

# **Why One Guy's Love Affair with Fast Computers & Expensive Software STILL Won't Let Him Recommend Them for YOU**



**By  
John D Thomas**

Atex Freight Broker Training, Inc.  
El Paso, TX  
[info@atexfreightbrokertraining.com](mailto:info@atexfreightbrokertraining.com)  
[www.atexfreightbrokertraining.com](http://www.atexfreightbrokertraining.com)

Now, don't get me wrong – I LOVE working with computers and ESPECIALLY software. The way a person can gather, record and analyze information is mind-boggling to me at times. I even used to install computer software for a living.

**But I want to tell you a short story and then expand upon it in ways that you might like.**

The other night before I went to bed, I downloaded a file that I needed on my website. I first had trouble finding it on my vendor's website so they emailed me and told me exactly where to go to get it.

So, I found the file and placed it on my computer Desktop so I would not forget where it was. I said to myself I can finish it tomorrow - and then I went to bed. But I tossed and turned. It seemed like for hours I was struggling in my dreams to move that file onto my website.

It was frustrating. I was tormented.

As I dreamed, I remember seeing gobs of files inside my website directory and each file had about 10 words in the file name. And I thrashed about in my dreams (nightmares, more accurately), looking exactly where to place that file.

So, **FINALLY** in the morning, **I awoke and immediately went to my Desktop** to move the file to my website. There are several ways to do it. You can either use an FTP program like Filezilla. I usually use a tool called My Network Places and drag and drop the file.



Or you can go inside your file directory where you want to place your new file and choose to upload a file. But if the file is too large, you have to either use FTP or My Network Places.

Now, let me ask - **have YOU ever struggled in your sleep, trying to figure something out** that you dealt with right before you went to bed?

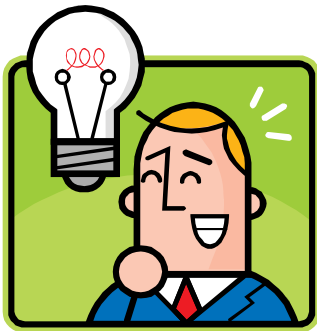
Doesn't it just drive you crazy?

Maybe you have experienced the same while filling out a carrier confirmation or reviewing several parts in your broker-carrier agreement. Or some other type of work. If you didn't finalize the work before you went to bed, you were in store for some nightmares.

You would be laying there in bed and then all sorts of doubts, questions and uncertainties start popping into your mind.

But, do you know what?

**Struggling like this with a task** – regardless of whether it is after you go to bed or before - **will help you learn it better** and will more firmly implant it into your mind once you do get the solution. Yes, all of a sudden at some point, the light comes on.



Take, for example, **our carrier confirmations in our freight broker training**. They are templates for clients to modify and use for their own business.

These spreadsheet templates are quite detailed. And **you have to enter the information manually**. You **could** get a computer generated confirmation using expensive freight broker software. And, someone might ask, why go to the trouble of using spreadsheets?

Well, **sometimes** if you don't get into the details, **if you don't "struggle"** with it a little bit, **you lose a great learning opportunity**. If everything you did was by the push of a button, you could play video games on the one hand and get loads and dispatch trucks on the other hand.

But you may not learn the nitty-gritty details that will help establish you as an expert, as a professional. Frankly, you wouldn't learn diddly.

**Good computer programmers always observe "manual" systems before they write their programs**. They use diagrams and work flow charts documenting every piece of paper, every process and every person.

Then they incorporate all this into their computer program. But what if you get programmers who – usually for the sake of cost savings – want to provide some very generic output that may not include all the necessary details or ingredients that will cover you legally and help you work more effectively?

**Starting out** at least, it is good to go through the details yourself. **Don't always expect to find the fastest and easiest way to do something.** Further, the generic carrier confirmations that I have seen with expensive freight broker software STILL require data input. The data just doesn't get there all by itself.



So, with computer generated carrier confirmations, you **still** have to do data input AND you may get nothing more than generic output that won't stand the test of time nor protect you from potential legal rigors that may be lurking who knows where.

Here is how we do our carrier confirmations with our spreadsheet templates:

We name one spreadsheet tab the **Data Input tab**. This is where you put all the relevant information for each and every particular load. This data, then, carries over to another sheet which is then ready to print out.

On the Data Input tab, you enter the date of pick up, the date of delivery, the carrier assigned to the load, the consignor's name, address and phone number, the consignee's name, address and phone number, the type of cargo to pick up, any extra picks and drops, the rate to the truck, specific instructions to the truck and a whole lot of other related information.

Some of this required information you collect from the shipper; some of it you collect from the carrier.

You **save a copy** in your computer, you **print out a copy** to be faxed to the carrier. They return a faxed copy. So, you have one copy stored in the computer, one copy to place into the shipper file and **the copy that is faxed back** is for the carrier file.

**It is slick and it works well.**

Here is another spreadsheet template we use in our training. It is called the **Load Manager spreadsheet**. There is one for shippers and one for carriers.



You can calculate the profit margin for every load you do. **This profit margin is nothing more than the “spread” between what the shipper is paying you and what you are paying the carrier.**

The spread could be 5% or it could be 50%.

Most likely, **it will average** between 10% - 20%. The better the spread, the more you have available to pay your salary and other operating expenses.

**It is essential to know what the spread is for each load.** And expensive freight broker software will do this, but not much more as far as profit margins are concerned. However, you need to know more than how each load is doing.

You need to know what your **cumulative** profit margin is throughout the entire year for ALL your loads. As mentioned above, just knowing the profit margin for each particular load will not do. These margins jump around from one load to the next.

