

Logistics inefficiencies are quietly
killing your margins.

I help you stop the leak — without
hiring full-time.



**SMART
LOGISTICS
CONSULTING**

10–25% of logistics costs can be recovered — if you know where to look.



Stop Bleeding Cash on Logistics.

Struggling with logistics decisions that eat into your profits or delay operations ?

I help trading companies, importers/exporters, and supply chain teams who handle logistics themselves — often without the time, tools, or expertise to do it efficiently.

Whether you ship 20 containers a year or 2,000 — we tailor to your team's size, setup, and sector.

**I find what's slowing you down,
costing you money, or exposing
you to risk — and fix it.**



6 Ways I Help You Take Back Control



**Get Clarity & Control
Over Your
Logistics Operations**



**Reduce Your
Transport Costs
(Without
Sacrificing Reliability)**



**Stop the Hidden Costs
of Your Warehouse**



**Strengthen Supplier &
Carrier Relationships**



**Reduce Risk & Prepare
for Disruptions**



**Bring in Logistics
Expertise — Without
Hiring Full-Time**

If logistics isn't your job, it quickly becomes your headache.



Businesses I Can Help



Importers & Exporters
– Looking to improve shipping efficiency and reduce costs.



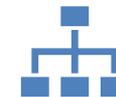
Manufacturers & Distributors – Seeking better inventory management and streamlined logistics operations.



Retail & E-commerce Businesses – Wanting to optimize warehousing, order fulfillment, and last-mile delivery.



Third-Party Logistics Providers (3PLs) – Needing to enhance operational efficiency and service offerings.



Supply Chain & Procurement Teams – Aiming to improve sourcing strategies and vendor management.



The Hidden Cost of Doing Nothing.



Before vs. After – What Smart Logistics Can Do

Before (The Hidden Cost)	After (Working With Smart Logistics Consulting)
<ul style="list-style-type: none"> 📦 Disorganized freight planning – ad hoc rates, no leverage 	<ul style="list-style-type: none"> ✅ Optimized carrier strategy – lower cost, better terms
<ul style="list-style-type: none"> 📉 \$1,200 lost per container – due to poor route or delays 	<ul style="list-style-type: none"> 💰 Cost savings of 10–25% – through smarter planning
<ul style="list-style-type: none"> 🕒 Delays & late deliveries – affecting customer trust 	<ul style="list-style-type: none"> 🚚 Better lead time control – visibility, fewer surprises
<ul style="list-style-type: none"> 📄 Manual paperwork – error-prone, time-consuming 	<ul style="list-style-type: none"> 📁 Streamlined processes – aligned docs, trained teams
<ul style="list-style-type: none"> ❓ No visibility on costs – invoices reveal surprises 	<ul style="list-style-type: none"> 📊 Clear cost tracking – control from booking to delivery

**Most of my clients started here.
We fixed it — without hiring full-time staff.**



Are You Facing These Logistics Headaches?



Freight costs are up again — no idea why.



We spend hours fixing shipment issues.



Warehouse is full, but orders still delayed.



“Margins are shrinking — logistics isn’t helping.”

Know what's happening — and what it's costing.



Get Clarity & Control Over Your Logistics Operations



Audit your current logistics setup (transport, warehousing, procurement, systems)



Identify cost leaks, unnecessary steps, and missed savings



Align logistics flows with your commercial priorities



Deliverables: operations map, improvement action list, performance dashboard



Cut costs — not corners.



Reduce Your Transport Costs (Without Sacrificing Reliability)



Benchmark
freight rates and
support RFQs or
carrier
negotiations



Recommend
smarter routes,
Incoterms, and
transport modes



Advise on
consolidation,
multimodal
transport, or
backhaul



Typical Results

- ✓ 10–25% cost savings
- ✓ Fewer delays
- ✓ Clearer contracts
- ✓ Less back-and-forth with carriers



**Your warehouse should work
FOR you — not against you.**



Fix Warehousing & Inventory Issues



Review warehouse processes and stock control setup



Identify inefficiencies in layout, methods, and WMS usage



Advise on stock segmentation and reorder points



Improve fulfillment speed and reduce stockouts

Turn your suppliers into strategic allies.



