

Shipper won't give me a chance

Why won't SHIPPERS work with me as a FREIGHT BROKER?

- May already have brokers in their organization
- Busy during day
- Certain time that shippers sign up new broker to bid on lanes (quotes)
- Lack of experience in whatever market or niche, industry
- Not have all necessary criteria (Error and Omissions, 1 Million Auto Liability)
- How many assets do you have under your brokerage and/or contracted out with networked carriers

Why do TRUCK DRIVERS use FREIGHT BROKERS vs. going directly to SHIPPERS?

- Most shippers require a certain amount of assets

Why do SHIPPERS use freight brokers versus going exclusively to CARRIERS?

- Spot market convenience from rejected freight
- Freight brokers helps mitigate LTL/FTL responsibility
- Flexibility/Scalability
- Major carriers rates do not fit into the shipper's budget (\$\$\$)

Do SHIPPERS have special requirements for FREIGHT BROKERS? (YES)

- After approval, high performance of movement of freight (late drivers, etc.)
- Must be able to handle their capacity on demand.
- Communication
- Shippers expect for brokers to honor their contract

Should a FREIGHT BROKER'S service be as simple as providing trucks to move the customer's (Shipper's) freight?

- Problem solver
- Provide assistance beyond your basic requirements as broker
- Building and maintaining strong relationships with customer

What is the toughest challenge for a new FREIGHT BROKER?

- Acquiring customers (shippers)
- Monthly overhead (insurance, integrations with TMS, load board subscriptions)
- Credit builder
- Getting past the gate keeper
- Cold call scripts
- Quality should be over quantity
- Internal workflow/lifecycle/implement processes
- Knowledge of the industry

- Right tools for the business (Load Boards, TMS, Accounting tools, EDI integration, communication tools)

How does the BROKER solve this challenge?

What is a FREIGHT BROKER'S value proposition?

- If you are asset-based, as opposed to not being asset-based. You come ready with equipment types and ready to work
- Negotiation skills (get details of load – pickup time, delivery time, commodity, equipment type, tender rate (negotiable?), shipper accessorial policy, frequency of movement of freight, inbound and/or outbound)
- Communication and consistent execution of requirements
- Volume of shipment (EDI (\$10k min. = Electronic Data Interchange(Integration))
- Complement their own organization within. Building a strong business model that will complement the organization objectives for the internal and external customers

How do you make your FREIGHT BROKERAGE more attractive to CUSTOMERS (SHIPPERS)?

- Advertising, marketing, word of mouth and branding (Social media platforms – FB, IG, TWTR, YT, LKIN, etc.)
- Good performance on high volume of freight can lead to more opportunities

How do you make your FREIGHT BROKERAGE more attractive to CUSTOMERS (TRUCKERS)?

- Good paying freight to carriers
- Paying on time
- Detention, layover, TONU, etc.
- Word of mouth trucker communication
- Backhauls, dedicated lanes