST

My "Agree on Need" question might look like this:

"Let me ask you this...assuming all things are fairly equal and we can move packages from point A to point B just like FedEx is doing for you,... (Needs Box)

- I can set everyone up with our Internet Shipping and Roberta with a mail list for your quarterly projects, saving her the headache of having to create 75 airbills individually
- Get your company's logo placed on all your airbills
- Provide your invoices already broken down by your 4 departments, HR, Admin, Sales and Finance...again, taking the work away from Roberta,
- Duplicate a driver coming by on a daily basis in the same p/u window from 3:30-4:30 like you have with FedEx, it would simply be a DHL driver
- Provide you with Local Representation, which would be myself
- And help you out on the cost side...

"Assuming I can do all of these things...and again, help you out on the cost side...do you see any reason why you wouldn't move your business over to DHL?"

SELL THE COMPANY

Transition statement: **How familiar are you with DHL?

What you may or may not know is that...

- DHL is a \$75 billion dollar a year organization.
- To put that size in perspective, if you were to combine Federal Express and UPS into one company, that combined organization still wouldn't be as large as DHL.
- DHL is by far the largest and most widely known shipping company in the world.

In our industry, people are most interested in knowing their packages are going to be delivered accurately and on time.

When you look at the industry and compare delivery reliability, what you'll find is that,

- Federal Express has a system-wide average delivery time of 9:44 AM
- DHL is 9:45 AM
- UPS is 9:47 AM

Relatively insignificant differences.

Here in the states, DHL's focus has been on working with extremely large companies.

HP uses DHL

Walmart uses DHL

The Department of Homeland Security uses DHL

65% of the Fortune 1000 use DHL as their primary overnight carrier

Again, where my company comes into play, is we work with companies such as yours that are shipping anywhere from 1 to 100 packages per day, and typically, we can bring things to the table that Fed Ex and UPS are either unwilling or unable to do for an account your size.

So (Owner's first name) does it stand to reason that if we can handle the shipping needs of the HP's and Walmart's of the world, that we can certainly get a package from point A to point B just like Federal Express/UPS is doing for you?

Does that give you a clearer understanding of DHL as a company?

FILL THE NEED

****Transition Statement: “Earlier you agreed that if we could...(review “needs box” on qualify sheet)...that it would made sense to move your business over to DHL...**

Introduce the First Value Added Service:

(Example of how billing could go)

“Let’s talk about how we can customize your invoices...”

Explain Current Situation:

“Right now, when you receive your Federal Express invoice, Roberta has to go through the invoice and manually cost allocate the shipments back to the appropriate department. Obviously, this is a time consuming and somewhat inaccurate way of reconciling charges back to the appropriate department...”

Explain Solution with WWE (paint a picture of how it will work):

“With us, when you receive your WWE invoice, the invoice will already be broken down by department (show invoice example), so that Roberta won’t have to do any work. We’ll provide you a summary that gives you a quick snapshot of all of your activity by department (walk through example). And then obviously, all of the shipment detail is contained in the body of the invoice...”

Summarize Benefits:

“So obviously, this will save Roberta a lot of time and make the process far more accurate...”

Confirm Understanding:

“Do you see how this would work?”

Fill The Need Cont.

Introduce Next Value Added Service:

(Another Example)

“Additionally, let’s talk about how we can help you out with your automation...”

Explain Current Situation:

“Currently, every other week when Roberta goes to create your payroll packages, she has to log on to the Federal Express website and create 25 individual airbills one-by-one just as she would for a general shipment. Obviously, this is a time consuming and somewhat redundant way for Roberta to create your payroll packages...”

Explain Solution with WWE (again, paint a picture of how it will work):

“With us, when Roberta creates payroll packages, I’ll get her setup to use a mail list, so that all she’ll have to do is click print one time and all 25 airbills will be created simultaneously...”

Summarize Benefits:

“So obviously, this will save Roberta a lot of time and make the process far more efficient...”

Confirm Understanding:

“Do you see how this would work?”

****Continue to explain additional Value Added Services in a similar way, until you get to Driver Pickup or Drop Box****

(Typically, you’ll be duplicating their current scenario)

“As it relates to getting your packages out the door with DHL, it will be no different than your current scenario, other than the fact a DHL driver will be coming by at the end instead of a Federal Express driver...” or “your employees will simply put the packages in a DHL drop box, instead of a Federal Express drop box...in that regard, it’s a pretty seamless transition”

Fill The Need Cont.

