

# InstaFreight x BVL Sales in Logistics

February 26, 2021



**BVL<sup>7</sup>**

# Agenda

1

**Business Model** - What we do at InstaFreight

2

**Digital Sales** - How we grew in times of crisis

3

**People** - How we find the right people and manage the remote set-up

# Our business has two engines

## Digital Freight Forwarding

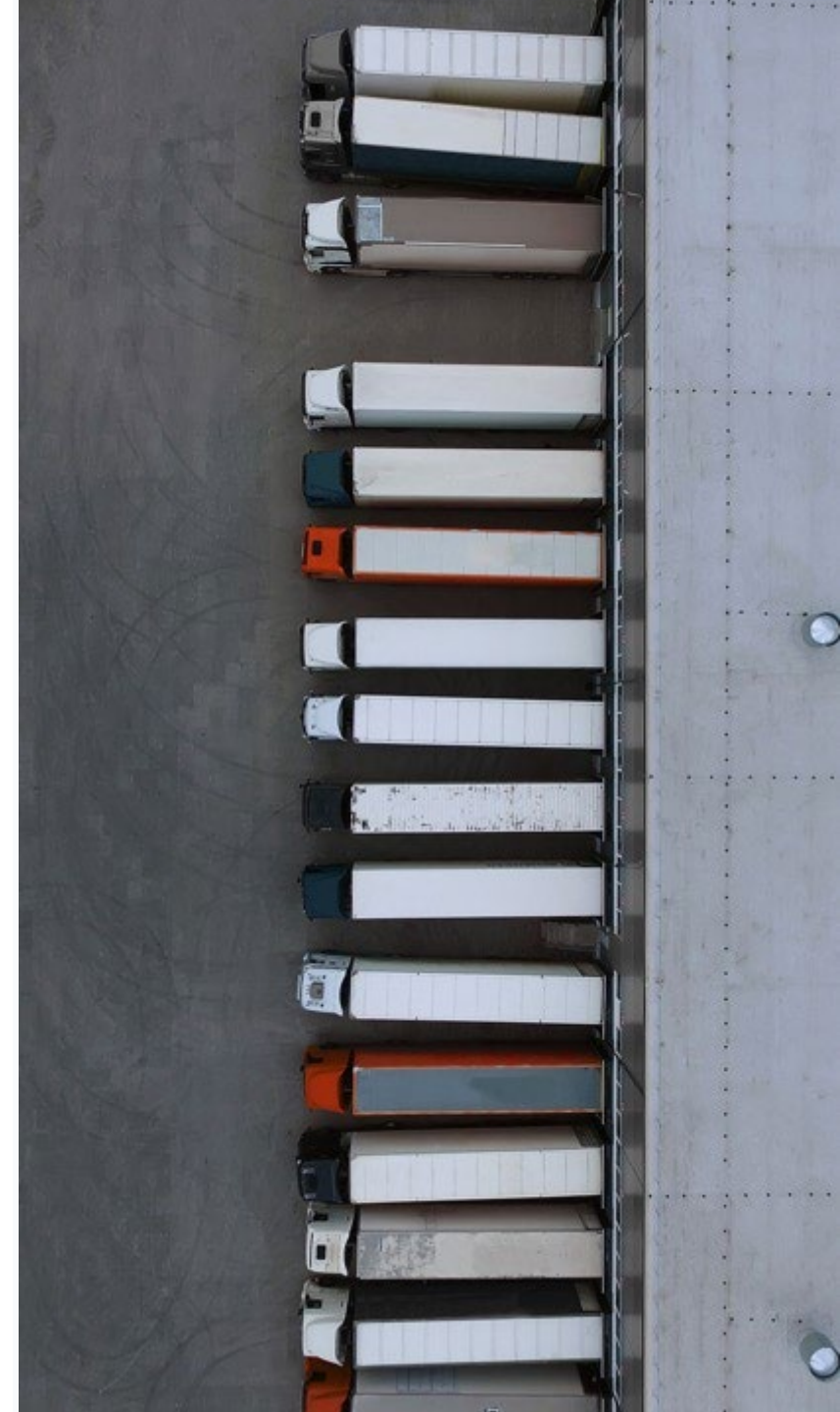
Contracted and spot shipments at competitive rates, plug & play via existing TMS or easily accessible via the InstaFreight portal.

Closed book

## Transport Management

Efficient management of road freight transports with new or existing transport partners of customers.

