



7th Railway Working Group Meeting

22–23 May 2023 • Tbilisi, Georgia

7-е заседание Рабочей группы по железнодорожному транспорту

22–23 мая 2023 года • Тбилиси, Грузия



Marketing and Sales in a Railway Freight Organization

Moderators:

Tyrrell Duncan, TA Team Leader

Sebastian, Sperker, Railway Cargo Group Austria



Outline for moderated discussion

1. How do CAREC railways currently go about sales and marketing for their freight business? [20 mins discussion]
2. How should a railway freight sales and marketing function be organized and what should it do? [10 mins presentation]
3. How can CAREC railways start improving their freight sales and marketing? [20 mins discussion]
4. Options for CAREC railway TA advisory support [10 minutes discussion]



Existing approach to sales and marketing for freight [discussion]

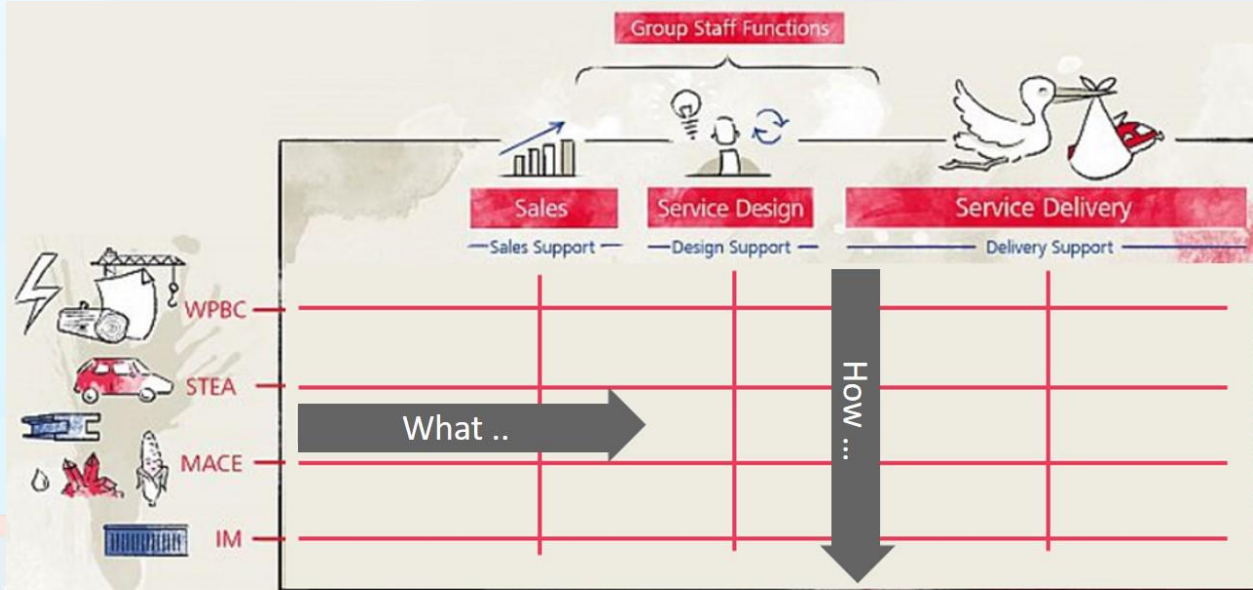
1. Who is responsible for freight sales and marketing in your railway?
2. How many staff work on freight sales and marketing and what is their expertise/experience?
3. What are their main daily duties?
4. What do they do to retain and attract customers in the four main freight market segments

| Freight market segments | Retaining existing customers | Attracting new customers |
|-------------------------|------------------------------|--------------------------|
| Imports | ? | ? |
| Exports | ? | ? |
| Domestic | ? | ? |
| Transit traffic | ? | ? |

How a modern railway freight sales and marketing function is organized, and what it does!

Structure

How to operate...



Brand

Who you are...



How can railways start to improve their freight sales and marketing function [discussion]

- Type of organizational unit needed for sales and marketing, and how this could be established?
- Main duties and priorities
- Number and type of staff?
- Accountability for results
- How this could be assisted through TA
 - Report on best practices in railway freight sales and marketing
 - Regional workshop on railway sales and marketing
 - Hands-on advisory support to railways setting up a new sales and marketing function



Options for CAREC railway TA advisory support

[discussion]

1. Report on best practices in railway freight sales and marketing?
2. Regional workshop on railway sales and marketing to be attended by staff of 3–4 interested CAREC railways?
3. Hands-on advisory support to railways when setting up a new sales and marketing function?
4. Other?



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Thank you!

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