



Effective International Sales Strategy for Customer Acquisition and Retention in the Logistics Industry

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ABSTRACT :

This research paper aims at identifying one way of attracting and retaining customers in the logistics industry through effective sales techniques, with special emphasis. This paper evaluates the efficiency of international sales methods to attract and retain customers in the logistics industry. The main objective of this research is to identify the efficiency of international sales methods to attract and retain customers in the logistics industry, especially. In the present competitive market, customer-oriented activities, digital revolution, and service enhancement have gained great importance for the logistics industry. For this study, a descriptive approach was utilized. Taking into account the increasing importance of customer orientation, digital revolution, and service enhancement, the researcher chose a descriptive research method for collecting data from surveys and company records. It has been identified from the results that effective communication, timely delivery, service customization, and technological adoption considerably affect customer satisfaction.

KEYWORDS : Global logistics, International, Customer, Satisfaction, Acquisition, Logistics, Retention, Sales , Effective.

1.INTRODUCTION

Logistics plays an extremely important role that contributes to the development of the global economy, providing for the smooth movement of goods, services, and information from one country to another. Taking into consideration the dynamics of the current environment, which is characterized by high levels of integration and changes due to rapidly growing demands from consumers, logistics companies have to adopt efficient, adaptive, and customer-oriented practices in their operations and strategic planning. This paper is going to analyze the efficacy of international sales strategies used in the process of acquiring and retaining customers in the logistics industry. Customer acquisition and retention should be considered a crucial aspect in the logistics sector, which cannot be viewed as a purely transactional practice, since it is a part of survival, success, and competitiveness. The fast growth of the online retailing industry, technological developments related to artificial intelligence, the Internet of Things, and predictive analysis, as well as global trade regulations, play a significant role in the logistics industry.

The international sales strategy plays an important part in overcoming these difficulties, being the key approach used by logistics companies to interact with clients and earn money. The sales strategy includes a range of functions such as market research, client segmentation, pricing, marketing, distribution, and relations building. All these functions are intended to attract and retain clients in foreign markets. When implementing the sales strategy in the sphere of logistics, one needs to consider many features of each country such as trade policies, cultural aspects, economic situation, and competitive environment. With a good sales strategy, firms will be able to determine target markets, properly position their goods, and offer appealing propositions.

2.RESEARCH DESIGN

This research uses the descriptive research design in order to conduct a systematic examination and description of the existing international sales strategies used by logistics companies in acquiring and retaining clients. This method is most suitable for this study since the objective here is not to manipulate any variable but simply to describe behaviors and relationships as they currently exist. In its process, this research aims to gather and interpret the effectiveness of sales strategies through gathering information directly from customers and logistics staff. It reveals the impact of variables such as reliability, responsiveness, cost-effectiveness, and value-added services on customer acquisition and retention. In terms of data gathering, this study uses structured techniques such as questionnaires and interviews to get primary data from participants. Customer feedback will be sought concerning their experience levels, preferences, and degree of satisfaction. Meanwhile, data from staff members and sales executives will be used to understand the sales methods, difficulties, and approaches used in the international market setting. By adopting a descriptive approach to the research, it will be possible for the researcher to establish trends and patterns related to customer preferences, including how they select a logistic service provider, why they keep or abandon services, and what they expect of logistics firms.

Qualitative Research Design

A qualitative research design is one that involves the study of the underlying determinants behind the international sales strategies of different organizations, especially regarding customer retention and acquisition in the logistic business sector. Qualitative Research Design

This design involves gathering non-numeric data using means such as face-to-face interviews, questionnaires, and discussions. The main aim of this method is to provide insights on the customers' expectations, relationship management, perception of service quality, and the problems the organization faces in its operations in international markets. The method helps in determining patterns regarding communication effectiveness, building trust, cultural differences, and customization of services. This qualitative design gives in-depth knowledge on why certain strategies work or not; therefore, it is useful in analyzing the customers' satisfaction and loyalty. This research design is very flexible and exploratory in nature, allowing the researcher to gather in-depth information that is context-rich but cannot be quantified.

