

Principal & Client Acquisition Guide

Maritime, Shipping & Ports

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an acquisition approach to win principals, shipowners, charterers and cargo clients — targeting, credentials, relationships, pilot mandates and retention. Use it to develop the maritime client base.

Purpose of this tool & output

Win principals, owners and cargo clients

How the output is used

Use it to win principals, owners and cargo clients — a client acquisition guide across relationships, credibility and service.

Important cautions

Maritime clients extend trust based on reputation, references and reliability and value transparency (especially on disbursements). Prove reliability on first mandates and be transparent to build and keep relationships.

Companion documents

- Maritime Marketing Plan
- Maritime Brand & Reputation Positioning
- Maritime Digital Presence Guide
- Cargo Owner & Shipper Relations Guide
- Maritime Partnership & Network Guide
- Maritime & Port Tender Guide

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.