

CANVASSING IN LOGISTICS

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Canvassing is a sales method that is actively used in various areas of business, including logistics. This method consists in the fact that a company representative directly addresses a potential client, offering him his services. Canvassing can be carried out on the streets of the city, as well as on the phone or by e-mail.

Cargo canvassing are the operations to solicit freight for transportation by intermediary firms. Activities associated with the opening of a new line and tonnage growth. Cargo canvassing operations are a practical expression of any transportation company's marketing efforts [1].

A canvasser may confirm an entire package of shipments to a customer and then transfer the unwanted cargo to another carrier for a commission, or accept door-to-door transportation so that, after loading his own transport on a certain section, he can transfer the complex execution of the operation to the operator with whom he cooperates. Depending on his employment, he may execute the transaction himself or delegate its conclusion to employees of operational departments or lawyers of the agency firm.

A well thought out plan of action is necessary for a successful logistics canvassing operation. First, you need to determine the target audience – businesses that may be interested in your company's services. Then you need to prepare a presentation that will include information about the company, its advantages and advantages over competitors. It is also necessary to prepare a list of questions which will help to find out customer's needs and offer him the most suitable variant of collaboration [2].

One of the main advantages of canvassing is the opportunity of direct communication with the potential client. It allows you to quickly find out his needs and expectations, as well as establish a relationship of trust.

It is also worth noting that the human factor plays an important role in canvassing. This applies to both managers and ordinary employees.

Accordingly, the number of employees in the canvassing department is different. It depends on the size of the territory controlled by the agent, the allocated allotment, and the degree of his activity on the market.

However, canvassing may be associated with certain difficulties. For example, not all potential customers may be ready to cooperate with your company, which can lead to rejections and time losses. In addition, canvassing requires a significant financial and time investment in preparation and delivery of presentations, as well as employee training.

In general, canvassing is an effective tool for promoting logistics services in the market. However, for it to be successful, it is necessary to have a well-thought-out plan of action and be prepared for possible difficulties. It is also important to remember the need to establish trust with potential customers and create a positive image of the company.

References

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