

KEY HACKS TO BUILDING A TOP-NOTCH BROKERAGE

ONBOARDING:

- Create a culture that supports operational best practices and encourages strategic decision-making.
- Implement a hands-on training approach with teachable in-the-moment lessons
- Evaluate your tech stack and make sure it supports the way you want your employees to do business.

INCREASE YOUR RECURRING REVENUE:

- Identify lanes that have a pattern with regular volume that you can approach with a long-term coverage strategy.
- Find your niche and be bold making coverage decisions to guarantee commitment to your customers.
- Analyze opportunities to see what you can match while finding out the true volume of the lane and your true capacity limit.

**"Repeatable processes will
supercharge your revenue
growth and scalability."**

CARRIER EXPANSION:

- Strengthen your in-network carrier relationships by asking the right questions.
- Expand your carrier base by incorporating a carrier procurement platform that provides you with all the information you need to have a productive conversation.
- Talk to drivers with respect and empathy.

QUESTIONS TO ASK CARRIERS:

- What lanes do you like to work? What lanes would you like to pick up freight on?
- How many trucks do you have? What type of equipment? (Vans/reefers/flatbeds, etc.)
- Can I email you a daily available load list?
- Can you send me an available truck list?
- What weight can your drivers scale?
- Do you already have an established backhaul or head haul?
- What type of loads do you prefer? (Pick up time, Delivery time, Weight, Commodities)
- Are your drivers hazmat certified?