

Sales Career Day: Opportunities for Logwin's young talent

Grevenmacher (Luxembourg)/Aschaffenburg (Germany) – Taking advantage of career opportunities in their own company. Logistics service provider [Logwin](#) regularly organises a Sales Career Day where talented young employees can gather information about career opportunities in sales. The 2014 Sales Career Day was held just a few weeks ago and six participants decided for a career path in sales. They have now joined the "Sales Force Programme".

"We very much want to keep committed young people in the company," explains Joana Bätz, Head of Group HR Development at Logwin. "Switching from an operational activity to sales can open up attractive prospects in one's own company." As sales employees, they are in regular contact with the customer, provide detailed consultation, develop custom-fit concepts, prepare offers and are involved in international projects. Many talented, ambitious young employees find this range of work exciting.

Planning a career and developing prospects

The Sales Career Day is held every two years after the end of vocational training – i.e. at the very moment when talented young employees are busy planning their careers. Employees who then decide for a role in sales join the so-called "Sales Force Programme", where they receive comprehensive support, for example in the form of training on the job and special seminars off the job. They all receive a customized employee development plan tailored to their personal needs.

Benefits: continuity, expertise and commitment

A major advantage of recruiting sales employees internally is their precise knowledge of their own organisation and of the portfolio of services on offer – they bring a wealth of experience from their operational activities with them and are fully familiar with what the logistics service provider can offer. And this is of particular benefit to customers. Logwin's sales experts listen attentively, ask the right questions and may well develop tailored proposals for supporting the customer's logistics on their first visit. "In doing this they communicate what makes Logwin's culture so special – commitment to the customer and delight in shared success," says Joana Bätz. Larger projects are then prepared jointly in a team consisting of a number of specialists in order to offer the customer the best solution.

The sales field offers employees the chance to continue to develop professionally and personally within their own company and even to build an international career. "Young sales employees move on familiar territory where they know their way around and are master of their subject – such a level of expertise generates confidence," says Joana Bätz. "Discussions conducted with customers are therefore convincing, and the positive feedback after the meetings is of course highly motivating. There's nothing better than acquiring a new customer for the company. That's the highest accolade."

About Logwin AG

Logwin AG (Grevenmacher, Luxembourg) provides efficient logistics and transport solutions for its customers from industry and trade. In 2013 the group generated sales of 1.2 billion euros and currently employs more than 4,300 staff. Logwin operates in all main markets worldwide and has over 200 locations on six continents. With its two business segments Solutions and Air + Ocean, Logwin AG is one of the leaders in the market.

Logwin AG is listed in the Prime Standard of the Deutsche Börse. The majority shareholder is DELTON AG, Bad Homburg (Germany).

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