

The Art of War for Trucking Sales



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Agenda

- 1 Introduction
- 2 Today's Trucking War
- 3 Sun Tzu - The Art of War
- 4 Lessons from 2500 Years Ago
- 5 **Phase 1** - Preparing for the Battlefield
(Getting Sales Ready)
- 6 **Phase 2** - Fight Smart
(The Sales Process)
- 7 **Phase 3** - Expanding the Territory
(Scaling Your Sales Efforts)
- 8 Closing Remarks
- 9 Q&A

Introduction

Today's Trucking War





Sun Tzu – *The Art of War*

Lessons from 2500 Years Ago

Phase 1

Preparing for the Battlefield

Getting Sales Ready

Preparing the Battlefield

“The general who wins a battle makes many calculations in his temple before the war is fought. The general who loses makes few”





Make Yourself Unbeatable

“The skillful fighter puts
himself in a position
which makes defeat
impossible”

Know The Terrain

“If you know the enemy
and know yourself, you
need not fear the results
of a hundred battles”





Build the Army Before the Battle

“Victorious warriors win
first and then go to war”

Control the High Ground

“He who occupies the field first has the advantage”

Phase 2

Fighting Smart

The Sales Process



Strike Where They Are Weak

“Attack the enemy
where they are
unprepared, appear
where you are not
expected”

Change the Battlefield

“He will win who knows when
to fight or not to fight”



Phase 3

Expanding the Territory

Scaling Your Sales Efforts

Scale Your Victories

“Opportunities are multiplied
as they are seized”



Make Yourself Invincible

“The skillful fighter puts himself beyond the possibility of defeat then waits for an opportunity to defeat the enemy”



Control the Terrain

**“He who occupies the terrain first is at ease;
he who comes later to the scene and rushes
into battle is weary”**

Closing Remarks



Q&A

“Sun Tzu never sold freight, but he’d have made one hell of a dispatcher”