



The Purpose Of Your Shipper



What you need to focus on and why...



The shipper you are looking for has the potential for:

- Providing you with multiple loads.
- Various traffic lanes with different loads.
- Financially strong.
- Allows you to build multiple lanes.
- Enough loads to work as a team.
- Potential for long term consistent.



Your shipper is the base from where you begin to build your lanes with your carrier. The purpose of contacting your shipper is on behalf of your carrier.



Your Initial phone call is for the purpose of gathering enough information to know if its worth the pursuit. Even a “no” on the first call can still result to a “yes” if you focus on the type of shipper and load quality.

Your first questions are ?

- Do you Have any loads go to this direction.
- Do you need an available empty truck traveling this specific region ?
- Can I send you some information on our company ?
- How do you send out loads ? Via email or we just call in ?



A no is not always a no in the beginning. You have to feel your way thru the situation. This is the job of every broker agent in the industry. You have to be able to close the deal.



What are you looking for and why ?

- Your looking to see if they will work with a Broker Firm.
- Your looking to go inside and see what loads they actually have. What kind of loads, the industry it is serving. The entire process of the company.
- Your looking to see what other manufactures they work with. This may be a door of opportunity later.
- Your looking to see if you can focus your entire carrier base to working with this one shipper.
- Your peeling back the outside of the shipper to see how deep you can actually go and be involved with.

Your want to build your entire carrier fleet around a few shippers.....



Why One or two shippers ?

- You will be able to become a professional in the entire business model of your shipper.
- You will know their needs for shipping.
- You will understand their traffic lanes.
- You will be able to produce more consistent loads.
- You will be able to coordinate with your carrier in better details and service.
- You will have other doors open within the same industry.
- You will become a professional in your area of interest, thus resulting in more consistent loads.

IT'S NOT
WHAT
BUT WHY
YOU DO IT



Because you want to have a starting point. This allows you to follow thru and actually build something from somewhere.

How long will it take ?

The time it takes does not matter. It's the quantity and quality of effort you put into it. One shipper can create you multiple streams of income by producing several lanes.

How long are you willing to work to create \$50k dollars a year.

This is where others fail. They stop to soon and give up on a shipper. If you continue to work with the shipper, you will find a way to move loads. It does not happen instantly. You must pursue every option with your team.



What's your time worth ?

Where are you searching for shippers ?

The entire State of your projected area.

How do you search for Shippers ?

Researching the internet.

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The purpose is for ?

Gathering precise contact information.

What contact information is needed for finding shippers ?

Do they work with outside logistical company's

Do they work with 3pl.

Do they have possible consecutive loads?

Who do you speak with personally to confirm the information and submit your company package to.

Review : The purpose of your shipper

Make sure your shipper can provide your long term needs.

Make contact by phone and see if they work with 3pl non-asset based company's. (broker firms)

Always make sure you are searching for more than one shipper to make sure you can build a complete supply chain for your carrier.

Take your time no matter how long it requires you to get thru the door. You'll never know the results if you give up to early.