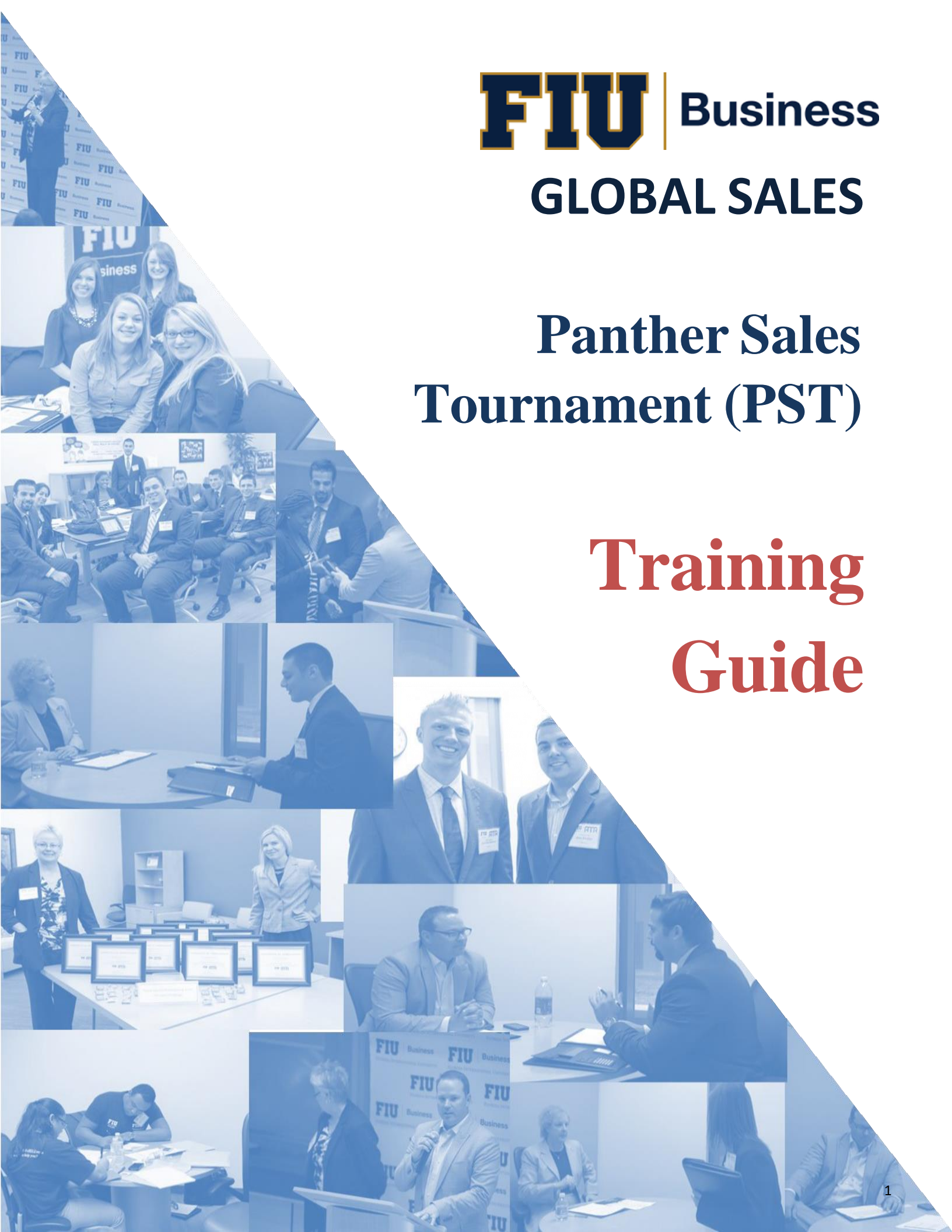


**FIU** | Business

**GLOBAL SALES**

**Panther Sales  
Tournament (PST)**

**Training  
Guide**



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# PART 1

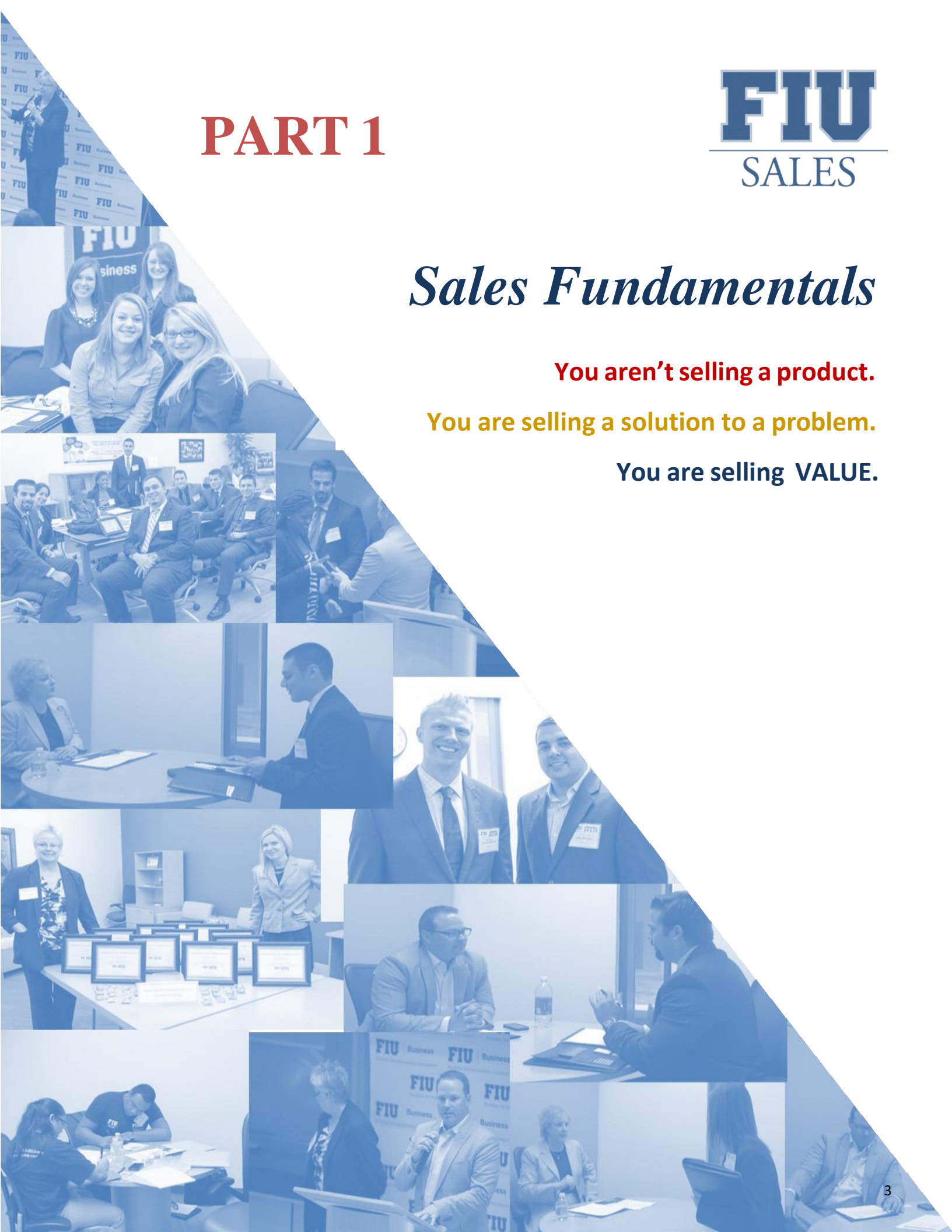


## *Sales Fundamentals*

**You aren't selling a product.**

**You are selling a solution to a problem.**

**You are selling VALUE.**



# Sales Process

**Approach**



**Identification of Needs (Discovery)**



**Product Presentation (Solutions)**



**Objection Handling/  
Close**

**FIU**  
SALES

# Sales Process

## Approach/Opening

**Objective:** To effectively gain attention, build rapport and personally connect with the buyer

**Recommended time:** 1-2 minutes (Depending on round)

Possible ways of building rapport:

