



Carrier Relationships

How to make them your competitive advantage

With the entrance of digital brokerages and the potential threat of a carrier-favoring market looming on the horizon, many brokers will have issues competing effectively or finding capacity. What sets a broker apart from their competition are the relationships they have with their carriers. After all, relationships improve your service, consistency, and quality. How do you foster these relationships and use them to your advantage? In this session, we'll discuss these and learn how other logistics companies have grown their businesses by building relationships.

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Housekeeping



- Submit your questions as you think of them during the presentation.
- At the completion of the webinar, our presenters will answer your questions
- You will be receiving a recording and a copy of the slide deck after the webinar.



Chat



Raise Hand



Q&A

Please Welcome our Presenter



Noam Frankel

- 35+ years in logistics
- Founder/CEO of FreightFriend
- Co-Founder/COO of American Backhaulers
- Built truckload division at Echo Global Logistics
- Founded Optimal Freight



**Build relationships
first — then automate.**

The Case for Relationships



Q: What **value** do you bring to your clients?

- How can you compete with digital freight brokers today?
- How will you continue to stay relevant?
- What is your competitive advantage now? In the future?



The Case for Relationships



A: Carrier relationships.

Because of your relationships with your carriers, you:

- Have established ties and rapport
- Hold unique data and information about your carriers

Your carriers prefer to haul your loads **because of** your relationship and previous positive experiences.



**Growing your relationships
lets you build **one-on-one**
connections that no one else
can replicate.**

What's in a Relationship?



The benefits of a **strong** relationship:



- Dedicate more freight
- Working with your carrier partners to identify their needs and find mutually beneficial solutions
- Exposing you and your client to less risk

More prebooked contracted freight frees up your team to get more spot



**What are some strategies to
grow your relationships?**

What data should be included in onboarding?

1

Add an actual contact — don't deal with dispatch

2

Identify their preferred lanes, the key to proactive sourcing

3

Verify the equipment they run and the quantity

4

Identify what services they offer

Use every conversation to your advantage

- 1 Connect with a carrier about a specific truck or load
- 2 Update weekly available capacity in real-time and match to freight
 - How often do they run particular lanes?
 - What other lanes are they looking for?
 - Where else do they service?
- 3 Update lane and profile data as needed





Why build relationships first before automating?



**Your relationships provide the
data needed to make automation
worth your while.**

The benefits of automation include:

- Increased efficiency and output without expanding your team
- Minimizing your workload and automating everyday tasks
- Harnessing the power of AI and machine learning
- Working off of the most up-to-date data
- Combining your data for better, more informed decision making





What's more:

Providing automation tools
shows your carriers that you
value their time
as much as your own.

Relationships Make These Work



Machine learning

- Learn from carrier behavior
- Dynamic, constantly changing



Email scraping

- Digest long truck lists with little effort
- Feeds into freight matching
- Better serve core carriers



Freight matching

- Accurate, ranked results
- Synthesizes more data points than humans are able to



Q&A



Thank you!

Contact me

Noam Frankel

noam@freightfriend.com

(773) 240-3322



www.FreightFriend.com

TIA Member Benefits and Resources



TIA Watchdog

- Take Advantage of TIA Watchdog , a member tool providing a quick way to streamline searches, alert each other to marketplace problems, and help make informed decisions when selecting companies to help reduce future incidents from occurring.

