

Analysis on the Post Skills of International Freight Forwarders Based on the World Skills Competition

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Abstract. The world skills competition is a comprehensive competition with the largest influence, the widest scope, the largest number of participants and the most complete coverage of the industry in the world, in which the international freight forwarding event, as the official event of the competition, has been highly valued by participating countries. With the deepening of economic globalization, the relationship between countries is getting closer and closer, and the freight transportation is becoming more and more frequent. As an important implementation subject of international freight transportation, the quality and level of employees of international freight forwarding enterprises directly affect the long-term development of the industry. Starting from the actual situation of freight forwarders, the world skills competition comprehensively tests the comprehensive ability of competitors through the examination of transportation quotation, customer consultation, crisis handling, document making, special goods transportation and other aspects.

Keywords: World Skills Competition; international freight forwarding; job skills analysis.

1. Introduction to International Freight Forwarding Competition of World Skills Competition:

1.1 Introduction to the world skills competition

The world skills competition is the world's largest international skills competition initiated by the World Skills Organization and widely participated by Member States. It is held every two years and attracts thousands of competitors from all walks of life from dozens of countries all over the world. Since the first skills competition in Madrid in 1950, it will be held in China until 2021. More than half a century's journey has also made the world skills competition go all over the world, covering dozens of countries with more than billions of people. The world skills competition is the highest professional skills competition in the world. In terms of level, the world skills competition is equivalent to the stage of the Olympic Games. The competition items are from the front-line production and work practice of various industries. The competitors are not only students from various colleges and universities, but also employees from enterprises in the industry. Because the competitors are from different countries in the world. Home and regional competition, language has become the biggest obstacle in the process of the competition, so one of the basic requirements of the competition is that the contestants must be able to use English proficiently to carry out the job.

1.2 Brief introduction to international freight forwarding industry

International freight forwarding industry is an important branch and component of international logistics, and also an important third party supplier for both parties to perform the contract in international trade. The main work is to formulate cargo transport plan for the owner, charter ship booking, charter board transportation, including import and export customs clearance, inspection and quarantine, covering the whole process of import and export Human business. Although the international freight forwarder industry belongs to the logistics industry, the difference between it and the traditional logistics industry is that traditional logistics emphasizes the contents of warehousing, distribution and supply chain, and the international freight forwarder focuses on the international transportation business. As a result, it is often necessary to communicate with foreign shipping companies, shipping agents, buyers, sellers and other international trade participants. Therefore, its post features have obvious foreign-related characteristics. Therefore, it is required that

the practitioners in the international freight forwarder industry should have the ability to know the laws and regulations of international trade, the expression of common English (spoken English and correspondence), crisis and emergency handling in addition to the basic knowledge of foreign trade, international logistics and customs declaration and inspection, and belong to one of the industries with high comprehensive quality requirements.

2. Analysis on Post Ability of International Freight Forwarders in World Skills Competition

The international freight forwarding competition of the world skills competition mainly tests whether the contestants are familiar with the relevant business processes and links of the international freight forwarding, and whether they understand the typical tasks of the international freight forwarding position. International freight forwarding enterprises can be divided into the following positions according to the working process.

2.1 Post and ability requirements of international freight forwarder

The main duty of the international freight forwarding salesman is to win orders for the international freight forwarding enterprises. Its business focus is to develop new customers and maintain the original customers. This position is the core position of the international freight forwarding enterprises. It can be said that the revenue of an enterprise is mainly determined by the ability of the salesman of the enterprise.

1. In the various abilities that the salesman needs to have, the communication ability is in the first place. Freight forwarders should be good at publicizing their company to customers, and let customers be familiar with and build trust in their company in the shortest time, so as to safely deliver the goods to freight forwarders for transportation. All these require very strong communication skills, especially for those who do not meet by telephone, wechat, QQ and other forms of business, which tests the ability and level of freight forwarders.

2. Salesmen also need to have strong psychological quality. Because the salesman is directly facing customers and its performance is directly related to the interests of the company, he may have to face all kinds of complex and unpredictable situations at any time. The source of his income is mainly from the business commission. If his performance is not good, he will face a positive and severe economic dilemma. Therefore, the salesman needs to have a strong psychological quality and anti frustration ability.

3. Good command of foreign language. Because the salesman needs to communicate with customers, especially in the contact with foreign cargo owners, foreign shipping companies, shipping agents and freight forwarders, it is necessary to involve the use of foreign languages (mainly English). Therefore, for freight forwarders, they must be proficient in using foreign languages for communication. At present, the main business routes of many freight forwarders are becoming more and more professional. Sometimes, for business convenience, they need to master the language of the destination country. For example, the freight forwarders mainly engaged in Middle East routes require that they should master Arabic, and the Japanese routes can be proficient In Japanese.

4. Ability of price negotiation. The salesmen of international freight forwarders should be good at fighting for the interests of the company as much as possible in the process of business negotiation with customers. As a bridge between the actual carrier and the cargo owner, the freight forwarder often plays a dual role. When facing the shipping company and the airline, it is equivalent to the cargo owner's identity, while when facing the cargo owner, it is equivalent to the carrier's identity. Therefore, for the freight forwarder's business personnel, it is necessary to switch between different identities to obtain the advantageous freight rate from the carrier such as the shipping company and the airline In order to turn it into profit when retailing to customers, we need to gain an advantage in price negotiation with customers, and turn this advantage into victory on the premise of ensuring service quality.

2.2 International freight forwarder post

Another important position of international freight forwarder is the international freight forwarder, which is seamless between the operator and the operator. After the order is obtained, the operator of the international freight forwarder is responsible for the follow-up performance process. Therefore, the operators of international freight forwarders need not only master the production of common documents of freight forwarders, but also need to communicate and contact with multiple suppliers involved in the performance process, and also need to have high comprehensive quality.

