

Contacting your shipper for the first time. For Brokers or Freight Agents

This is an outline for you to follow with the audio to give you a better idea of how to contact the shipper and the process involved. You will want to listen to the three parts of chapter 3 to help better understand shippers and carriers.

Contacting a shipper can be a bit nervous for your first time so below is key tips on how to cover the call.

First thinking is why are you contacting this shipper?

Reasons why to contact a Shipper

Answer:

You have a carrier who is in the area or can possibly be in the area of the loads coming out from the shipper. Or your looking to either bring a carrier in or take a carrier out within his/her traffic lane.

AndYou already know there is a good possible chance they have loads and consistent loads.

So what are you waiting on. Pick up the Phone.. It won't happen by only talking about it.

Step 1

Your motive:

To find out what kind of freight, if they will work with a 3pl broker firm, and if they are interested in your clients equipment who is in the area. You also want the shipper to know that your firm has additional insurance coverage and your carriers are monitored for safety and insurance requirements. You work with your carriers daily and have business relationships with them.

Contact the Shipper "Easy Script that will allow you to better develop your own style" Here is an idea below of how to get the phone conversation started. This is your initial phone call so all you are looking for is if they will work with you and do they have some loads. The rest will follow later on the next call.

Hello, my name is "john" and I am working with "abc logistics" who is an asset based company with a brokerage firm as well. We work strategically with our carriers and we have a truck in your area that I think we might be able to provide consistent freight movement for your company. We would like to begin to show you who we are and I know we can move consistent loads for your company. If this sounds ok with you I would like to get your email and send some info on our

company and possibly get some load information by email from you? Ok.. Sounds great, I'll send you an email within the next 5 minutes and I'll wait for your reply.

You should be ready for sending out the package and to look at the email with the load types. Once you finish getting this, it is now time to get with your broker owner and discuss the load options, directions, lanes, .

You will need to be deciding on how to connect the loads with your carrier and which direction your carrier will be going. You and your broker partner will be looking at what carriers you have to work with, if you need to search for another carrier etc. This is also the time you will need to possibly search for a return load or back haul load from the same method. You are in due diligence mode with looking at the lanes and best possible way of connecting your carriers to complete a load.

Packages include for shipper:

REFER TO PACKAGE AND LOAD OUTLINE.....

Shipper broker contract

Shipper Credit profile

Your company profile and information with (mc # Bmc-85 , Contingent cargo Insurance, your contact information)

Step 2

Qualify the Shipper

You need to get your shipper approved before going to far. At this point the broker manager will have submitted the information on the shipper to the factoring company. Once the factoring company approves to be able to move loads with the shipper then you can proceed. If the factoring company denies the shipper, then you must start with a new shipper candidate.

Once getting the approval, your firm should have sent the required information the shipper needs on your company you work with and you should have the shipper information as well. You are now ready to move to step 3.

Step 3

Get Back with your Shipper about details

You will call the shipper back and get the next information. Loads?

You now need to ask a few questions to the shipper before moving forward with your load so that you will have the right information to give to your carrier. After this conversation, you can ask the shipper if you can send him a broker shipper contract within your shipper package to finalize the relationship and begin to possibly move their loads.

So call the shipper back and get the info needed below. This will allow you to begin to get the information you need. Once you get the info needed you can let him/her know you have sent your shipper package for them to review and get back to you so you can begin to look at their lanes and needs.

Your call Starts Like this :

Hi, this is John and I was calling you back to get some final information on your loads that you have available and also to ask you a quick few questions if you have a few minutes. We have a few company questions so that we are not going to waste any of your time. We make sure we know your shipping procedures so that we know how to best place one of our trucks consistently.

Then you begin to ask these questions within the

- Do you pay on electronic copies of the documents associated with the loads?
- What are the documents associated with your load so I can be aware of getting the correct documents back?
- Are there lumper fees associated with the loads and how do you handle the lumper fees ?
- How do you handle possible damage claims?
- If the driver arrives and for some reason the load is not ready at the appointed time, the carrier will charge additional for waiting more than 2 hours. Do you have a certain procedure of handling this additional charge?
- What is a good contact number after hours in case of emergency pertaining to the load?

Once the call is finished, stop what you're doing and send the package info on your company including the application they requested. This will go to your shippers contact email and when you receive back their package documents you will forward those to your broker manager and also keep a file for yourself.

Step 4

Design the lane and coordinate with your team and carrier.

Get with your broker manager and discuss the information you have and begin to see how to implement the loads with one truck. At this point you may work with another member on other shippers to complete the load back and forth. Do not be too concerned if both loads are yours, the most important is consistency and volume. Make sure you can move the loads back and forth and build it on a weekly schedule. This will come from working with your shipper, the carriers involved and your broker manager.

Once you have looked at the shippers loads and what directions, you want to make sure they have possible loads in your traffic lane. This is the lane that your carrier will be delivering out of. Network with your broker company and have a solid idea on at least two carriers or possibly three to fulfill new freight from your one shipper.

Focus on your shipper and get to know them and their need.

Once you can complete the connection; you will now negotiate the rates with the shipper, the carrier and your firm. After rates have been negotiated you proceed to moving the loads. You will have a signed rate sheet confirmation from the shipper emailed to you concerning the load you just negotiated on. Keep this document with the load as more will follow with the load. You may refer to learning more on our audio training “moving the loads” In chapter 3

Step 5

Manage over the lane and watch it grow.

Final Step

Manage over the lane, and constantly keep in touch with the shipper on any sudden changes, also working with your carrier as well. This is where your service ability's come into play. You cannot forget to provide the carrier service, keeping your carrier aware of the loads, what the week looks like, and next loads your building for him/her . If you are working with member agents, this is a great place to begin to share shipper ideas and directions. Building this load three times a week can make you a nice income. From this perspective it only grows in consistency.

Always work in your network and let your broker manager know what is going on and what you need. It is your responsibility to let your broker manager know your needs and working together as a team in moving the load. Again always remember your creating volume and a supply chain, not just moving a load.