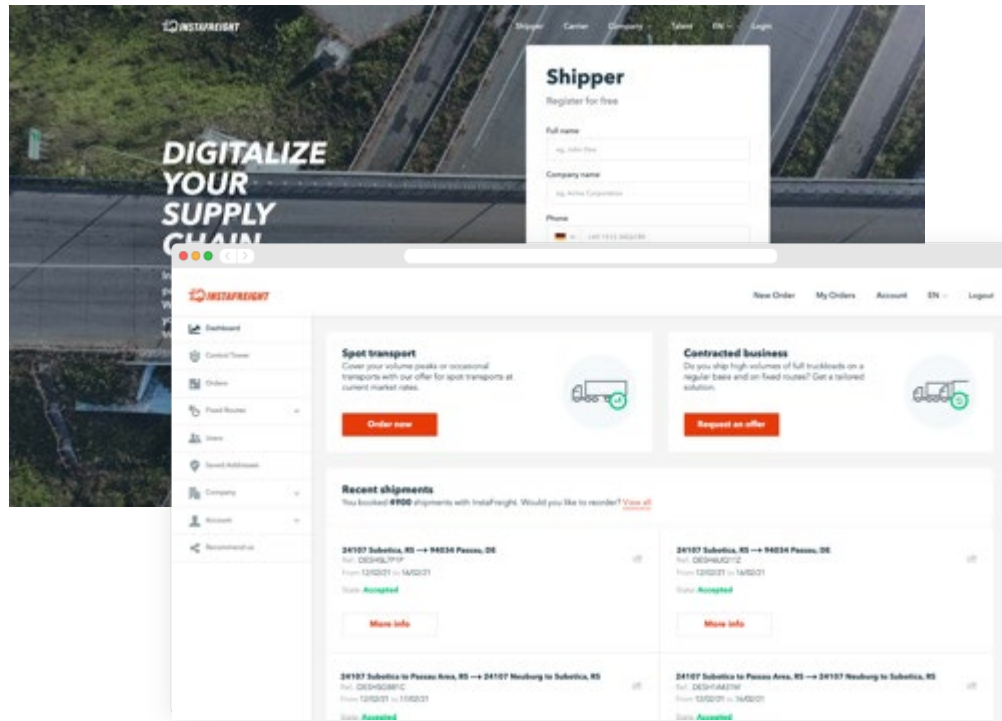
Open book & transaction fee



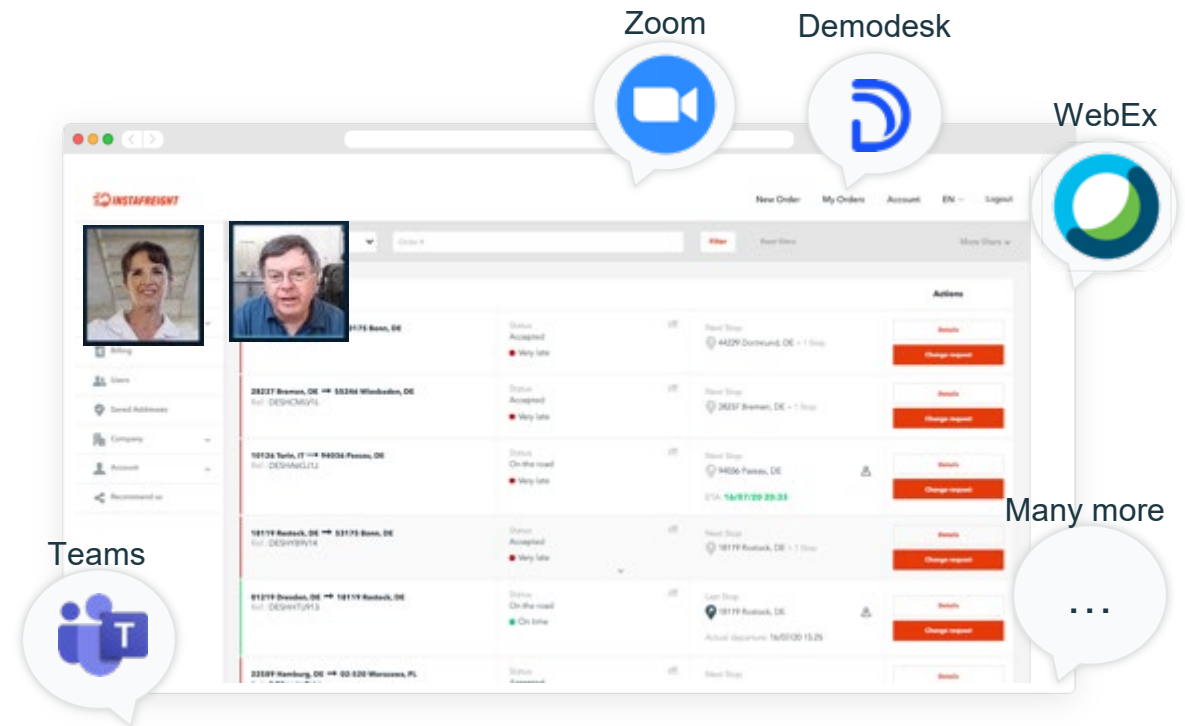
02 DIGITAL SALES

# In- and outbound channels worked in remote setups and fueled topline growth also during COVID-19

Inbound: 3,000+ new shipper registrations in 2020



Outbound: Remote acquisition is the new reality



# Logistics is a people's business – building a scalable sales organization starts with finding the right people

## Employer Brand



- **Development**  
Fast growth, no blockers
- **Learning**  
Get better every day
- **Culture and spirit**  
One Team, one vision

## Target profiles



- **Logistics experts**  
Network and knowledge
- **Young rockstars**  
Ambition and drive

## Channels



- **Events**
- **Referrals**
- **Inbound**
- **Direct search**

# Remote setups require clear goals, communication and motivation to the teams



- Bring team motivation into the home office**
  - Virtual team events
  - Home office equipment
- Clear expectations and regular feedback**
  - Objectives and Key Results
  - Performance Reviews
- Communication to keep everyone involved and up to date**
  - Department: Daily stand ups, jour fixes, etc.
  - Company: All hands, fireside, OfficeVibe