Quantitative Research Design

The quantitative research design focuses on gathering and analyzing numeric data so as to quantify the success rate of the international sales strategies. This method aims at measuring such things as customer satisfaction levels, retention, performance of services, and effects of different strategies used in acquisitions. Such research utilizes structured data gathering techniques like closed-ended questionnaires, surveys, and statistical records. Firstly, it allows testing hypotheses and drawing objective conclusions based on tangible data. Secondly, it helps to assess such key performance indicators as the number of repeated customers, reaction time, effectiveness of pricing, and reliability of services. Finally, it allows generalizing the results obtained due to the use of charts and tables for presenting information, the accuracy of calculations, and comparing the results due to statistical tools.

3.RESULT

It is evident that the process of attracting new customers in the sphere of logistics and service is significantly influenced by pricing policies. They play a vital role in gaining new clients in a highly price-dependent market. Firms which demonstrate their pricing transparency and flexibility are more capable of establishing customers' confidence and attracting the attention of small and medium businesses willing to minimize the cost of delivery and service. Apart from effective pricing, one should consider the power of digital marketing techniques. In fact, search engine optimization, social media campaigns, and online advertisement prove to be highly effective means of drawing customers' attention and increasing their awareness about the company's activity. Also, global network connections prove to be highly helpful for broadening your target audience since through collaborations with international agents and freight forwarder.

Customer retention is as important as acquisition and depends on the quality and reliability of the service provision. The key aspect contributing to the success of customer retention is the use of real-time tracking as this ensures transparency and allows customers to follow up their orders during all stages of shipment. It also increases trust toward service providers. Personalization of services is another key element ensuring high customer satisfaction since by knowing particular customer demands, needs, and preferences, it is easier to provide tailor-made solutions creating a feeling of exclusiveness. Effective communication is also an important factor that contributes to building lasting relationships with clients.

Communication involves sharing regular information about customers' orders, answering their questions, and solving problems they might have.

4.Discussion

Customer Expectations: Speed and Transparency - Customer expectations in logistics have been transformed significantly due to the impact of e-commerce giants and real-time services. Today's customers demand faster delivery as well as full transparency throughout the entire process. Speed is no longer considered a luxury but rather a fundamental attribute of highquality logistics services. At the same time, transparency has gained comparable significance since today's customers expect timely updates about any changes in delivery status and prompt notifications about possible delays. Failure to deliver transparency and speed has the potential to damage the company's reputation, whereas organizations able to satisfy these customer expectations will be better positioned to develop strong customer loyalty.

Relationship Management as a Differentiator - Relationship management has become one of the most valuable assets in today's logistics industry characterized by increased commoditization of service offerings. Although prices and delivery speed continue to play a role, the existence of a reliable customer relationship is what sets successful firms apart from other market players. Strong customer relationships result in emotional loyalty and continuous interaction, which is difficult to duplicate for competitors. Further, logistics providers can utilize information about their customers to design services that will meet their expectations and offer tailored logistics solutions. In addition, the existence of account managers and customer care system helps to increase levels of trust and reliability. Companies may benefit from building relations with their clients and thereby increasing loyalty, encouraging repeat purchases, and gaining referrals. Building relationships enables logistics companies to act not only as providers but also strategic partners.

Integrated Sales and Marketing Strategies – Integration of sales and marketing strategies is necessary to achieve efficient customer engagement in the logistics sector. Initially, sales and marketing strategies were executed separately, and this resulted in lack of cooperation and coordination between various processes. At present, it becomes clear for logistics providers to combine both strategies into a single one. Integration of sales and marketing strategies helps to build a single process chain. When these two strategies are integrated into each other, marketing campaigns will be developed based on data collected during the sales process, whereas sales managers will be able to learn more about potential customers with the help of marketing campaigns. Thus, this strategy makes it possible to improve the efficiency of the sales process, which helps to attract new clients and retain them.