- Complement office location and great clientele base.
- Ask about how business has been doing lately
- Bring up a person you both know
- Ask about a previous event or connect to a previous meeting (ex: How was the trade show you attended the other day? )

## Do's & Don'ts When Building Rapport

### DO

- Set the agenda and state the purpose of the meeting
- Ask questions that will help you connect with the buyer
- Have list of conversation starters

### DON'T

- Go straight into questioning or product presentation. It is important to set the tone and gain the trust of the buyer early on.
- Don't talk about the weather!

# Sales Process

## *Identification of Needs*

**Objective:** To gain a clear understanding of the buyer's situation. You are there to discover pain points and/or opportunities for improvements.

**Recommended time:** 5-6 minutes (Depends on round)

### Do's & Don'ts When Asking Questions

#### DO

- Ask if there is anyone else who would benefit from the meeting
- Ask SPIN questions (See next page)
- 'Double-click' and make it a dialogue
- Before product presentation, restate your understanding of issues

#### DON'T

- Present product before asking questions and understanding buyer's needs
- Make assumptions
- Bombard with too many questions

# Sales Process

## *SPIN Questioning Technique*

SPIN is an effective sequential questioning technique that helps a salesperson uncover the buyer's needs. SPIN stands for Situation, Problem, Implication, and Need Pay-off.

**Situation Questions:** Gather facts and information of the current state of the business.

- Who is your ideal target customer? What are the demographics?
- What are some of the reasons your existing customers purchase your product/service?
- How do customers hear about your product/service?
- What marketing approach do you currently use to gain new customers?

**Problem Questions:** Explore problems, difficulties, or opportunities in which the seller's product can help solve.

- If your customers aren't aware of your product/service, where would they go to learn about it?
- How satisfied are you with the current marketing approach?

**Implication Questions:** Get the customer to feel the pain or ID the opportunity.

- How would not having any new or loyal customers affect your business?
- Can you sustain the business/growth with your current client base?

**Need-Payoff Questions:** Get the customer to tell you about the benefits your product could offer.

- How do you feel a new targeted ad campaign could help you?
- If I were to offer you a solution that would solve your current issues, would you be interested?

**It's not the quantity of questions that's important; it's the quality of the questions.**

# Sales Process

## *Product Presentation*

**Objective:** To match the product's features & benefits to the buyer's needs and offer solutions to problems and ways to take advantage of opportunities. Solutions remove the pain!

**Recommended time:** 5-6 minutes

### Do's & Don'ts When Presenting Product

#### DO

- Use visual aids such as the Quad Folder to help buyer see the value
- Ask trial closes
  - ◊ Do you see how this could help you?
- Anticipate objections and be ready with supporting materials
- Engage the buyer in the dialogue

#### DON'T

- Present pricing before product is presented
- Present features that are not valuable to buyer
- Speak negatively about competitors
- Talk at them



# Sales Process

## *Objection Handling/ Closing*

**Objective:** Eliminate any roadblock that is preventing you from moving forward. If no roadblock, gain the commitment from the buyer.

**NOTE:** Objections can happen at any time!

**Recommended time:** 2-3 minutes

Ways to ask for the business:

- What's keeping you from taking the next step with us?
- When can we get your team set up?
- I'd love to help you get your sales numbers back up. When can we get started?

## **Do's & Don'ts When Handling Objections/ Closing**

### DO

- Ask for the buyer's commitment
- Ask trial closes after each objection
  - ◊ Is this still a concern?
- Quantify benefits (see next page)
- Look for non-verbal and verbal cues

### DON'T

- Ask for a follow up meeting without asking for the business first
- Interrupt a buyer while they are sharing objections
- Assume you have the business without confirming

# Sales Process

## *Sample Objections*

### **How do I know my information is safe and secure?**

We understand that keeping sensitive information is a top priority for our customers. For this reason, we have end-to-end encryption as well as other certifications and compliance such as SOC1 Compliance, regular testing, and other security measures to ensure data and information is safe and secure.