**The cumulative, or average, profit margin for the entire year will give you one of the benchmarks that you need to enable you to monitor your progress.**

It is also essential to know what the **cummulative profit margin** is for each **particular shipper**. This will keep you focused on knowing **which customers you want to pursue for more business, and which ones you just want to dump!**



If shipper A is giving you an 18% profit margin versus shipper B who is at 7% - you don't have to be a rocket scientist to figure out where the money is

- at least at first glance. There are other factors that come into play as well. But the profit margin is a biggie.

Now, after having reviewed some **expensive freight broker software**, I find that you may be able to calculate the profit margin for each particular load. However, you cannot monitor which **customers** are giving you the best profit margin – UNLESS, HOWEVER – you export the information to – guess what? – a spreadsheet!

So, with our Load Manager spreadsheets,

- you will record **each** and every **load** and derive the profit margin,
- you will monitor your profit margin for **the entire year for everyone**, and
- you will monitor them for **each individual customer**.

And, there is more.

You will also monitor **how many loads** each shipper is giving you. So **what** if you may be consistently getting a 25% profit margin from a particular shipper only to learn that you will be getting only 2-3 loads per month? If this is the case, it may be more worthwhile to **spend your time and energy pursuing other shippers** who have 25-30 loads each month for you at half the profit margin.

Along with this load information from each shipper on the Load Manager spreadsheet, you can record and monitor **how quickly each shipper is paying you for each load** as well as the **average collection period for ALL their loads** during a particular time period.



It is all there on the Load Manager spreadsheet templates.

**Now, there is even more.** I want to mention one other spreadsheet idea.

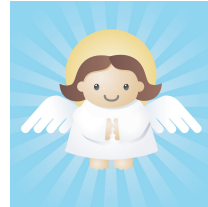
First, let me say that many new freight brokers are looking for information on **how to get customers fast and how to start making money quickly**. This is a normal urge for those just starting out.

While there may be many industries where business owners are willing to **share their knowledge, freight brokering is NOT one** of them. You can extract butter out of a rock easier than getting helpful information from other freight brokers. Especially information about “where are the hot lanes? Where are the good paying customers? Where’s the beef?”

This is a fact that each broker needs to deal with and something that he or she will just have to learn how to “tough it out” with. I read messages all the time from would-be freight brokers or agents seeking someone to take them “under their wings” who will reveal all their hard-earned secrets.

Let me tell you, **these kind of angels are far and few in between.**

So, **YOU** have to create your own hotspots over time. Easy and fast? No. Takes some time and requires work? Yes.



**So, the sooner you get started the better.**

Here are some suggestions on what you may want to record and monitor in addition to the profit margin for each load:

- The cumulative loads for each lane,
- Average gross profit margin for each lane,
- Estimated number of available trucks for each load,
- Estimated average number of available trucks for each lane,

**By combining this information with that of the Load Manager spreadsheets, you have in effect created multiple little niches – all belonging to YOU. Your own little gold mines.**

What are you waiting for? Take the bull by the horns!



**By building your own little community of customers and generating recurring income month after month, you are creating a valuable asset.**

This valuable asset will sustain you until you either want to pass it on to family or until you want to sell it.

It all starts with knowing:

- what information you want to collect,
- how to record it,
- how to monitor it, and then
- how to use it to make decisions as you **build your own empire** regardless of how small or large you desire to grow it.

**This can all be done with spreadsheets. You don't need expensive freight broker software to do all this.** Yes, you can manage parts of your business with dedicated freight broker software; but, most likely, you will have to export information to spreadsheets to really “slice and dice” your activity.

I don't want to discourage anyone from using good freight broker software; I **DO** want you to think about what your business REALLY needs – especially starting new. You may feel good having all those “bells and whistles”.

But, sometimes, “good and fast” will only help people do dumb things in a very fast and efficient manner.

**Don't overlook the value and power of using spreadsheets in your business.** Do it the “hard” way starting out. You will be glad you did and we can help.

**If you are ready now to get started,** go here to order either the training with unlimited support or the home study course with limited support –



[Freight Broker Training – Unlimited Support.](#)

[Freight Broker Training – Home Study](#)

**If you still need to study this and collect more information,** go here [“In A Nutshell”](#)

Here is a simple breakdown on the several programs offered:

1. **Freight Broker Training, 1-on-1 over the telephone & Internet with unlimited support - \$1,697 (the best value).** Broker authority is additional - about \$1,300 if you have good credit.
2. **Freight Broker Training, Home Study with up to 1 hour of 1-on-1 telephone & Internet support, plus audio mp3s - \$897 for immediate purchase and immediate access to all the materials.** Broker authority is additional - about \$1,300 if you have good credit.
3. **Freight Broker Training, Home Study with up to 1 hour of 1-on-1 telephone & Internet support, plus audio mp3s - \$299 per mo. for 3 months with materials sent out each mo. after each installment is processed.** Broker authority is additional - about \$1,300 if you have good credit.
4. **Broker Agent Training, 1-on-1 over the telephone & Internet with unlimited support, plus names of 5-6 freight brokers who are seeking agents - \$997.** No authority required – just well-trained or experienced.

Each program is **detailed and comprehensive with step-by-step procedures** for easy learning. Each program also includes **handouts and videos in addition to the training manual.**

Email me with any questions:  
[info@atexfreightbrokertraining.com](mailto:info@atexfreightbrokertraining.com)

Best wishes to your success!

*John D Thomas*  
[www.atexfreightbrokertraining.com](http://www.atexfreightbrokertraining.com)

Note: We DO recommend a **very** INexpensive software package to set up and manage your databases for both shippers and carriers.