

Atex Freight Broker Training, Inc.

Special Report
(Especially for Trucking Companies)
by
John D. Thomas



www.AtexFreightBrokerTraining.com
www.AtexFreightBrokerTraining.com/home-study/
www.FreightBrokeringBlog.com

**“How to
Add a Freight Broker Division
to Your Existing Trucking
Business and
Go Directly to Shippers
for Loads and
Add an Additional
\$15K to \$40K Revenue
to Your Business”**



John D Thomas

I'll show you how based upon my own previous brokerage, my 12 years of freight broker training with hundreds of clients and my 25+ years working with small business start-ups

What Is Freight Brokering?

Freight Brokers usually first find shippers who have cargo to move. After the shipper gives a load or loads to a Freight Broker, ***the next task is to find carriers who are ready, willing and able to move the cargo.***

So Freight Brokers work in two different areas, so to speak. First with shippers and then with carriers. After the Freight Broker has successfully managed to get his load delivered, ***the Freight Broker collects a commission for his or her match-making skill.***

Freight Brokers need to obtain their broker authority from the Federal Motor Carrier Safety Administration (FMCSA) but there are no tests, no exams – nothing but

- ***A Motor Carrier Number (MC#) which is required to be assigned in addition to a MC# for a trucking company,***
- Evidence of a \$75,000 surety bond or trust fund,
- ***A Process Agent Permit giving legal representation in all 48 states (BOC-3), and, more recently,***
- A UCR Permit, which is a no-brainer.

There are ***no background checks, no criminal checks, no credit checks except possibly from the bonding agent*** on the surety bond or trust fund, and no age limits except for the fact that a Freight Broker may be entering into contracts which may require a certain minimum age.

If you enjoy working with a variety of people in a fast-paced environment with possibly tons of customers in potentially all 48 states, then you need to get on the road to learning how to become a ***Freight Broker.***

What Can Adding a Freight Broker Division Do for Your Trucking Business?

- 1. Freight Brokering can allow you to go directly to your shipper regardless of what contract you have with your current freight broker.**
2. Thus, Freight Brokering will allow you to cut out the middle man and put that money in YOUR pocket.
- 3. Or, Freight Brokering can get you off the road.**
4. Freight Brokering may give you instant access to hundreds or thousands of loads that were not previously available.
- 5. Freight Brokering will allow you to “cast your net” to a wider number and variety of shippers and carriers.**
6. Freight Brokering can help you find loads to keep your trucks moving and your employees working.
- 7. Freight Brokering will allow you to create operating systems that will enable others to step in and work the business.**
8. Freight Brokering will allow family members or friends to work side-by-side with you.
- 9. Freight Brokering will be creating value by generating a cash flow that will continue as long as you or your employees want to maintain it.**
10. Freight Brokering is enjoyable and will give you the independence you are seeking.
- 11. Freight Brokering will enable you to work out of your home or small office.**
12. Freight Brokering will not require a lot of start-up or operating funds.
- 13. Freight Brokering has an unlimited income potential and, yet, you do not have to purchase expensive assets.**
14. And the list goes on and on

Why Do Shippers, Growers, Manufacturers, Wholesales and Distributors Hire a Freight Broker?

These people will hire a freight broker because ***they want to either save money, gain efficiencies, get help on negotiations or all three.*** Maybe they have been using rail or using their own trucks. Maybe they want to eliminate their in-house logistics department and give the loads to Freight Brokers.

By eliminating trucks or employees or both, these people can save big dollars and eliminate problems associated with trucks and employees.

So, instead of thinking of yourself as an added “cost” to shippers, you are giving them a big service in helping them solve problems and save money.

Also, many shippers may have their eye out for another freight broker because their current broker is getting either too expensive or too sloppy on the service or both.

In our training, we go into great detail about finding receptive customers and “getting your foot in the door”.

How Do Freight Brokers Work?

First, there are *many so called freight brokers out there who really don't know what they are doing*. The failure rate in this industry is high. Why is this?

These so-called freight brokers may know that the business concept is very simple but *they fail to learn all the necessary procedures and details* that will gain the confidence of good customers and a loyal following of trucking companies.

Second, because of this lack of knowledge and lack of ability to gain customers and carriers, *they fall by the wayside*.

But in the meantime, they clutter up the industry for people who DO understand and who do learn how to apply the necessary skills and procedures.