### **Your platform is way too expensive. I can pay my vendors via ACH for a fraction of the cost.**

PayCargo's fees are competitively priced based on the services we offer. Although sending payment via ACH maybe cheaper, it can actually take days for the vendor to recognize and apply the payment putting your cargo at risk of storage or demurrage charges. Once a payment in PayCargo is made, the vendor receives an alert and most will apply payment or release cargo within a couple of hours. This saves your company valuable time and money in the long run. *(You may have to break down the costs of traditional payment methods vs. PayCargo)*

### Other sample objections:

- This is another platform I have to log into to track payments
- I don't have time to learn another platform or learn how to use another platform

# PART 2

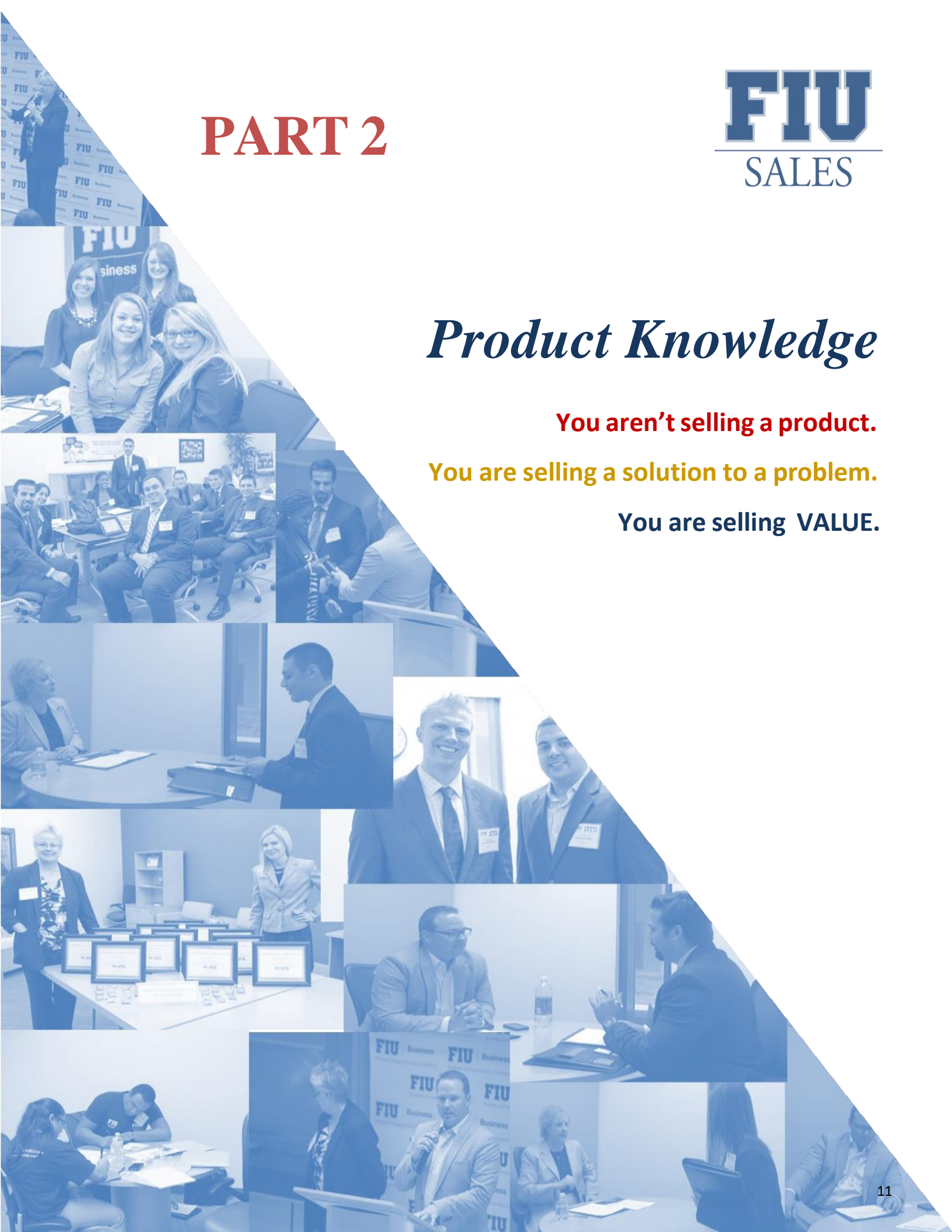


## *Product Knowledge*

**You aren't selling a product.**

**You are selling a solution to a problem.**

**You are selling VALUE.**



How Can PayCargo Help Businesses?

Your Product

*You will be selling*



## Who is PayCargo?

PayCargo is the number one financial platform for moving money and vital remittance information between payers and vendors.

PayCargo's online solution allows you to move cargo faster and reduce payment costs more than any other platform available.

Our patented technology effortlessly registers your company so that you can immediately start making payments to your freight providers.



[Products](#) [Vendor Search](#) [How PayCargo Works](#) [Pricing](#) [About](#)

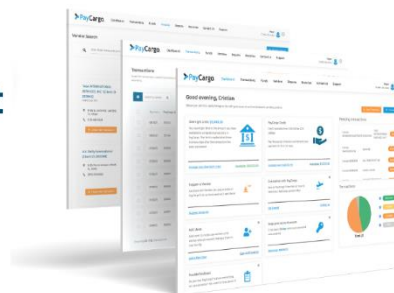
[Sign In](#)

### The Most Trusted Logistics Payment Platform

PayCargo is your all-in-one logistics payment platform for faster release of cargo.

[Get Started](#)

[Search Vendors](#)



# How Can PayCargo Help Businesses?

Visit the website at: <https://paycargo.com/>

Visit **Vendor List** at <https://app.paycargo.com/vendorsearch>

Visit **Resource Library** at <https://paycargo.com/resource-library/>

The following questions to prepare yourself for the sales call:

1. What industry is the business scenario (buyer) in?
2. What do I know about that industry?
