

## **The Perfect Carrier To Work With And How To Choose**

Finding the right carrier to work with is critical in your first steps in moving forward. You will want to find at least one trucking company that will trust you enough to allow you to dispatch them and help them with their freight research and dedicated possible freight.

**Your objective with this carrier, in the beginning, is to:**

- Do freight research on behalf of the carrier
- Utilize their MC# to speak with brokers
- Gain knowledge of how trucking companies operate
- Learn dispatching skills
- Learn the flow of the load
- Be able to learn how to build dedicated lanes.
- Understanding the market and where to grow the carrier's freight within geographic areas
- Have a trucking company to build from within (Adding more owner ops and growing the trucking company with drivers, equipment, etc.)

### **How do you get a great trucking company to work with you?**

The simple answer is "Your ability with knowledge of the freight and where is the freight"

Carriers are going to be attracted to you in the beginning stage of your introduction if you can prove to them you are very knowledgeable about freight that fits their type of equipment.

### **What is the best trucking company to work with?**

- A trucking company with an MC# (Interstate).
- A trucking company with 1 million in liability.
- A trucking company with 5 trucks or smaller.

- A Trucking company that has the mindset of growing and trying new approaches.
- A Trucking company located within the area of your freight research.
- A trucking company with the same type of equipment.
- A trucking company with newer equipment.
- A trucking company that will allow you to dispatch.
- A trucking company that wants to stay on the road for two weeks or more at a time.
- A Trucking company that is interested in technology.
- A trucking company that has a factoring company that will work with you.
- A trucking company that understands and stays compliant.
- A trucking company that will allow you to implement a TMS System.

### **How do you approach a trucking company and convince them to work with you?**

Your objective is to explain to a small trucking company what you are doing and focused on. Your conversation would be similar to this.

“ Hello My name is \_\_\_\_\_ I work as a broker with \_\_\_\_\_ Company and I am in the process of working within freight research within this \_\_\_\_\_geographic location. I am searching for a team of carriers that I can work exclusively with on a daily basis. I am finding freight that is not available on load boards and I am working with certain individuals that are in need of a larger capacity. My job is to find this freight and eventually

take you to direct to the shipper. My goal is to build a team of at least 10 carriers who are all pulling the same type of equipment. I can find freight that is higher paying and also more consistent. In the team that I am building, I also have the ability to dispatch while I am working with shippers to bring the team directly on dedicated lanes. I need a team that has integrity and commitment to work together so that we can all create direct freight options. Would you be interested in speaking more later about some of the freight options I have and also learning more of what we are trying to accomplish?

### **If the trucking company says yes, then what do I Need to Do?**

- Download their SMS safety report.
- Send them a link to your landing page.
- Onboard them within the brokerage.
- Discuss with them dispatching services.
- Keep constant communication.
- Give them freight information and options.

**Staying focused on meeting the right carrier will only lead you to success and dispatching very soon. You must find a trucking company to work with. As brokers this is what we do!**