Freight Broker Training Program

1. Freight Broker Basics

   1. Industry Overview

      1. Overview of the Transportation Industry
      2. Industry Potential and Trends

   2. Requirements

      1. Legalities of Broker/Brokerage Services
      2. Duties

2. Freight Solicitation

   1. Customer Relations and Customer Profile

      1. Qualifying the Prospect
      2. Determining Needs
      3. Managing Objections
      4. Personality Types
      5. Building Trust
      6. Sales Process and Growth

3. Buy and Sell Dynamics

   1. Setting Your Rates

      1. Determining Rates
      2. Rate Variables
      3. Carrier Demands
      4. Types of Rate Matrices
      5. Fuel and Surcharges
      6. Accessorial Fees
      7. Finding Shippers & Negotiations of Fees
4. Load Dynamics and Operations

1. Building the load
   1. Load Data & Entry
   2. Appointment scheduling
   3. Special Instructions
   4. Rate Verification with Customer

2. Matching the Carrier
   1. Load Posting – Correctly
   2. When to Post and What to Post
   3. Checking Authority and Safety
   4. Insurance Verification
   5. Carrier Profile / Contracts

3. Booking a Load
   1. Rate Confirmation
   2. Carrier Pick-up and Delivery
   3. Dispatching
   4. Tracking and Verification
   5. Shipper Call Ins
   6. Dealing with Errors of Load

4. Overcoming Challenges
   1. Interruptions in Service
      a. Carrier failures
      b. Cancelled orders
      c. Breakdowns
   2. Resolving shipper / carrier / consignee concerns

5. Carrier Relations
   1. Building and maintaining “Friendships”
   2. Identifying ways to position yourself as the “Shipper of Choice”
   3. Fulfilling backhauls needs
   4. Find out how you can “Work for you Carriers”