

FREIGHT UNIVERSITY · LOGISTICAL FORWARDING SOLUTIONS

The Professional Logistics Service Provider Certification

FIELD MANUAL · FRONT MATTER

CHAPTER ii

The Professional Logistics Service Provider

SESSION ONE — TALK BEFORE WE ACT

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keep your word · keep your deal · freight gets moved

How every chapter is built

Eight parts, in this order, in every chapter of this manual. Full explanation is in chapter i.

- 1 **Objective** What you can do when you finish the chapter.
- 2 **The teaching** The substance.
- 3 **Forms and documents** What paperwork this subject touches.
- 4 **Terms** The language of this subject.
- 5 **Official sources** Where the rule comes from, cited so you can read it yourself.
- 6 **What this protects the carrier from** The reason the chapter exists at all.
- 7 **Do this now** The work.
- 8 **Linked video and chapter** Where to go deeper.

The sixth part is why the chapter is in the book. If a chapter cannot answer it, it does not belong in your manual. That is the filter on everything in this program: **does this keep the trucking company alive.**

The Professional Logistics Service Provider

OBJECTIVE

By the end of this chapter you can say what you are in one sentence, name the services you provide, and explain what a small trucking company is actually buying when they hire you.

THE TEACHING

You are not training to be a dispatcher. You are not training to be a freight broker. You will be able to do both of those. Neither one is what you are.

A Professional Logistics Service Provider is the back office for a small trucking company.

Why the job exists.

Small trucking companies fail, and it is almost never for the reason people assume.

It is not because the owner cannot drive. Most of them are good drivers — that is usually the one thing they are sure about. And it is not because there is no freight. There is always freight. If you take nothing else out of this chapter, take that one.

They fail because there is nobody handling the business underneath the truck. Nobody watching the filings. Nobody watching the cash — invoices going out late, money coming in slow, no idea which broker pays in fifteen days and which one takes sixty. Nobody who knows what a lane actually pays, so they run under cost and do not find out for months. Nobody managing the relationships. Nobody keeping the records that will matter the day something goes wrong. The truck runs fine. The business underneath it never gets built.

A large carrier has all of that. It is a department — a floor of people in an office somewhere — and they can afford it because four hundred trucks are paying for it. A man with one truck cannot hire that department. He never could.

That gap is the entire reason this profession exists, and it is the reason you are here.

What you are.

Write this in your own hand:

“I must understand truly my place within logistics, and move forward by becoming what I truly am — a professional logistics service provider.”

That sentence does real work for you. Every carrier, broker, and shipper you talk to is going to ask you some version of *what are you*. If you cannot answer it clean, they will answer it for you — they will decide you are somebody with a laptop looking for a load, and they will price you accordingly.

Your menu.

These are the five service lines you provide. Learn them the way a cook learns a kitchen: you have to know every item on the menu, and you have to be able to make it. You cannot sell a service you cannot name and cannot deliver.

1 Compliance

Authority, insurance, filings, driver qualification, safety standing. Keeping them legal and keeping them open.

2 Cash flow

Factoring, invoicing, days to pay. Knowing which broker pays and which one does not — before the truck rolls, not after.

3 Rates and freight research

What the lane actually pays. Where the freight is. Who moves it. Who is worth your phone call.

4 Relationships

Brokers, shippers, carriers. Built on purpose, not scraped off a board.

5 Records

The paper trail that survives an audit and settles a claim.

Over the next thirteen weeks you get handed the apron on every one of them. You will build a driver qualification file. You will read a carrier's safety record. You will benchmark a real lane. Not read about it — do it.

The rule this program runs on.

Talk before we act.

There is an order to this business and it does not bend. Three pieces:

- **Capacity follows freight.** You find the freight first, then you find the trucks to move it — not the other way around. People get authority, sign carriers, build a whole operation, and then go hunting for something to put in it. That is backwards, it is expensive, and it is the most common way people burn their savings in this industry.
- **Research before you transact.** You do not call a broker you have not looked at. You do not haul for somebody whose credit you have not checked. You do not quote a lane you have not benchmarked. The research takes twenty minutes; skipping it costs you a load, a truck, or a relationship.
- **Compliance before the deal.** The paperwork is right before the freight moves, not after. Every time it goes the other way somebody eats it — and it is usually the carrier, who did not know enough to see it coming.

All three are the same instruction: understand it, then do it.

That is why this certification is thirteen weeks and not a weekend. Eighteen of the twenty-six sessions come before anybody transacts. If that feels slow in week three, remember what it is buying you — when you do sit down and make a deal, you will already know what the lane pays, who you are dealing with, and whether the paperwork holds. That is the difference between somebody who gets one load and somebody who builds something.

What never changes.

We are carrier-first. The carrier keeps one hundred percent of the linehaul. We do not take a piece of a carrier's freight, and neither will you. Every chapter, every filing, every phone call in this program exists to keep that small trucking company solvent, compliant, loaded, and no longer doing this alone.

FORMS AND DOCUMENTS

- Your written “what I am” statement — one sentence, in your own words.
- Your service menu — the five lines, written out as you would say them to a carrier.

TERMS

Professional Logistics Service Provider (PLSP) — the back office for a small trucking company: compliance, cash flow, rates, relationships, and records.

Back office — everything that keeps a trucking company alive that is not driving the truck.

Linehaul — the base transportation charge for moving a load, before accessorials.

Carrier-first — the operating standard — the carrier keeps one hundred percent of the linehaul.

The law of the sequence — capacity follows freight; research before transact; compliance before the deal.

OFFICIAL SOURCES

None in this chapter. The compliance authority behind these services begins in Part 3 and is cited there by section.

WHAT THIS PROTECTS THE CARRIER FROM

A carrier hiring someone who sells a service they cannot deliver. They pay for compliance help and get a phone number. They pay for rate expertise and get load board screenshots. Then a filing gets missed or a lane runs under cost — and it is the carrier who pays for it, not the person who sold it.

DO THIS NOW

1. Write your one-sentence “what I am” statement in your own words. Not mine. Bring it to the next session and say it out loud.
2. Write your menu — the five service lines, in the language you would actually use with a carrier who has one truck and no time.

3. Answer this in writing: which of the five do you already know something about, and which one is furthest from you today? Keep that answer. You will look at it again at certification.

LINKED VIDEO AND CHAPTER

Chapter ii audio lesson — _____

Hands forward to chapter iii — how a professional logistics service provider thinks.

BEFORE THE NEXT SESSION

1. Your one-sentence “what I am” statement, in your own words. You will say it out loud.
2. Your menu — the five service lines, in your own language.
3. Your written answer on which of the five is furthest from you today. Keep it.
4. Chapter ii read again, on paper.

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