Winning Strategies for Commercial Excellence

Three critical gaps are limiting our competitive advantage in today's logistics market. Bridging these gaps will transform us from quoting vendors into trusted problem-solving partners.

Three Clear Gaps to Bridge

Language & Communication Quality

Our teams struggle to articulate value propositions clearly. Technical jargon dominates, while strategic benefits get lost in translation.

Commercial Capability

We default to quoting rates rather than selling comprehensive solutions. The shift from transactional to consultative selling is essential.

Engagement Strategy

Current approach is too reactive. We need proactive, consultative engagement that anticipates client needs and positions strategic alternatives.

What Do We Actually Sell?

WCA and our partners don't just want rates—they need confidence in their logistics decisions.

Confidence

Most Important - They need assurance that their shipments will move reliably, on time, with minimal risk exposure.

Clarity

Transparent communication about routing options, timelines, costs, and potential disruptions helps partners make informed decisions.

Solutions

Alternative routings, creative approaches, and proactive risk mitigation strategies—not just the first quote that comes to mind.

If replies are "simple and straightforward," it signals: "We are just quoting vendors, not problem-solving partners."

dextrans Worldwide
Integrating the Asian Frontier

Winning with a Two-Layer Model

Success requires clear division of labor between operational excellence and commercial positioning.

China Operations Team

Master the operational details, build accurate rate structures, understand lane capabilities, and identify potential constraints.

Regional Commercial Team

Position solutions strategically, communicate value propositions, build client relationships, and drive consultative selling.

Train China Teams to Think Commercially

01

Explain the "Why"

Don't just quote a routing—explain why this specific path delivers the best balance of cost, time, and reliability for the client's needs.

02

Offer Multiple Options

Present 2-3 routing alternatives with clear pros and cons. This demonstrates expertise and gives partners flexibility to choose.

03

Highlight Trade-offs

Proactively address risk factors, transit time variations, and cost implications. Help partners understand what they're optimizing for.

Shift from Reactive to Proactive Engagement

Current Reactive Mode

- Wait for RFPs and quotes
- Respond with single option
- Exchange rates via email
- Hope for award

Future Proactive Positioning

- Identify lanes partners move
- Propose solutions before RFP
- Position competitive advantages
- Build trusted advisor status

Master Proactive Lane Pitching

Stop waiting for requests. Start positioning value.

Observe Partner Activity

Track what lanes they're moving, seasonality patterns, and volume trends to identify strategic opportunities.

Position Your Advantage

"We see you move X → we can support via Y with advantage Z" becomes your opening position.

Quantify Value

Back claims with data: transit time savings, cost reductions, reliability metrics, or risk mitigation benefits.

Follow-Up Discipline That Wins Business

Follow-up isn't just sending quotes—it's consultative dialogue that positions you as a strategic partner.

Does this meet your client's requirements?

Invites collaboration and reveals unspoken needs or constraints that might require alternative solutions.

Any constraints we should optimize for?

Positions you as proactive problem-solver who anticipates challenges rather than reacting to issues.

How does this compare to other options?

Opens door to discuss competitive landscape and position your unique value drivers.

Be a Reliable Supplier to Your Customer's Customer

> "We don't just quote rates—we help partners win shipments with reliable, optimized solutions across Asia."

Your success depends on their success. When their clients receive shipments on time with minimal friction, they see you as indispensable. This mindset shift—from vendor to partner—is what separates winners from followers.

Key Takeaways

1

Bridge the Gap

Move from quoting to consulting by building commercial capability and communication excellence.

2

Master the Two-Layer Model

China teams focus on operations and rate building while regional teams drive solution positioning.

3

Shift Engagement Strategy

Proactive lane pitching and consultative follow-up transform reactive quoting into strategic partnership.