5.Theoretical Applications

This research may be considered valuable to:

1. Strategies for sales tactics
2. Customer relationship management (CRM) framework
3. Service quality framework

The research suggests that customer-oriented approaches have a positive influence on the efficiency of an organization.

Theoretical Perspective

The theoretical foundation of this research related to the study of international sales strategies in logistics includes a number of significant frameworks providing an insight into the customer's perception and organizational performance. Sales strategy theories state that it is essential to balance market opportunities and organizational capabilities to gain competitive advantage. Therefore, market segmentations, targeting, and positioning play a pivotal role in the creation of efficient strategies for sales that meet customers' requirements. Customer relationship management framework pays special attention to the establishment of long-term relationships between customers and organizations based on personalized contacts, decision making based on information obtained from them, and regular communication. Service quality framework represents one of the most widespread theories in this field and provides a systematic way of assessing the effectiveness of services. In the SERVQUAL model, the following criteria are used to evaluate the quality of service performance: reliability, responsiveness, assurance, empathy, and tangibles.

Dimensions	Key Concepts	Applicability in Logistics Industry	Impact on Customer Acquisition	Impact on Customer Retention
Sales Strategy Theory	Market Segmentation & Positioning	Differentiation of target markets and provision of logistics solutions	Targeted customer acquisition through alignment of products to market needs	Loyalty development through value creation
Customer Relationship Management (CRM)	Customer data and relationship management	Utilization of CRM software in interaction tracking and communication personalization	Helps to convert leads more effectively	Beneficial for relationship building and repeat orders
Service Quality Framework (SERVQUAL)	Reliability, responsiveness, assurance	Provision of timely deliveries, fast responses, and consistency in services	Helps build reputation among firsttime buyers	Boosts customer satisfaction levels
Technology Integration	Automation and analysis capabilities	Utilization of real-time monitoring, predictive analysis,	technological platforms for increased visibility	attracting technologically minded clients
Value-Added Services	Flexibility and customization capabilities	Provision of additional services	warehousing, packing, and multimodal services	Helps to differentiate your services from the rest

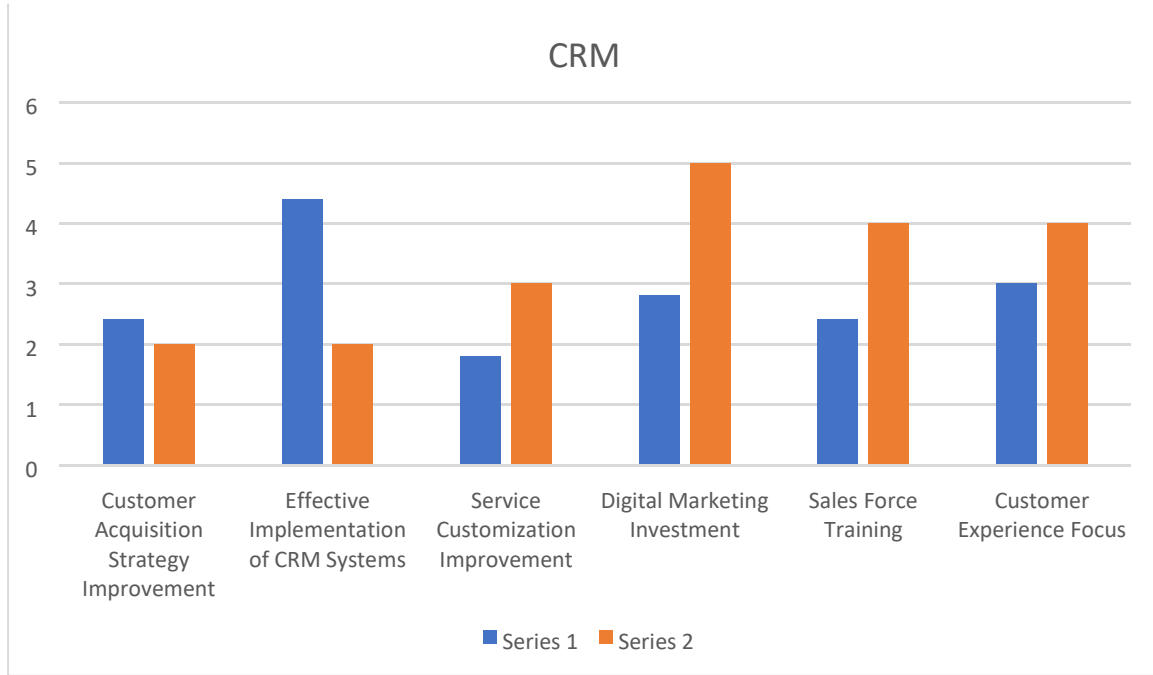
The incorporation of these theories into the sales strategy helps the logistics company to follow a more systematic and scientific way of attracting and retaining customers. By utilizing the power of data analysis and technology, companies can understand more about their customers' preferences and behaviors and implement strategies that cater to the market demands.

