



# SALES PRACTITIONER TRACK

Where Sales Professionals Learn, Grow, and Win.

This track is designed for sales practitioners in transportation and logistics who are in the work every day, building relationships, managing accounts, and turning market complexity into revenue opportunities. This track equips you with the skills, insight, and community to perform in any market.

## Who Thrives Here?

Sales Representatives  
Account Executives  
Business Development  
Inside Sales Representatives

Outside Sales Representatives  
Client Solutions Managers  
Account Managers  
Customer Experience Managers

*“Nothing happens until somebody sells something.”*  
- Peter Drucker

### Sales Skills that Deliver

- Learn proven approaches to prospecting, qualifying leads, and closing deals
- Master consultative selling techniques that put the customer's needs first
- Apply time management and pipeline strategies that keep you on track

### Connections & Collaboration

- Network with other sales professionals to swap success stories and overcome challenges
- Engage in interactive workshops and role-plays at ELEVATE to sharpen your approach
- Join virtual meetups to discuss industry trends impacting your customers

### Advance Your Career Path

- Build practical selling skills while learning alongside peers across all tracks
- Gain visibility by contributing to panels, writing for the TMSA blog, and nominating yourself for the Rising Star Award
- Serve on committees or lead subcommittees to build leadership experience beyond your role

### Grow Your Visibility & Influence

- Share practical insights through panels and practitioner spotlights at ELEVATE
- Highlight your work on the *On the Move* podcast
- Explore tools and partners that improve how you sell