



FRONTIER'S Sales Team





HOW THE SALES TEAM PROMOTES FRONTIER

“Depends on the Audience”

Discovery calls & probing questions

- Often used prior to promoting certain services
 - A lot is based on referrals
 - We will typically try to figure out the challenges of the potential customer prior to promoting/selling

Cross-selling example:

- After speaking with Anthony from Mine Safety Solutions, I realized he was looking to get international freight. After a long conversation with him I analyzed that we could sell/promote him all our services



HOW THE SALES TEAM PROMOTES FRONTIER

“Depends on the Audience”

When the contact is a Trade Compliance manager

- Sales reps will promote the fact that a BIG part of our Canadian and US brokerage solutions is our ability to keep our customers compliant through **John Quirke and his team**



Through different associations

- Our sales reps use many different connections for networking. Some of these include: Sask Trade and Export, Saskatoon Transportation Club, Canadian Institute of Traffic and Transportation, MITA and WTA



HOW THE SALES TEAM SELLS OUR SERVICES

“Through calls, emails, video conferencing & In person visits,
**We build trust through industry knowledge,
persistence, and friendliness**”

How we start

- There are various ways to start - cold calls, referrals, cross-sell
- Research – need to know prospect and industry
- Finding Decision Makers – many companies will have "blockers" and "gatekeepers", we need to navigate beyond these



HOW THE SALES TEAM SELLS OUR SERVICES

“ Industry Example: **Canature** ”

Leveraging relationships

- There are many ways to make a sale, but almost every sale requires the establishment of trust and a corresponding relationship
 1. Identify needs that Frontier can assist with (ocean freight forwarding)
 2. Meet in person to validate Frontier and start relationship (met in SK)
 3. Work towards a next step (eg. pricing, industry question)
 4. Follow up with lunch, coffee, donuts/goodies (met in MN)
 5. Finalize what steps need to be taken to award business



WHAT OUR TEAM DOES DURING THE DAY

“ The Typical Day is **Never Typical...** ”

Changing day-to-day tasks

- Researching new companies to call, qualification, entering data into our CRM
- Contacting prospects and potential new clients – sales calls!!
- Conference/Teams calls (internal and external)
- Working on proposals, presentations, follow-ups galore, implementation,
- Help create articles, sponsored events, promote Frontier through our partner associations
- Networking events, client lunches, check-in meetings with clients, etc.



WHAT OUR TEAM DOES DURING THE DAY

“ V-tiger, Our Beloved CRM ”

Managing and organizing the sales funnel

- V-tiger allows us to organize the companies we are talking to, track potential opportunities, keep track of contacts, organize our day via a calendar, export lists for marketing campaigns, etc.





WHAT OUR TEAM DOES DURING THE DAY

“You Don't Sell the Steak, You Sell the Sizzle,”

Dealing with related issues

- In most if not all cases, the sales rep is the face of the company to the client. Being available and flexible are important to the clients and why many love working with Frontier

Example:

- If a client calls me at 10:00pm to tell me that a trucker is sitting at the border for whatever reason, we pick up the phone and take the call. That is what the client expects, and I know that most reps in companies like UPS would not do that



WHAT CUSTOMER SERVICE SKILLS OUR SALES TEAM USES

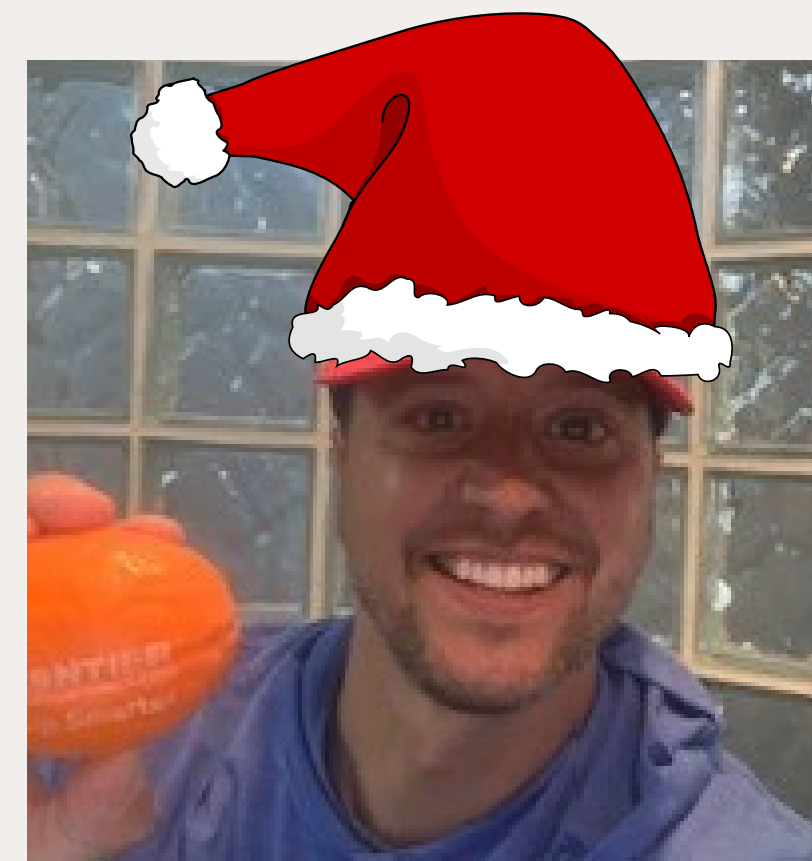
“ Every Customer is **Unique** ”

Knowing your customer: **Customers have comfort levels:**

- Some customers like gifts, some customer refuse to take gifts, some customers like to be taken to lunch, others prefer e-mail

Be creative with gifts: **Christmas is a good time to visit**

- One best practice I have during the holiday's is that I buy 10-15 gift cards ranging from \$15-\$150 in value and put them all in a Santa hat. I go onsite and have the customer/prospect pick out a gift card. **"Most love it and it is a way for them to remember me!" - Ben**





WHAT CUSTOMER SERVICE SKILLS OUR SALES TEAM USES

“ Every Customer is **Unique** ”

Knowing your customer: Some expect more than others

- It is our job in sales to understand and manage the expectations of our customers

It matters who is asking...

- If a "c" level contact reaches out, it is important to get back to them immediately with at least a response (even if it is not an answer)
- Example: When George from Royal Brush calls, he expects me to pick-up (even at 11:00 CST at night)!



WHAT CUSTOMER SERVICE SKILLS OUR SALES TEAM USES

Working as a team and building trust

- Selling as a Frontier rep is much harder than selling as a UPS, DHL, FedEx, Livingston, (insert any other large multi-national competitor)
- **When we win business, it is because the customer trusts the rep.** We keep business for as long as the trust stays intact and our service teams perform well. Sales can't do ANYTHING without a good support team, but without sales there is nothing to support

“ Sales is not easy, and we can't do anything without a supportive team ”



Thank you!

FRONTIER