Strengthen Supplier & Carrier Relationships



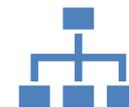
Audit vendor/carrier performance and suggest improvements



Help define KPIs and SLA agreements



Support contract renegotiations or supplier changes



Enhance transparency, service levels, and admin efficiency



Avoid surprises. Stay in control.



Reduce Risk & Prepare for Disruptions



Identify critical dependencies in your supply chain



Develop contingency plans for disruptions



Ensure compliance with transport and customs regulations



Improve resilience and reduce emergency costs

**A logistics manager, without
the headcount.**



Bring in Logistics Expertise - Without Hiring Full-Time



Provide on-demand
strategic and
operational support



Assist with new
markets, supplier
setups, or RFQs



Offer senior insight
without the long-term
hire



Flexible engagement
from one-off missions
to ongoing support



I've been in your shoes — and fixed what you're facing.



Past Roles & Results

Company / Role	What I Delivered	Impact / Results
 Recycle Benelux Logistics Manager	<ul style="list-style-type: none">  Shifted export flows from freight forwarders to direct shipping lines  Developed inland transport solutions (truck, barge, rail)  Negotiated monthly ocean freight rates with carriers  Trained & aligned logistics teams across EU offices 	<ul style="list-style-type: none">  Cut freight forwarder usage by 70%  Saved up to 15% per container  Improved tracking and inland flow  Cut documentation errors by 30%
 CellMark Logistics & Operations Manager	<ul style="list-style-type: none">  Adapted US ERP to EU logistics workflows  Built direct shipping line partnerships from scratch 	<ul style="list-style-type: none">  Cut order processing time by 50%  Reached 90% direct carrier usage in key regions  Increased control & leverage in dispute resolution
 VIPA Logistics & Office Manager	<ul style="list-style-type: none">  Shifted from FF to direct shipping lines  Handled complex multimodal flows (container + inland) 	<ul style="list-style-type: none">  Achieved 100% direct carrier model  Reduced transport cost per TEU  Improved delivery reliability
 Early Roles Logirhone / Würth / Simastock	<ul style="list-style-type: none">  Managed warehousing & transport planning  Led process improvements in stock & space usage 	<ul style="list-style-type: none">  Boosted warehouse productivity by 20%  Reduced stock discrepancies and delays

Try before you commit.



Fast Start, Clear Results

 **Book a 30-min consultation** — free of charge

I identify key cost/reliability issues in your logistics chain, book now :

<https://cal.com/virginie-balet-n3yysd/30min>

 *Built for importers, exporters, and traders in Europe and USA*

Clear steps. No surprises.



Your Roadmap: What Happens After the Free Call

	Step	Description
1	Free Consult	30-min call to understand your logistics needs and current situation.
2	Free Logistics Review & Roadmap	We map your pressure points and outline quick wins & strategic fixes.
3	Free Action Plan Proposal	You receive a tailored plan with options — from advice to hands-on support.
4	You Choose: Execution / Support / Strategy	I help you implement it, step-by-step — no long-term contract required.

With **15 years of experience** in logistics, transport, and supply chain management, I help companies optimize operations, reduce costs, and improve efficiency. My expertise spans across **maritime and multimodal transport, warehousing, stock management, procurement, and logistics process optimization**. I work closely with businesses to design strategies that **reduce costs, improve service levels, and streamline operations**.

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- ✓ Trusted by clients in France, Netherlands & USA
- ✓ 15+ years in maritime, warehousing & transport
- ✓ Hands-on experience with 5,000+ containers shipped



**SMART
LOGISTICS
CONSULTING**

Helping trading companies, importers/exporters, and operations teams manage logistics with confidence.