

# The importance of Carriers

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Carriers can play such a large role for you in your business. They are the group of workers that are on the frontline every day moving millions of loads daily and having an impact on the economy that is worth billions. Getting to know them will increase your business by 70% and this is a factor you cannot ignore. Below are some things to remember on your daily objective of being a “Professional Logistic Service Provider”

- Without carriers we cannot move a load.

Carriers give us our line haul rates and in return allow us to negotiate. When dealing with a carrier for the first time, make sure you ask questions about his business, letting him know you are interested. Try to find out what traffic lanes he prefers and what you can do to help him create a better route. Also try to understand exactly his business plan and what his goals are for the future. This will make him realize you’re not just a broker but you’re a professional provider and you are really here to help him.

- A good carrier can be loyal.

Carriers are hardworking people and they are on the road daily. They do not have time to always be behind a computer watching the load boards trying to find better freight. Being able to notify them of loads that even you cannot provide him personally is a good way to start a relationship. When you see a load that might interest the carrier, let them know. He/She will realize again that your different and this is what you want to carriers to understand about you. You’re in this for the long haul and let others know it.

- Carriers have information

When you have built a relationship with a carrier, they will begin to trust you and at times even want to help you. Carriers are at the shipper’s locations daily and they have valuable information they can give you.....if they want? Getting that information is so important for your long term business plan. Building a lasting relationship with them is going to pay off in the end and very well could gain you more shippers than you can handle.

Ask the right question; let them know you're interested in their business. When talking to a carrier you want to get the right answers by asking the right question.

- How long do you prefer to be out on the road?
- What is the traffic lane you prefer?
- What type of equipment do you have? How many trucks do you have?
- What's your biggest concern recently while on the road?
- What type loads do you prefer; do you have an interest or specialty?
- What is your average line haul rate? What's the lowest line haul rate you moved this month?
- Can we possibly get your company set up with ours so we can give you information on loads?

Carriers are going to be part of your daily business and you need to learn how to talk with them. For every 3 shippers you have, your database should be about 30 carriers. It is very important to always input the carrier's information into your data base in the software you use, this will allow your firm and your team members to grow a nice large complete data base. Always remember if you don't use the software it is useless to you and to your team. When inputting the data remember you are helping your group and that is the key for success.

- Qualify your carriers

After getting a carriers information you need to follow a few steps. Check their safety rating and call their insurance company. This will insure that you have solid reputable carriers in your database and you can spend your time wisely building the relationship. Each carrier has a separate authority number and this number will allow you to have all the information on their safety rating and also insurance. Carriers need to be constantly monitored and you can take a few minutes a day by keeping your list updated and documented.

Check Safety Of Carrier At : <https://csa.fmcsa.dot.gov/YourRole/MotorCarriers>

FMCSA Company Snapshot <https://safer.fmcsa.dot.gov/CompanySnapshot.aspx>

How to Check CSA Score Article <https://unitedworldtransportation.com/how-to-check-your-csa-score-for-trucking-companies/>

Building a solid data base of carriers and building relationships with each of them will increase your business. You are a "Professional Logistic Service provider "and it is your role to do so. Always set an example of honesty and integrity, carriers will see it in you and will want to be associated with you.