



DB Schenker

JOURNEY TO SALES BASE CAMP

DB Schenker is one of Finland's leading providers of transport and logistics services. Its range of services includes land, air and sea transport as well as contract logistics. DB Schenker provides its customers with innovative supply chain solutions that challenge the status quo. In Finland, DB Schenker's roots can be traced back to the 1930s, when the Kiitolinja chain was established. Today, DB Schenker's services in Finland are produced by more than 1,300 employees at 18 business locations.

COOPERATION BETWEEN SALES AND PRODUCTION

"Our net sales have grown in line with our targets. The general atmosphere has improved and we have enhanced our performance. New operating methods have been created for the sales management team and concrete toolkits have been developed for salespeople. We have also seen a substantial improvement in our salespeople's level of activity and ability to discuss with customers. Perhaps the clearest manifestation of our shared journey is the internal cooperation between sales and production. People are now creating customer value together," says Joni Lehtonen, Chief Commercial Officer at DB Schenker Finland.

DELIVERING ON PROMISES

DB Schenker is a significant player in its industry – both in Finland and internationally. To respond to the challenges presented by its industry and customers, DB Schenker had to find new operating methods in sales and production that would create even more value for customers. Trainers' House was chosen as the partner in this effort.

"The choice of partner was influenced by the expertise Trainers' House possesses in various areas and their ability to genuinely listen to us during the sales process. The preparation of the sales process was the best we saw, and they really zeroed in on our needs and our situation. We also liked the fact that Trainers' House's salesperson also took responsibility for project execution. Our partner has delivered on their promises in the cooperation," Lehtonen says.

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Mikko Vermas
Trainers' House

A DETERMINED TEAM

Trainers' House and DB Schenker assembled Schenker's salespeople and managers representing various areas of production into a **winning top sales team** that was determined to find the best possible logistics solutions for customers.

Several goals were set for the cooperation, related to topics such as coping with work, well-being at work, the development of sales skills and daily tools for sales work.

The journey of change was taken in three groups, and it was divided into three modules. The training sessions covered sales, presentation skills, effective communication, negotiation skills and individuals ability to cope at work and perform better. In the final module, the culmination of the journey was a **functional group hike through Nuukio National Park.**

"This has been a major project for us, with more than 90 DB Schenker employees involved. We were particularly happy with the regular steering group work to monitor the project progress. The project management was first-class in other ways, too, and the entire cooperation was very professionally conducted. I would recommend Trainers' House as a partner in sales and HR development projects. The members of the team really poured themselves into the project. The stories and lessons learned they shared in the training sessions came from their personal experience and their heart," Lehtonen concludes.