3. What are some common practices in that industry?
4. What would be some common practices within the buyer's company?
5. What are some common problems or challenges facing the industry and the buyer's company?
6. Look into the customer's profile:
  - How are they currently using PayCargo?
  - Who are they paying?
  - Look at the client's overnight limit in the system. (For the competition it will be provided)
  - Are they receiving PayCargo's reconciliation report?
  - How many users are registered in the system?
7. How can PayCargo help address these problems or challenges?
8. What are the highs/lows of the business (seasonality)?

**Sell value. Solve problems. Create opportunities.**



# Key Terms

## **COD – Collect on Delivery**

- Customer does not have credit terms set up with the vendor, and payment must be made before cargo is released.

## **CHB - Customs House Brokerage**

- All goods that cross a border must go through a customs clearance checkpoint – whether they are being exported or imported.
- **Also entering at the ports – must be cleared with US Broker to filed to US Customs**

## **FF - Freight Forwarder**

- Freight Forwarder is responsible for the transportation of goods between one destination and another. ... They act as an intermediary between the shipper and transportation services, liaising with various carriers to negotiate on price and decide on the most economical, reliable, and fastest route.
- **A FF cannot be an NVOCC**

## **NVOCC - Non-Vessel Owning Common Carrier**

- NVOCC stands for Non-Vessel Owning Common Carrier. The bill of lading issue and overseas distribution is taken care of by the agents of NVOCC. ... Description: An NVOCC signs contracts with shipping lines to guarantee the shipment of a certain number of units each year.
- **An NVOCC issues an HBL, thus acting as the carrier (VOCC)**

## **CES - Centralized Examination Station**

- Centralized Examination Station) is a privately operated facility designated by CBP for physical examination where imported or exported cargo is made available for a Customs inspection. Shipments selected for a Tail Gate or Intensive exam will be trucked to a CES.

