

Understanding Traffic Lanes

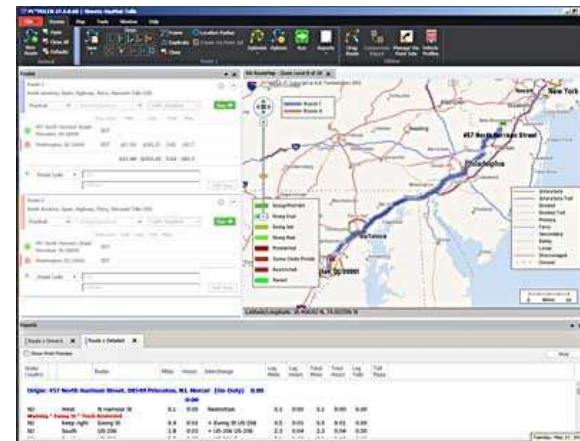
Connecting Your carriers To Freight

Understand Google Maps & PC Miller

- [Google Maps](#)



- [PC Miller](#)

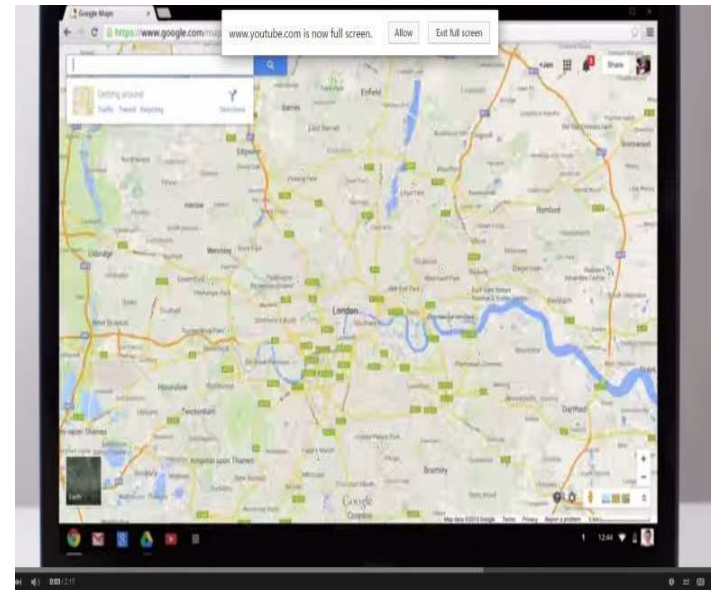


Google Maps

Unless you watch the videos on how to use Google Maps, then you won't know. This is a system you must learn by using.

You can click on the link below to get more information about using Google Maps. This is a great place to start and learn about the different capabilities Google has developed with the mapping situation.

[Google Maps Help Tutorial](#)



Here is a great Playlist put out on YouTube explaining how to understand and use the Google Mapping System

[Google Map Playlist Youtube](#)

PC Miller

Accuracy and reliability have positioned PC*MILER as the software used by 98% of the top motor carriers and 96% of the top freight transportation firms in North America. The U.S. Department of Defense (DoD), the General Services Administration (GSA) and the Federal Motor Carrier Safety Administration (FMCSA) also rely on PC*MILER as their worldwide distance standard. If you're seeking to maximize revenues and minimize costs while utilizing the safest, most cost-effective routing for your vehicles and shipments, then PC*MILER is the answer.

See who uses PC Miller [here](#). You can understand why you need to adapt to a new technology that will allow you build routes for your carriers. The most important part of your business is your carrier. Put the technology to be used and you will get results.

Develop how to search for items by using Google maps. Learn how to look for city's within 50 miles of your main traffic lanes in any directions. After knowing the city's that are located in the area, you can now search each town by its size and economic strength.

The region best to start is the point from where your carrier would be living or driving out of. This is the direction you will want to bring him back.



The diagram features a map of Tennessee with several cities labeled: St. Louis, Louisville, Lexington, Nashville, Knoxville, Chattanooga, Greenville, Memphis, Huntsville, Atlanta, Birmingham, Macon, and Montgomery. A red arrow points from Memphis towards Nashville, and a blue arrow points from Nashville towards Memphis. To the left of the map is a yellow truck icon with a blue box containing a circular arrow, with a blue star above it. To the right is a red semi-truck icon. Two orange-bordered boxes contain text: 'Search from where the truck STARTS' on the left and 'Bring your truck back !' on the right.

Search from where the truck STARTS

Bring your truck back !

Understanding how Pc Miller works is going to be your base to start and developing your PC Miller Mapping Skills. This is going to allow you to begin to build traffic lanes. Start Now.....!

1. Search the region by utilizing google search and Chamber Of Commerce.
2. Develop a list of possible shippers that can give you the loads you need with the equipment you have.
3. Input the information into PC Miller and develop your lanes by connection and availability.