1. Rigorous attitude to work. One of the important functions of the operator is to produce various import and export documents. Because these documents are important documents for the exporter to obtain the payment from the bank and the buyer receives goods on time, the documents filled in will bring unnecessary losses to the owner and the forwarder if there are many discrepancies in the process of Bank review. Therefore, the freight forwarder has professional experience Besides knowledge, we need to be very strict in working attitude. We should be very careful about the English content in the documents, and try to avoid mistakes that should not occur.

2. Knowledge ability of import and export related business. The operators of international freight forwarder mainly arrange the whole process of cargo transportation for the cargo owners in international and domestic sections, which will inevitably involve the import and export of goods. As freight forwarder, he should be familiar with the situation of routes around the world, pay attention to the freight changes of each route at any time, and formulate the fastest and economic transportation plan for the owner. Especially, it is necessary to grasp the export customs declaration and import customs clearance of destination port in various ports of China at any time, so as to avoid delay of the ship period and cause loss to the owner, thus affecting the reputation and image of the company.

3. Documentary and performance capability. The freight forwarder needs to monitor the cargo transportation throughout the whole process before the goods arrive at the destination, and inform the owner of the transportation situation in time. During the performance of the contract, contact the trailer bank from the port of shipment to lift the container at the wharf, then reach the cargo destination for cargo, then return the container filled with goods to the wharf, charter the ship to book the cabin to the shipping company, mail the bill of lading, open the letter of credit, collect the payment for the goods All processes need operators to have a strong comprehensive processing capacity in the whole process. Because some routes are long distances and often exceed a month of transportation cycle, various accidents and risks may occur in the process. These require freight forwarder to have a very strong psychological quality and professional skills.

4. Crisis handling capacity. There are always risks and uncertainties in the long freight transportation links, especially in the world port transportation situation has a tendency to deteriorate significantly compared with before the epidemic. There are many strikes in the world, such as the Suez canal transportation interruption in the previous stage. All these problems need freight forwarder operators to have a better performance Strong crisis handling capacity requires operators to pay attention to accumulating a wide range of contacts in their daily work, especially to establish long-term cooperation mechanism with customers and local freight forwarders in major maritime ports and airports in the world. When formulating the cargo transportation plan, the risks that may occur in the transportation process shall be considered as well as fully, so that the customers can prevent them in advance so as to minimize the loss to the company and customers in case of emergency.

3. Question Type Setting of International Freight Forwarding Events In World Skills Competition

The international freight forwarding competition of the world skills competition focuses on the actual work of the international freight forwarding enterprises, and takes the actual work content contacted by the staff of the freight forwarding enterprises every day as the competition topic, so it has extremely important practical value and practical significance. According to the skill requirements of the international freight forwarding enterprises, set up specific questions to

comprehensively test whether the contestants are familiar with the working process of international freight forwarding and whether they are competent for the job tasks.

3.1 Customer consulting business

According to the post skill requirements of freight forwarders, the competition set up the topic of customer consultation, in order to test the players' customer communication ability. Generally, by giving the background information of a freight forwarding company, the competitors can choose which are the key customers, which are the general customers and which are the secondary customers from several potential customers according to the business characteristics of the company, classify them, and how to take different methods to establish business relations with customers according to the importance of customers.

After the selection of key customers, the contestants are required to make a PPT to introduce the company and show it. The design of the above topics are highly consistent with the actual work scenes and typical tasks of the international freight forwarders. It is a highly concentrated work and can better reflect the communication level of a qualified foreign trade salesman.

3.2 Quotation calculation business

As a staff member of a freight forwarding company, especially a salesman, he must be proficient in quotation calculation. Blind quotation without calculation as a basis will inevitably bring losses to the company. According to the different modes of transportation, the quotations involved mainly include full container shipping quotation, LCL shipping quotation, bulk shipping quotation, land transportation quotation, air transportation quotation, China Europe train quotation, etc., which basically covers all the modes of freight transportation involved in the current international freight forwarding industry. The competitors are required to fully master all kinds of goods All the freight calculation methods under various modes of transportation, and can accurately calculate the freight cost required for a given goods, so as to make a correct and reasonable quotation to customers.

3.3 Document business

One of the core tasks of the operators of international freight forwarding companies is to make various transport documents, which is naturally one of the key assessment contents of the skills competition. In the competition, the competitors are not only required to be proficient in making common transport documents such as ocean bill of lading and air waybill, but also required to be proficient in making difficult documents such as combined transport documents. As the basic skills of freight forwarding industry staff, document making and auditing is the routine work content every day and one of the core skills that competitors must master.

3.4 Exception handling business

In order to test the contestants' ability to deal with emergencies in their daily work, an exception handling module is specially set up, which requires the contestants to make solutions according to the given exceptions, and explains the basis for making the solutions. The contestants are required to accumulate rich experience in freight forwarding work, and have the ability to quickly formulate solutions for common emergencies such as cargo loss, insurance claims and complaint handling.

3.5 Special cargo transportation business

For freight forwarders, besides being responsible for the transportation of ordinary goods, they will also be exposed to a large number of special goods, such as dangerous goods, animals and plants, and food. They need to have extremely professional knowledge to master the transportation process. For operators of international freight forwarders with short working experience and lack of experience, It is extremely difficult to complete the transportation of this kind of goods, and we need to have high quality to do it well.

4. Conclusion

The international freight forwarding project of the world skills competition focuses on the job tasks and work reality of the international freight forwarding industry. It examines the complete workflow of the international freight forwarding industry according to the modules. Through the competition, the competitors can have a clearer positioning and cognition of all the jobs of the international freight forwarding enterprises.

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