



Dextra EMPLOYEE STORY



Wadchara, Senior Sales Executive

- Bachelor Degree in Administration from Rajamangala University of Technology
- 7 years at Dextra Industry & Transport, Thailand

“What I appreciated the most was the biggest project from Batam, Indonesia to Western Australia”

At Dextra, you can express your entrepreneurial spirit

Allow me to introduce myself. I am Wadchara, Senior Sales Executive for Dextra Transport. My responsibilities include connecting and communicating with new customers and providing them the solutions for packaging, installation, domestic and international transportation as well as creating opportunities for new business development.

From the first day I joined the company, I had minimal knowledge. Although I used to work in the field of logistics and handling the general cargo, it was a completely different experience.

At Dextra, there are many areas to learn more and to develop entrepreneurial skills. Enhancing these skills allows the individuals to invest in their future projects with passion, discover the power of positive thinking, show their leadership capabilities and fulfill their professional ambitions.

Learning from colleagues is the most valuable experience

I have been working in Sales for 7 years. Usually I'm dealing with the customers together with a team – perhaps with the Managing Director, with my Sales Manager and with our Project Engineers, in an attempt to bid on the projects by presenting our services, depending on the business projects and their requirements. This is a valuable experience for me as I learn from the experts how to define client's needs, analyze market opportunities, learn different sales techniques, and present technical expertise such as transporting oversized and heavy cargo in complex environment.

Based on this, I adapt my knowledge and skills gained to enrich my abilities.

One thing I appreciated the most was that the company had given me an opportunity to be involved in one of the biggest projects for the forwarding of numerous shipments of industrial equipment from Batam, Indonesia to Western Australia.

Confidence and positive attitude

My main work and priorities are to maintain the customer relations and the major projects flawlessly. Although sales and business development may seem like a glamorous profession, like any other job, it has its hidden challenges. Moreover it's a demanding profession which requires consisting energy. You must ensure having strong mental and emotional composure. It is important not to feel lousy or become discouraged easily when there are obstacles or things do not go according to plan.

The key things in my opinion are to deal with people, to break the ice and to build trust. *No one is perfect.* I always bring only positive aspects and strengths from each individual. Especially to maintain a positive attitude – I can find solutions when it comes to problems.

Eventually I feel proud to see my success with my careers. I have been promoted to a Senior Sales Executive. It is a reward given in return for performance. I feel honored and humbled. *I'd like to thank Dextra's engaged workforce and sales team for building great things together with me.*