There is one basic thing to first understand: As a Freight Broker, you are operating a business.

You are more than a "freight broker", you have to learn and apply sound business fundamentals such as

- marketing,
- sales,
- cash management,
- setting up operations,
- doing proper planning,
- understanding where you stand legally and, lastly,
- utilizing personnel or agents effectively if you use them.

What Do Freight Brokers Do for the Money They Make?

- They are **researchers** - seeking out customers and carriers.
- They are **negotiators** - seeking a viable means to satisfy shippers, carriers as well as their own profit goals.
- They are **multi-taskers** - doing many things at the same time.
- They are **problem-solvers** – when things go awry, the freight broker relies upon his or her best creativity and people skills.
- They are **managers** - a truck driver may do the hard work of picking up and making timely delivery but the broker may have to manage 3-5 or 10 loads a day, almost every day.
- They are **analysts** – they record, monitor and analyze all load activity, margins, customer needs, carrier performance and many lanes.
- They are **decision makers** – successful brokers know when to dump shippers or carriers that do not meet certain benchmarks.
- They are **detail-oriented** – running a brokerage and trying to move 3-4 or more loads at the same time requires REAL focus.
- They are **relationship builders** – successful brokers know how to smooth things over when needed and never forget to thank those who help them succeed – shippers, truck drivers and motor carriers.

How Do Freight Brokers Get Customers?

Freight Brokers first contact individuals where a business relationship already exists. For example, if a truck driver has been calling on, or moving cargo, for several shippers, THAT is where he or she wants to start.

You want to call, visit or email that person or persons. Let them know you are now brokering and you would like their business.

You want to prepare a “set-up” package and be ready to pass it out to potential customers (and you’ll have a similar one for carriers as well).

You will learn to effectively use the telephone after compiling a list of potential customers.

You will scour the Internet for potential customers if you have to, going to some of the “traditional” resources but also relying upon some creativity and doing searches in “non-traditional” areas as well.

This in effect means you will want to go where no one else is going. ***You have GOT TO create a “competitive edge”.***

You will apply other techniques that will ***uncover potential customers*** right under your nose in your local area or out there in the “boon docks” where you would never believe you’d find a customer.

If You REALLY Want to Succeed As a Freight Broker, What Must You Do?

- ***Get some training from someone who has “been there, done that”.***
- Take a long-term perspective on your venture – have some capital to cover living expenses until your business gets established.
- ***Spend time searching for customers where no one else is going.***
- Learn what your customer wants, learn what they want to avoid, learn what problems they are currently having or have dealt with in the past.
- ***Present yourself as a solution to your potential customers’ problems.***
- Ask for the opportunity to prove yourself.
- ***Don’t get sloppy on service or always try to get top dollar.***

Doing the Money Math. How Much Can You Make?

You normally start by grabbing any and all business that comes your way. After you have been in business awhile, ***you will want to “weed out” those who don’t make your grade*** and you will concentrate on those who DO meet your requirements.

After several months you will calculate your “average gross profit margin” (AGPM). Your AGPM is a percentage and is your dollar profit you have after paying the truck divided by the gross amount the shipper is paying you. Once you know these, you can calculate your average dollar profit for each load after you pay the truck.

For example, if you are getting an average of \$1,800 per load over a period of time, and your average gross profit margin is 12%, your average dollar profit is \$216.

$$\$1,800 \times .12 = \$216$$

Your only question then remains, ***how many loads can you do every week or every month?***

Weekly:

$$\underline{\hspace{2cm}} \times \$216 = ???$$

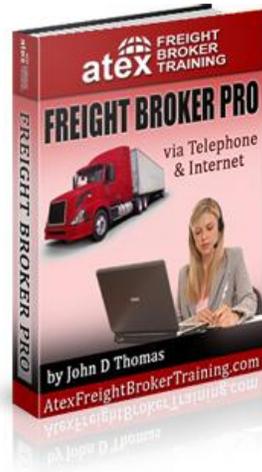
Monthly:

$$\underline{\hspace{2cm}} \times \$216 = ???$$

Do the math on what YOU think you can do.

Recommended Training – 4 Options

(1) 1-on-1 Freight Broker Training via Telephone & Internet – **Unlimited Support**



Investment: \$ 1,995.00 – training manual, handouts, videos, bonuses, unlimited support.

