

Top 5 Lessons Learned Selling into Organizations with Dock Workers & Drivers

Lesson #1:

Operations and distribution executives are the best entry point into logistics organizations. They own the problem and have the power and authority to invest.

Lesson #2:

When selling into the fleet driver space, it's important to understand the tech that they already use in the truck so that we can tie Axonify in. There are a lot of new technologies that are emerging, so as they migrate to those new modalities, ensure that they understand that we can migrate right along with them.

Lesson #3:

It's extremely helpful to understand the logistical environment and work flow before advising where, when and how employees can access Axonify.

The sooner you get onsite and do a walk through with decision makers, the easier it will be for you to manage the point-of-access objection. In fact, we've often found that during a walk through, we'll find 5-6 access points, even though the prospect may have previously told us that there are none.

Lesson #4:

The majority of driver safety incidents happen not because the driver didn't know the right way to do something, but because they take the same repetitive actions day in, day out, which invariably leads to short cuts. A common example is hitting something while backing up. So, the conversation around Axonify becomes the continuous reminders around things they need to keep top of mind.

Lesson #5:

A new and powerful use case for Axonify, which isn't drivers within a logistics organization, but rather drivers within a ride-sharing organization. This is a massive, growth space and the big lesson that we've learned selling into this market is to focus on Axonify's ability to seamlessly integrate into their existing ride-sharing program providing a really cool app-in-app experience.