



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

New Business Retention for Freight Forwarding

Services / Transport, Operations and Logistics

Unit Standard 252296 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips freight forwarding professionals with the skills to secure new clients and retain existing business in a competitive logistics environment. Participants will learn to apply relationship-building techniques, analyse customer needs, and implement retention strategies that enhance long-term profitability.

Category	Services
Subfield	Transport, Operations and Logistics
Unit Standard	252296
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply sales techniques to secure new business in the freight forwarding industry.
- Analyse customer needs and expectations to tailor service solutions.
- Implement retention strategies to maintain long-term client relationships.
- Evaluate service delivery performance against agreed service level agreements.
- Demonstrate effective communication and negotiation skills in client interactions.
- Design a personalised client retention plan for a freight forwarding operation.

WHO SHOULD ATTEND

- Sales representatives, account managers, and business development officers in the freight forwarding and logistics sector seeking to improve client acquisition and loyalty.

COURSE OUTLINE

Day 1: Foundations of New Business Retention in Freight Forwarding

- Introduction to freight forwarding and the business lifecycle.
- The cost of acquiring vs. retaining customers.
- Key metrics: retention rate, churn rate, lifetime value.
- Overview of the South African freight forwarding landscape.
- Regulatory and compliance considerations (e.g., customs, SARS).
- Introduction to customer relationship management (CRM) systems.
- Case study: Successful retention examples in logistics.

Day 2: Customer Needs Analysis and Service Customisation

- Techniques for gathering customer requirements.
- Segmenting clients based on volume, frequency, and value.
- Designing tailored logistics solutions (e.g., air, sea, road).
- Value-added services: warehousing, consolidation, tracking.
- Effective communication: active listening, feedback loops.
- Handling objections and managing expectations.
- Role-play: Client consultation scenarios.

Day 3: Service Delivery Excellence and Problem Resolution

- Key performance indicators (KPIs) in freight forwarding.
- Service level agreements (SLAs) and their enforcement.
- Proactive communication: shipment status, delays, updates.
- Complaint handling procedures and escalation protocols.
- Root cause analysis for service breakdowns.
- Service recovery strategies to win back trust.
- Case study: Resolving a customs delay crisis.

Day 4: Relationship Management and Account Growth

- Account management best practices.
- Cross-selling logistics services (e.g., insurance, customs brokerage).
- Upselling premium services (e.g., express shipping, specialised handling).
- Customer loyalty programmes in logistics.
- Regular business reviews and performance reporting.
- Networking and stakeholder relationship building.
- Use of CRM tools for tracking interactions and follow-ups.

Day 5: Strategic Implementation and Continuous Improvement

- Developing a retention action plan.
- Continuous improvement models (e.g., PDCA, Six Sigma).
- Data analysis: interpreting retention metrics.
- Presenting retention results to management.
- Integrating retention into company culture.
- Final assessment: Present a retention strategy for a case study client.
- Course review and action planning.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252296) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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