

Market leading logistics education

Logistics for salespeople

Why should a salesperson know anything about logistics?

A product or an offer consists, to an increasingly large degree, of logistics: Delivery conditions, service levels, distribution methods, joint systems, automatic re-stocking of goods... The list can go on for a long time. Therefore, logistics skills are an obvious competitive resource for everyone who works with sales; a powerful tool that gives the salesperson increased credibility and capabilities in relations with existing and potential customers.

Logistics for salespeople

- What is logistics and Supply Chain Management?
- Purchasing and outsourcing of transport!
- Logistics as a resource for maintaining existing customers and for finding new ones?



“Logistics is a powerful competitive resource”

Peter Ekstrand, a salesperson in the transport and logistics company, Schenker, chose to attend Silf's certification program in logistics- CLSilf. He has direct benefit from this knowledge in his day-to-day business contacts.

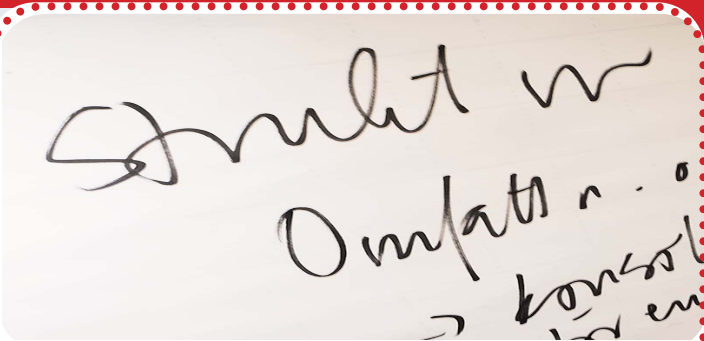
“For me, the CLSilf-program has provided those logistics skills that I need in order to be able to carry out qualified dialogues with people at all levels within our customer companies. Through that, I know the link between customer needs and our own product development.”

He emphasises that logistics skills are of great benefit to salespeople and marketers since logistics is of vital importance for the entire operation's competitive power and degree of service.

“For all salespeople, there is a lot to be gained by having good knowledge about logistics and Supply Chain Management, especially due to the fact that salespeople often meet professional buyers with good logistics skills who place tough demands for a high degree of service.”

Peter Ekstrand feels that the most enjoyable thing about working in the logistics industry is having the possibility to affect the company from a profitability perspective.

“Logistics is a powerful competitive resource that affects both the cost and revenue side.” ■



Profitable logistics – The Logistics card

It is about understanding how the “whole” functions in order to do good work and make the right logistical decisions in your own work situation. During the course you will gain the fundamentals, knowledge and inspiration that is required in order to act more professionally throughout the entire logistics chain. In addition, central logistics concepts such as VMI (Vendor Managed Inventory), ECR (Efficient Consumer Response, BPR (Business Process Reengineering), bottleneck theory and RFID (Radio Frequency Identification) will be presented and discussed.

From the contents

- What is logistics?
- Operative efficiency
- Process identification
- Transports and conditions
- Inventory and tying up capital
- Distribution and delivery service
- Quality and lack of quality costs
- Logistics toolbox

The course includes practical exercises and games.

Purpose and educational objectives

To get a good understanding for how the entire logistics chain is structured and functions and also how different sub-areas in the chain affect each other. Logistics and its impact on finances and competitive power are themes that run through the entire education.

Who should attend?

People who work with inventories, purchasing, production or distribution and transport within commerce, service or production-oriented companies.



Silf COMPETENCE AB