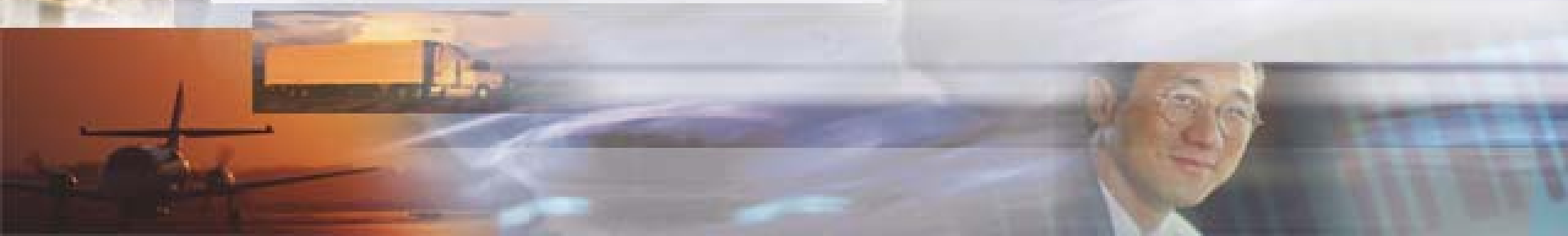


Build a Strong Relationship with Your Parcel Carrier

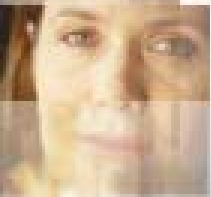
Presented By:

Tabb Burton, Transportation Analyst
enVista



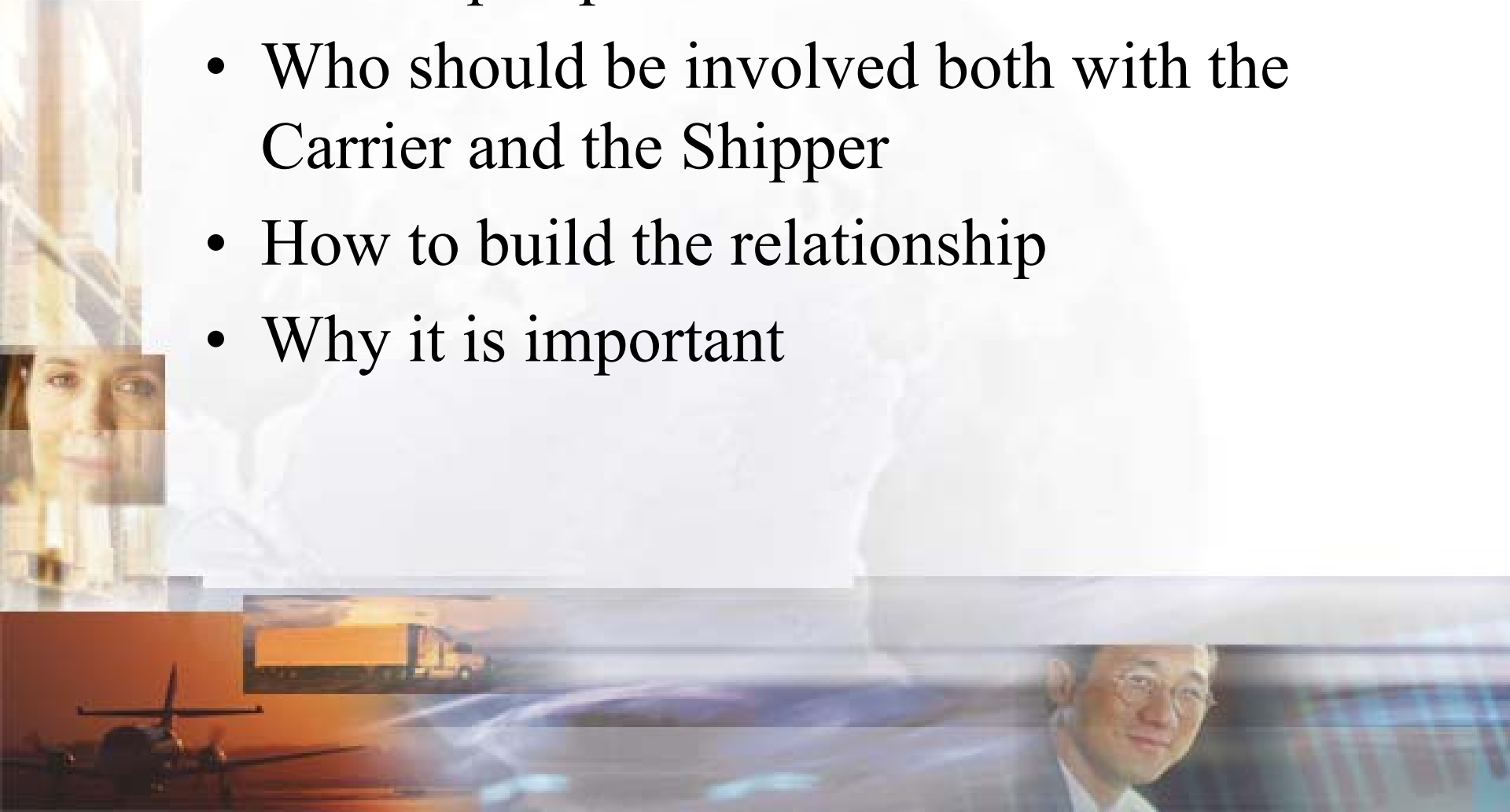
Background

- 18 years in Transportation industry
- Operations management
- Sales executive
- Carrier experience
 - Consolidated Freightways
 - FedEx