## **CBP - U.S. Customs and Border Protection**

- U.S. Customs and Border Protection) is an agency of the United States Department of Homeland Security, formed in 2003, that regulates international travel and trade into the U.S. CBP examines import paperwork like commercial invoices and packing lists, collects import duties, and performs customs exams.
- **Processing the license brokers filing and allowing imports in and out of the country**

## **ACH - Automated Clearing House**

- ACH transfer is an electronic money transfer between banks that allows money to be pulled from an account or to be 'pushed' online to accounts at other banks. ... Automated Clearing House transfers account for the online bill payments you make and the direct deposits you receive, along with other transfers.

## **BCO - Beneficial Cargo Owner**

- beneficial cargo owner, is the party that ultimately owns the product being shipped. A BCO is often thought of as a term used only in the NVOCC or freight forwarder market, where BCO is also known as the importer of record
- **Mercedes, Home Depot, big box retailers**

## **Bond –**

- **bond is** a fixed income instrument that represents a loan made by an investor to a borrower (typically corporate or governmental). A **bond** could be thought of as an I.O.U. between the lender and borrower that includes the details of the loan and its payments.
- **Insurance to US customers that the duty payable will be paid**

**In-Bond shipment –**

- An in-bond shipment is an imported or exported shipment that has yet to be cleared by Customs. The in-bond shipment process allows for the goods to be moved or stored by the government, even if they have not been obtained approval by Customs
- **Cleared at the file point of entry. Example. Enters POD LA but ends up in Cancun Mexico. It will be cleared at the final destination**

**Marine terminals**

- In simple terms it can be said that marine terminals are stops or stations for ships and boats. ... Marine terminals just form a part of the port where goods and cargo can be loaded into a ship and unloaded in case a ship comes to the port.

**Consignee** – a person or party to whom something, usually merchandise, is consigned  
Any importer is the consignee. PrimeSource, Mazda, Ashley Furniture. The importer of record.

**Air Waybill (AWB)** - Document that accompanies goods shipped by an international air courier to provide detailed information about the shipment and allow it to be tracked.

**Terminal fee** - Airline terminal fee is charged for all air shipments as a fee for handling the cargo. If applicable, an airline terminal fee will often appear as both an origin charge and a destination charge on the quote or invoice.

**Total Attainable Market (TAM)** – The total number of logistics related payments they make on a monthly basis. Ex: Total number of AWB's they pay in a month.

**Payer** – These are usually the Freight Forwarders, Customshouse Brokers, and NVOCCs who utilize PayCargo to issue payment to their vendors or carriers in the PayCargo system.

**Vendor** – These are the intermodal carriers, transportation, or service providers who receive payments for the services provided to the payer.

**Overnight Limit (ONL)** - ~~Ann-A~~ spending limit established on all ACH registered payer accounts. It is used as a risk management tool to prevent overspending or overpayment to the vendors. Replenishment of the limit occurs every three business days as it follows the National ACH bank process

**Prepaid** –

# Pricing

## Ship & Pay

Perfect for only making a few individual transactions

# \$18.00

Per Transaction

[Get Started](#)

- ✓ Pay With Credit Card Only
- ✓ Unlimited Transactions
- ✓ No Annual Fee
- ✓ 3.5% Credit Card Processing Fee (of Total Transaction Amount)\*
- ✓ \$25,000 Transaction Limit
- ✓ No Registration Needed
- ✓ No Refund Assistance

\*We impose a surcharge on credit cards that is not greater than our cost of acceptance

## PayCargo Account

All the tools you need for fastest release of your cargo

# \$13.50

Per Transaction

[Get Started](#)

- ✓ Pay via ACH, Credit Card, or PayCargo 30-day Line of Credit
- ✓ Unlimited Transactions
- ✓ \$350 Annual Fee Per User
- ✓ \$5,000 - \$1 Million Overnight Limit\*
- ✓ Batch Transactions
- ✓ Transaction History
- ✓ Automated Refunds
- ✓ 3.5% Credit Card Processing Fee (of Total Transaction Amount)\*\*
- ✓ Quick Approval For Up to \$50 Million through PayCargo Capital

\*Overnight Limit can be increased upon request.