Tennessee



Look Back And Forth



By searching each city within your mapping lane. You can google search any chamber of commerce and see what manufacturing or potential shippers are in the area.

By searching Memphis Chamber Of Commerce I was able to find warehouse distributors located and other companies listed by industry. This is a great way to easily locate and begin to connect shippers by regions.

The screenshot shows a web browser window with the URL members.memphischamber.com/list/ql/warehouses-26. The page features the Greater Memphis Chamber logo and a navigation menu with options like 'Join', 'Councils', 'Newsroom', 'Aerotropolis', and 'Contact'. A search bar is visible with social media icons. The main content area is titled 'Warehouses & Distribution' and includes a call to action: 'This Space Could Be Yours. Click Here To Advertise Your Business Today!'. Below this is a search filter section with a dropdown for 'Any Category', a text input for 'Enter Keyword', and a 'Search' button. The search results show 19 items found, with a 'View On Map' link. The results are sorted by 'A-Z' and include a 'Print' button. Three results are visible: Patterson Warehouses, Inc. (PO Box 30817 Memphis, TN 381300817), Sears Holdings (3456 Meyers Avenue Memphis, TN 38108), and Detail Distribution, Inc. (4000 Senator Street Memphis, TN 38118). Each result has a 'MAP' button and a phone number.

Then you call the Shipper ! And you say "Hello I have a possible truck in your area that needs a full load...Got anything ?

Unless you do the work , it will not happen

Review Starting Your Traffic Lane Plan

- Search the region you want to become familiar with.
- Search Chamber of commerce in the areas of your lanes.
- Input the possible locations within PC Miller and begin to build a route.
- Contact Shippers you found within the regions and begin the process of getting possible load information.
- Utilize Google Maps and Pc Miller to develop stronger and closer lanes.

Never stop building this work method. When you stop working the system, nothing will happen. You are the key component in the entire mapping system. Learn Google Maps and Pc Miller and use them to develop lanes within shipper regions.

- Work with your network partner.
- Search For Shippers in your region.
- Input the possible info into Pc Miller to begin to learn how the mapping system works. Use Google Maps like a Pro.
- Take your time and build a lane openly with your carrier.
- Work everyday for several weeks and you will find success in your lane.

Google Maps Expert

The screenshot displays the Pc Miller software interface. At the top, there is a menu bar with options like 'File', 'Routes', 'Map', 'Tools', 'Window', and 'Help'. Below the menu is a toolbar with various icons for actions such as 'Open', 'Close All', 'New Route', 'Save', 'Duplicate', 'Run', and 'Reports'. The main window shows a map of the Eastern United States with a blue route highlighted. The route starts at '457 North Harrison Street Princeton, NJ 08540' and ends at 'Atlanta, GA 30301'. The map includes labels for major cities like New York, Washington, Baltimore, and Atlanta. Below the map, there is a 'Route 1' summary table and a detailed 'Route 1 Detailed' table.

Stop	Leg Miles	Total Miles	Leg Cont.	Total Cont.	Leg Hours	Total Hours	Leg Tolls	Total Tolls	Leg Est. GHG	Total Est. GHG
Princeton, NJ 457 North Harrison Street	0.0	0.0	0.00	0.00	0:00	0:00	0.00	0.00	0.0	0.0
30301 Atlanta, GA, Fulton	808.2	808.2	1104.83	1104.83	13:05	13:05	33.00	33.00	2837.3	2837.3

State/Country	Total	Toll	Free	Ferry	Loaded	Empty	Tol(\$)
DE	23.7	1.7	22.0	0.0	23.7	0.0	9.00
GA	97.4	0.0	97.4	0.0	97.4	0.0	0.00
MD	97.9	3.0	94.8	0.0	97.9	0.0	24.00
NC	234.4	0.0	234.4	0.0	234.4	0.0	0.00
NJ	15.3	0.0	15.3	0.0	15.3	0.0	0.00
PA	51.1	0.0	51.1	0.0	51.1	0.0	0.00
SC	106.6	0.0	106.6	0.0	106.6	0.0	0.00
VA	201.8	0.0	201.8	0.0	201.8	0.0	0.00
US	828.2	4.8	823.4	0.0	828.2	0.0	33.00
TOTAL	828.2	4.8	823.4	0.0	828.2	0.0	33.00

PC Miller Learning Videos [Here](#)

More Mapping Information [Here](#)

PC Miller Videos [Here](#)

Remember :

Your Client is the Carrier. You are building a route with your carrier and you don't stop until its complete.

Your searching freight for your carrier and for his/her equipment. This will determine the regions you search.

Your goal is to create a back and forth situation with multiple shippers in the region of your client.

Input daily and use PC Miller. Unless you use it you can not know its full potentials of helping you build a solid traffic lane with precise information for your client.



Client



Research



Success