****Next, you will ALWAYS explain Local Representation!****

Introduce Local Representation:

“Lastly, before getting into the cost side of things lets talk about the way we handle our accounts locally...”

Explain Current Situation:

“Right now, whenever you have to contact somebody at FedEx, you typically have to deal with an 800 #.”

Explain Solution with WWE (again, paint a picture of how it will work):

“With us, whenever you need to speak with somebody, all you’ll have to do is contact our local support team, and you can deal with somebody right here in _____. From my standpoint, I’m financially compensated on the life of your account, so it’s obviously in my best interest to take care of you. So if you ever have an issue where you need to speak to me directly, you’ve got my mobile number, you can always reach out to me directly and whatever the issue is, I’ll get it handled for you pretty quickly.”

Summarize Benefits:

“Obviously, this allows us to offer you a far more personalized service than you currently have...”

Confirm Understanding:

“I’m sure you’d agree that it’s far easier to work with a vendor when you have a local point of contact, as opposed to a vendor where you don’t have a local point of contact?”

CLOSE THE DEAL

**Transition Statement:

“Now let’s get into the cost side and see if this makes good business sense. UPS, FedEx and DHL are zone-based carriers, which means your pricing is determined by where you ship your package.

FedEx, UPS and DHL all have zones 2 through 8...FedEx has Priority Overnight service which is equivalent to DHL’s Express service, FedEx has Standard Overnight which is equivalent to DHL’s Next Afternoon service, they have Second Day we have Second Day, they have Ground we have Ground..”

FedEx

Priority Overnight
Standard overnight
Second Day
GDS

DHL

Express
Next Afternoon
Second Day
GDS

UPS

Next Day Air (Red)
Next Day Air Saver
Second Day Air
GDS

“Let’s get into the invoice and take a look at a few examples...(compare current competitor invoices to WWE pricing, do two or three examples of cost savings for the customer)

The statement to use when quoting cost is:

“Your cost based on your volume is ____.” “Let’s look at a few more ...”

Calculate their year-end savings. Be conservative!

“You will save ____ dollars a year, conservatively, simply by putting your documents into DHL packaging versus Federal Express packaging...”

Restate the Benefits!

...”So we’re going to get everyone set up on internet shipping, consolidate your invoices and have it broken down by location, duplicate your driver pick up, provide you with local representation and you’re ____ dollars ahead at the end of the year, conservatively.

Close cont.

****Transition statements:**

“So, from here the process is fairly straight forward, it’s a 12 month agreement that you will spend \$800 a month with DHL (which is conservative based on your actual monthly spending.)

“Now how our service works is that if at any point during the term of the agreement you’re not completely satisfied (whether it’s with our drivers, customer service, billing...whatever the case may be) we simply ask that you notify us in writing, and if we can’t correct that concern to your reasonable satisfaction inside of 10 business days you are free and clear to leave the service.”

****Assume the sale! You don’t have to ask questions like...“How does all this sound?” “Are you ready to move forward?”****

(Have the Term Agreement and Customer Satisfaction Guarantee filled out before the meeting)

Fill out paper work completely! Never hand over a blank piece of paperwork and expect the buyer to fill in the information...you do the work! All they should have to do is put their signature next to the big “X” you wrote where they should sign!

“So all I need from you is your authorization right here...”

(put an “X” at the line where you expect a signature then put the Term Agreement facing them with a pen and wait for signature.)

“Here is the Customer Satisfaction Guarantee, I’ll sign it here...and if I can get you to ok it right down there...you’ll get a copy of that as well...”

(put an “X” at the line where you expect a signature then put the CSG facing them with a pen and wait for signature.)

Close cont.

“Now, as far as your invoicing goes does that get sent here or to a P.O. Box?”

(Start filling out the Service Order Form, including the Value Added Services section in the middle of the form. Once you have everything on the SOF filled out, turn it around and start to walk them through it.)

(Point to the address info at the top of the SOF and say..)

“This just verifies your billing information...”