\*\*We impose a surcharge on credit cards that is not greater than our cost of acceptance

## PayCargo Enterprise

Perfect for large scale operations with a high volume of transactions

# Custom

Transaction and User Fee Pricing

[Contact Us](#)

- ✓ Pay via ACH, Credit Card, PayCargo 30-day Line of Credit or Prepaid Account
- ✓ Unlimited Transactions
- ✓ Unlimited Overnight Limit
- ✓ Batch Transactions
- ✓ Transaction History
- ✓ Automated Refunds
- ✓ Premier Customer Support
- ✓ Request Custom Reports
- ✓ Custom API Integrations
- ✓ Quick Approval For Up to \$50 Million Through PayCargo Capital

## Guidelines:

- Do not offer any discounts.
- 30 Day Credit is available for those businesses who qualify.
- Focus product to sell is PayCargo Payer Account.



# Tips on Selling

## PayCargo

### The following forms of funding (for the Payer) are available

- ACH (Overnight Debit): they create payables, we debit their bank account each night after 6:00PM.
- Prepaid (Customer sends us money in advance via ACH or check): same as above (we deduct funds from their prepaid balance in PayCargo, no ACH/direct debit to their bank account).
- Credit Card (customer provides credit card): we debit their credit card. Pays fee (3.5%) + transaction amount.
- PayCargo Credit (customer provides ACH information, PayCargo Credit Reviews their account, if OK, lends them credit, charges 2% per month for use of capital.)

### Key Questions to ask:

- What is your Internal operating or accounting system, is it in house?
- What is the process of inputting invoices (Accounting Question)
- Are you able to pass transaction fee to customer?
- How is business?
- Do you have all your Vendors Set Up?
- Who is sending you checks that needs to be registered as a Payer?
- What is your TAM?

### First Call ask about:

- Introductions and making sure you are speaking to the right person. ice breaker - ask them to verify if they have a moment to talk about their business / and Paycargo
- Ask about their business - some general research if they are a CHB/NVCCO/FF and confirm
- Ask if they have any questions about Paycargo, usually you will get something out of this response
- How are you currently paying your vendors?
- How are you receiving payments?
- How many checks and wires are sending/receiving per month? (TAM)
- Who are you currently not paying through PayCargo? (If they are paying ocean carriers, that means they are not paying the terminal / CFS)
- Why are you not using PayCargo to pay them?
- Review getting them setup as a Payer/Vendor with PayCargo if they are not a BCO.