6.CONCLUSION

The above study titled "Effective International Sales Strategy for Customer Acquisition and Retention in Logistics" highlights the various ways in which strategic sales contribute to organizational growth in the field of global logistics. The field of logistics has undergone substantial change due to globalization and technological advancements, as well as the rising expectations of consumers. Hence, in such a dynamic scenario, there is a need for companies to constantly upgrade their sales strategies in order to survive and prosper in today's world. It can be seen from this research that customer acquisition and retention are two processes that are closely linked together and are dependent upon each other. the achievement of organizational success hinges on not just customer acquisition, but also customer retention.

7. Managerial Application

1. Customer Acquisition Strategy Improvement
2. Effective Implementation of CRM Systems
3. Service Customization Improvement
4. Digital Marketing Investment
5. Sales Force Training
6. Customer Experience Focus



Digital marketing investments represent yet another critical management implication in that it serves as an efficient and affordable way of connecting with prospective customers in foreign markets. Management should ensure that there is sufficient allocation of resources towards the most productive digital marketing methods, such as online advertisements, content marketing, and email marketing campaigns. By applying various analytical techniques, managers will be able to evaluate the efficiency of these marketing efforts, which allows for improved decision-making processes that lead to optimization. Sales training and development are other important implications that help improve organizational performance in that competent salespeople will have the ability to recognize the demands of their clients and communicate their product or service value propositions efficiently.

Table of Practical Examples:

Managerial Action	Key action	Expected outcome	Impact on business
Digital marketing	Digital marketing campaigns	search engine optimization, social media marketing	More visibility, more customers
CRM implementation	Data monitoring	personalized customer service	Better relations, more loyal customers
Sales training	Sales team skill improvement	products training	Better customer communication skills
Service customization	Development of tailored logistics services	Higher levels of customer	satisfaction and competitive advantage
Customer experience management	Customer tracking in real-time	, rapid reaction Fully reliable company	long-term customer retention

8. Future Research

There are several potential avenues for further research related to this topic:
 Comparative Study Among Several Logistics Companies: This study was conducted on a single company, thereby constraining its generalizability.

Researchers can compare several logistics firms operating at various geographical scales, including local firms versus international corporations, in order to find common patterns in the industry regarding logistics sales techniques.

Impact of Artificial Intelligence on Logistics Sales The integration of artificial intelligence in the form of predictive models, chatbots, and other software in logistics sales can enable more efficient sales processes through better client acquisition, customized pricing, and more accurate forecasts. Therefore, this is another avenue that future researchers can pursue.

Long-Term Customer Loyalty Study: Researchers can conduct a longitudinal study to track customer trends regarding purchase frequency, price sensitivity, and relationship management. **Future Research on Digital Transformation** Future research could further analyze how digital transformation through platforms, apps, and automation might impact customer satisfaction and sales growth in logistics.

Sustainability and Green Logistics Researching the impact of sustainable business practices on customer satisfaction and sales results can be fruitful, especially amid environmental challenges.

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