Then briefly review the middle section of the SOF:

- Review the Value Added Services on the account
- It will take you 3-4 business days to get their account number back and when you come out next week your expectation is to get everyone to stop using FedEx/UPS and get everyone using DHL. ****Be sure the Owner understands your expectations. No “soft” closes or trials!****
- Ask to be introduced to everyone involved in the shipping process before you leave the building (schedule set up day with them)
- Get a copy of the invoice to take with you – explain that when you come back out the day of the set up you will have all their rates for them, letter – 100lbs., zones 2-8, Express – GDS

When you get to the bottom of the SOF, explain:

“This just states that you’re authorizing us to get you a DHL account number and that you understand that DHL will be moving your packages and that we (WWE) will be servicing and invoicing you, and that our payment terms on that invoice are net “X” days.”

“So again, all I need is your authorization right here...”

(put an “X” at the line where you expect a signature then put the Service Order Form facing them with a pen and wait for signature.)

CEMENT THE SALE

Meet all individuals that will be involved in the shipping process before you leave the business! Meet the main shipping contact first (Office Manager/Secretary/Shipping Manager) and confirm setup date and time with them.

****Be sure to tell them to hold their packages the day of the set up because you will create the airbills with them their first day****

- **Answer any questions**
- **Take supply order**
- **Reconfirm pickup window**
- **Give them business card with setup date/time on back**
- **Coordinate with your local DHL station.**
- **Track the packages on FOCUS.**

THE SETUP

- A. Successful Set-up**
- B. Set-up Folder Contents**
- C. List of Supplies to Keep in your Car**

SUCCESSFUL SETUPS

Hold yourself accountable to standards and follow the same format each time you set up a customer. If the customer did not hold their packages and they don't have anything to ship with you on that set up day...**RESCHEDULE THE SET UP** for the next day. Do not do a set up if they aren't going to ship packages with you while you are there that day...that is the only way to ensure immediate activation with WWE.

What makes a successful setup?

- Managing the process so that the setup is a no-brainer. It shouldn't be dropping off supplies and hoping that they ship. Commitment by the DM to ship should already be gained long before the setup.
- Remove all Fed Ex and UPS supplies. Either take them with you or put them out of sight.
- If it's a large company or they have multiple locations, send out a memo to all staff letting them know the date the transition will take place. Make sure you get a commitment from the DM to do this prior to the date of the setup. Offer to write it for them if necessary.
- Take Key Account Executive on all major set ups to introduce them as the point of contact.
- Hold a meeting with all shippers to educate them on the process
- Uncover and re-identify all departments that ship. Know the key people in each of those departments. Know where the volume is coming from.
- Come prepared with enough supplies for the next 1-2 weeks. Order supplies while at the customer site to educate them.
- Follow up on daily pickups. Call to verify with the station that the customer is in the system as a "reg stop."

Set-up Folder Contents

- New Account Information Welcome Letter
- Detailed Pricing Sheets (all 8 pages)
- Pricing Zone Chart
- Yellow Rolodex Card
- Sample of stickers (Sig. required, Saturday)
- Pre-prints
- Drop-box locator
- Supply Order Form
- Account Executive Business Card
- Key Account Executive Business Card
- How to Complete the International Waybill
- International Legend
- Outbound International Rates
- International Countries Served List
- Tips for Completing the International Airbill
- International Pre-prints

List of Supplies to Keep in your Car:

- List of all of your accounts:
 - ✓ Name
 - ✓ Account Number
 - ✓ Contact
 - ✓ Phone Number
 - ✓ Website Log-In
 - ✓ Station that services their zip code
- DHL Station Listing
- Local Station Listing
- Map
- Extra Business Cards
- Clear Plastic Sleeves
- 1239 adhesive labels
- Thermal labels in 4" X 6" and 4" X 8"
- Thermal printer installation CD
- Regular and Legal Envelopes (25 of each)
- Blank pre-prints
- Stickers:
 - ✓ Saturday
 - ✓ 10:30am
 - ✓ Payroll
 - ✓ No Signature Required

List of Numbers to Keep in your Phone:

- All of your Accounts & any customer's direct lines
- Attempted Delivery (888) 273-8876
- Corporate (800) 758-7447
- Database Design and Development (713) 934-7888
- DHL International (800) 229-4685
- Technical Assistance/I AM HELP (800) 527-7298
- Hazmat Hotline (866) 588-2002
- Outsource Data Center (713) 979- 0612
- Sky Courier (800) 336-3344 or (703) 433-2800
- Lisa Klinke cell (214) 335-8707
- Melissa Larson cell (612) 418-0511
- Dustin Wesley cell (214) 240-0441
- Brendan Newman (248) 842-3115