

CARRIER/3PL PANEL

Delivering on the promise is how carriers and third parties are evaluated. How can we be certain that we will meet our customers' expectations?

Moderated by:



Scott Grady
Senior Vice President, Landstar
President, TMSA

Panelists:



George Abernathy
Head of Supply Chain Solutions
Pegasus TransTech



Brad Hall
VP of Sales
Florida East Coast Railway



Al Iannelli
Agency President
Polaris Intermodal



Mike McClelland
Senior Vice President
Knight Logistics



Phil Yeager
Executive Vice President
Hub Group

What makes a good customer...is it about Quality, Price or Service? Is it about the transactional activity between businesses or is it about building relationships and then tying organizations together when together cultures and values offer more than the competition ever could? Does this create lifetime customer value?

This panel of Business Development Executives will discuss their "charge" to their teams of sales and marketing personnel. On the one hand we need to get more business from prospects and suspects but on the other we need to retain and grow existing customers as they represent the greatest opportunity for additional and profitable revenue within our company.

So, how do we do it. Do big organizations go to market differently than smaller organizations? Are all customers treated alike? How do we differentiate who we are and what makes us truly different in the eyes of the customer? Do our people matter? Do they really matter? Explain?

These and other questions (plus those from the floor) will be addressed during this final panel discussion of the Business Development Forum at the Traffic Club of Chicago.