



## Operating Your Trucking Company For Growth

To be a successful carrier within logistics your focus needs to be on growth of your freight and capacity. Knowing where the freight is and how to find the freight is critical. Once this is accomplished, you can also then focus on capacity growth.

**Below our key subjects that you should be focused on while operating your trucking company.**

- Find your right driver. This individual will help you launch your trucking business and represent your vision and company. Make sure that you and your driver are working together when at any shipper door. Gather precise information from your driver so that you can eventually go direct to the shipper. Give your driver a reason and purpose to work with you, not just as a truck driver position.
- Don't be friends with your driver, be co-workers and stay focused on your trucking company vision. You will deal with a lot of driver issues, but always remain the captain of your ship!
- Create a passive income for your driver by allowing them to recruit your next driver. An example would be Give them \$500.00 dollars for recruiting your next great driver and additional \$200.00 a month for every month the new driver drives for your company. This will create a positive voice and allow your driver to make sure that your new driver is happy since its beneficial for both sides.
- Secure Comdata fuel cards, Factoring and learn the services they offer so your company can be paid quicker. Operate lean and keep expenses down by staying where fuel is the cheapest.
- Set up a research team for finding freight by either working with a brokerage or having a freight broker business of your own. Freight research is critical to monetizing your truck.
- Create a solid dispatch system with, if possible, a 24/7 support system for your drivers and your shippers. Being available will make your company stand out and give peace of mind to your drivers.

- Make sure you have a compliance plan and stick with it. Set your standards and do not sway. Keep pre-trip inspections and other preventative maintenance as a way to ensure that there are less breakdowns, and your trucking company is operating under compliance.
- Build your traffic lanes and freight movement within a geographic area and stay in your area. Do not load board all over the country and not be consistent with what your trying to accomplish.
- Keep the same type of equipment. An example would be if you buy Cascadia Trucks by Freightliner, then keep the same type trucks you purchase moving forward. The same with your trailers. Don't mix your trailers up and stay focused on one type of freight and master it.
- Build relationships daily with approved and vetted broker companies. There is always freight that is high paying with many brokers and your job is to find them.
- Create a beautiful website and focus on SEO (Search Engine Optimization) focused on your geographic location and type of freight you are moving. Join multiple social media platforms and also join trucking groups and forums. Always be part of recruiting your next great driver to join your team.
- Decide how you will build capacity into your company by other business models. Do you bring on Lease-On Owner operators? Do you market for owner operators by having trailers for rent. Do you add a brokerage business? Do you add a dispatch team to your company? Always remember that there are multiple ways of increasing revenue into your trucking company.

Building your trucking company is the base for what can happen next. Be prepared to grow and to set a standard for your company to move forward and monetize each opportunity.