ORDER NOW – Go to Option (1) on this webpage below

<http://atexfreightbrokertraining.com/telephone-internet/>

If you want powerful, one-on-one telephone training with a lot of one-on-one interaction

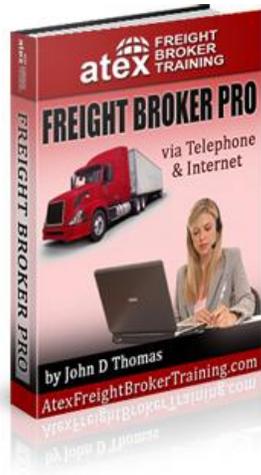
This training is for you

- **Help you select a business name and form of doing business,**
- Get your broker authority – motor carrier number, trust fund or surety bond, Process Agent Permit (BOC-3), UCR registration,
- **Get other items such as your EIN number,**
- Learn the tools of the trade such as how to calculate rates, how to use the loading boards, how to monitor and manage your loads,

- ***Find customers using laser-directed research that will help you uncover customers who are not being called by every freight broker in the industry,***
- Pre-qualify carriers to help you avoid problems and maybe lawsuits,
- ***Learn how to “book the load” with carriers, and gain their respect and confidence,***
- One way to get started with little money,
- ***Learn some credit and financing sources and alternatives,***
- Learn about your responsibility to carriers and customers,
- ***Learn about your legal liability,***
- Learn how not to deal with difficult customers and carriers, ***Plus much, much, much more***

Military Veterans may get a discount here.

(2) Small Group Freight Broker Training via Telephone & Internet – a 35% discount from regular pricing – Unlimited Support



Investment: \$ 1,295.00 – training manual, handouts, videos, bonuses, unlimited support. Minimum of three clients at a time required.

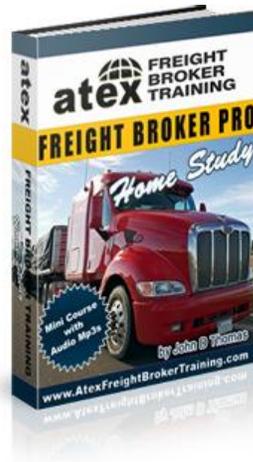
ORDER NOW – Go to Option (2) on this webpage below

<http://atexfreightbrokertraining.com/telephone-internet/>

If you want more affordable telephone & Internet training this is the BEST value includes the same topics as Option (1) above

IT'S HERE !!!

(3) - Freight Broker Training Home Study Course with Limited Support



Investment: \$1,295.00 – training manual, handouts, videos, limited support.

ORDER NOW

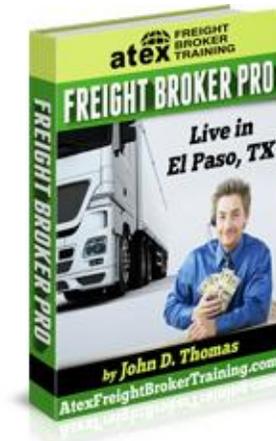
<http://atexfreightbrokertraining.com/home-study/>

If you have some business experience, you may benefit with this comprehensive ***Home Study with up to three-months of Q&A email support.***

All the topics mentioned above in the Telephone & Internet training above are given in this Home Study Course.

Military Veterans may get a discount here.

(4) - Live Training is Available Here in El Paso, Texas.
Visit the webpage or Call for Details – Unlimited Support



<http://atexfreightbrokertraining.com/live-in-el-paso/>

Call NOW for more information or to place a deposit over the telephone with your credit card:

1-888-526-ATEX (2839)

Here is a note from a recent client who used to do trucking:

"I have read the introductions and I have also started reading the chapter regarding rates/loadboards/etc,.....

Looking back I really wish I had bought this training in the beginning instead of spending so much time attempting to create everything on my own. I have wasted too much time and I went in reverse.

I have some background with dispatching and trucking and I thought it would be sufficient but it definitely wasn't. I went as far as creating the broker-carrier agreement and a new carrier packet plus load confirmation sheet, and then I sat down and it hit me that despite all of the stuff that I have 'created' I really need some expert training.

I am really happy with your materials, the items I have looked over this morning is the exact information that I do need. I feel like once this training is done I will finally be ready to start working".

Dana S. - Lawrenceville, GA