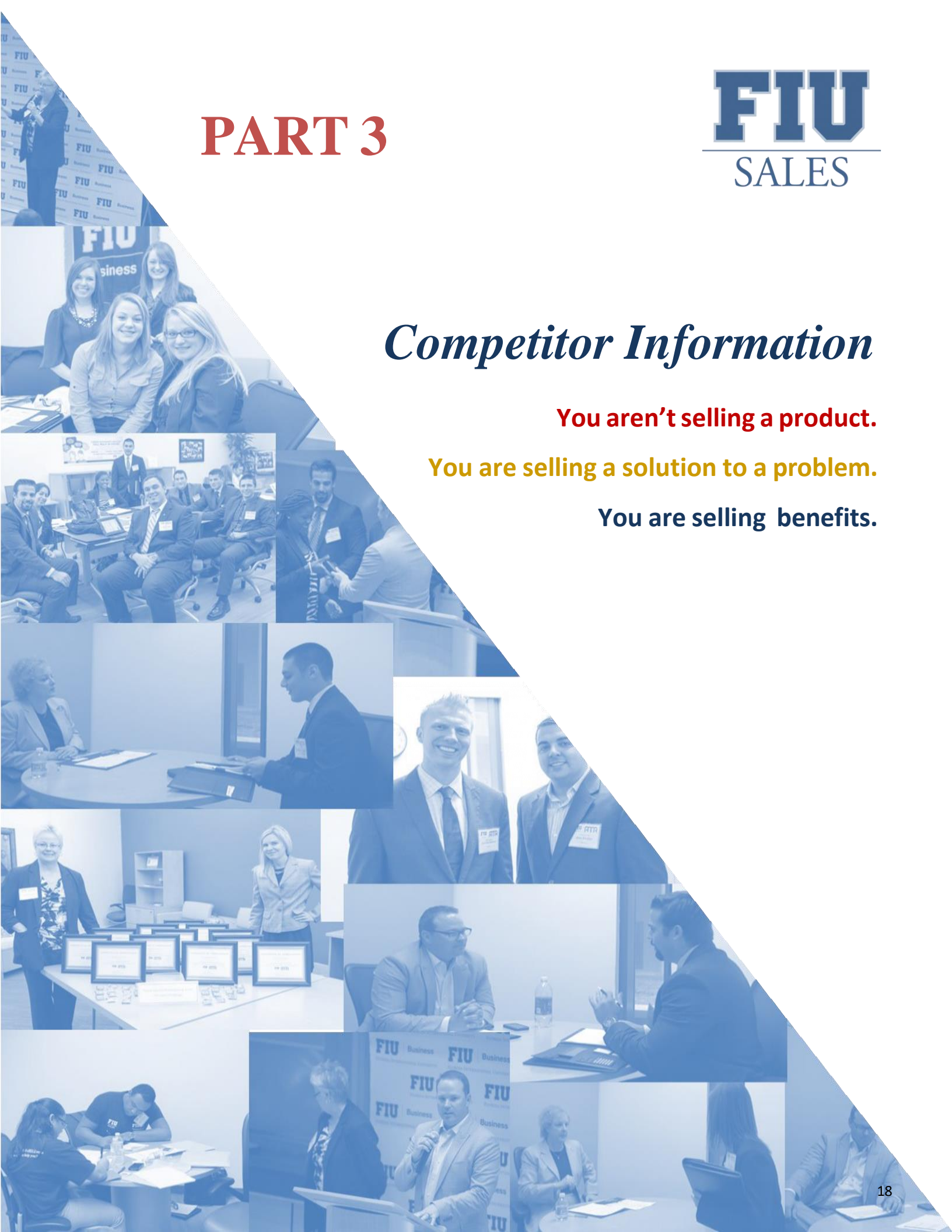
# PART 3

## *Competitor Information*

**You aren't selling a product.**

**You are selling a solution to a problem.**

**You are selling benefits.**



# Resources

- PayCargo BDR Playbook and Product Overview Slides.
- PayCargo Resource Library: <https://paycargo.com/resource-library/>
  - ⇒ Watch videos
  - ⇒ View interactive demos
- Key Terms and Tips on Selling PayCargo Sections
- Pricing sheet
- Prepare your own TOOL KIT:
  - ⇒ Have charts and visual tools to present VALUE.
  - ⇒ Use resources from website

**Use whatever you think will give you a  
competitive edge!**

# Guidelines & Rules

- Bring Panther ID. You will need it for Panther Exchange, Career Connection & Round 1.
- Attend the **Career Connection**. Bring a resume and/or business card and visit all of the booths.
- All rounds are between 10-20 minutes each. Read the *Seller Roles* for each round to determine how much time you have.
- Read the Guidelines and Checklist for Competitors.
- On the day of the competition, all competitors must:
  - ⇒ Dress in business professional attire and be properly groomed.
  - ⇒ Be present in the holding room 30 minutes prior to the assigned time. You will be escorted by a Volunteer/Room Proctor.
  - ⇒ Follow instructions provided by Volunteer/Room Proctor.
  - ⇒ Turn off cell phones.
  - ⇒ Behave in an ethical and respectful manner.
- Competitors are not allowed to use their phones once in the holding areas. Failure to follow this rule can result in elimination from the competition.
- Feel free to make an appointment at the Global Sales Lab and record yourself.
- Reach out to your Coaches or others if you need help or want to practice.

**Check out the PST website:**

<http://fiupanthersales.com/>

**Enjoy Yourself and Have Fun!**

**GOOD LUCK!**