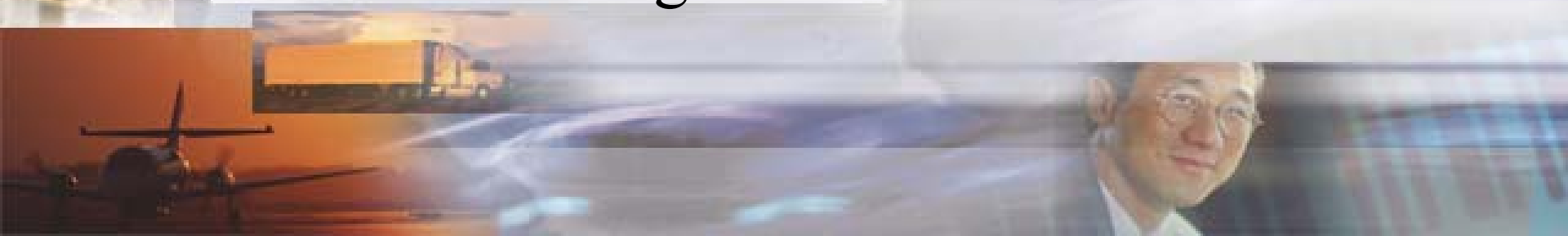
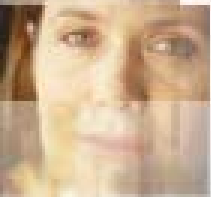
Overview

- Carrier perspective
- Who should be involved both with the Carrier and the Shipper
- How to build the relationship
- Why it is important



Carrier Rep. Perspective

- To meet or exceed established goals
- Penetrate the account
- Create a fear of “Switching Cost”
- Minimize Carrier Errors “overlook errors”
- Look for incremental revenue
- Promote a single source solution



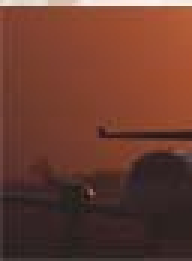
Shipper Resource Involvement

- Shipping Department
- Middle Managers
- Office Staff
- Purchasing
- International Department
- Senior Management
- Officers



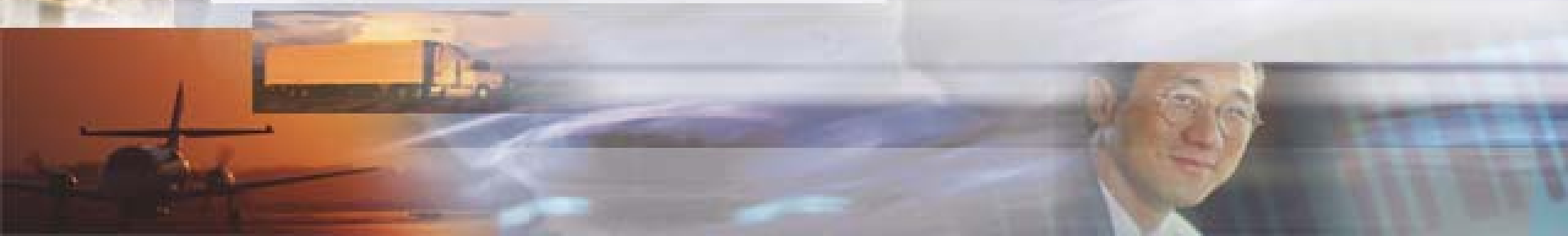
Carrier Resource Involvement

- Account Executive
- Preferred Customer Representatives / Key Account Specialist
- Sales Managers
- Drivers
- Operations Managers
- Upper Managers
- Officers



How to Build the Relationship

- Knowledge of the Carrier's business models
- Stock price
- Periodicals
- Service guides
- Operations
- Marketing strategy
- Competition
- Account reviews
- Shipment visibility
- Data warehousing
- Accountability
- Technology
- Benchmarking
- Make them aware you are monitoring their performance



Relationship Importance

- Exhibit professionalism
- Achieve subtle operational favors
- Have a partner During a “Crunch Time”
- ***Renegotiation Time!!***

Achieving Objectives

- Get the Best Value for your Company's transportation dollar
- Finding the Best Vendor to suit your needs
- ***Get the Best Agreement!!***



When Relationship = Best Pricing

- Demonstrated professionalism
- Shown interest in Win-Win
- Account Executive willing to fight internal resources on your behalf
- Relationship has benefited AE's career and wants to make sure the edge is not lost
- Don't fall in to the "Carrier Trap"



In the End...

Shippers with the Best Pricing
available usually have a strong
Carrier relationship

