

Education Sessions

Bring your questions, ideas, and note paper. TIA sessions are interactive discussions, not power-point driven sales jobs. These sessions are for you and represent information you cannot get any place but TIA!

FUNDAMENTAL: Sessions Designed for New and Smaller Companies that Want to Grow

- **Scorched Earth or Tranquil Gardens:** *The true realities of selling in the 3PL World: Load availability has plummeted, retaining existing accounts requires miracles and attracting new business seems to occur with the same probability as winning the lottery! This seminar presents the results of a survey that was presented to TIA member firms and their sales teams. Come hear what the people who talked to shippers everyday have to say about marketing, sales, negotiation, training, and relationships.*
- **Insurance Issues:** *This session is not a sales pitch, but a review of the insurance options available to today's brokerage based 3PLs. Are your assets covered?*
- **Small Company Concerns:** *If you run a small brokerage-based 3PL, then you know what it's like to be president, janitor, and the IT department. Join others like you in an open exchange of ideas and concerns.*
- **Understanding Customer Needs:** *This session is always controversial as shippers talk to you about what they like and don't like about working with 3PLs. This will be an unvarnished exchange of ideas.*

ADVANCED: Sessions Designed to Help Larger Companies Get to The Next Level

- **Warehouse Brokering Solutions:** *You don't have to own a warehouse to make money in warehousing.*
- **Incentives and Payment Practices that Work:** *Ours is a sales industry and sales professionals are motivated by incentives and payment practices. Explore ideas that are working at other companies to see if they can help you continue to prosper.*
- **CEO Concerns:** *Open only to owners, presidents and CEOs - join others like you with your same challenges in running your business. A CPA and attorneys will lead this open discussion.*
- **Compliance Issues:** *Can another state tax your sales in that state? What about 1099s and FSLA? This session will explore these and other vexing issues you can, can't and must know about compliance.*

EXPANSION: Sessions Designed to Offer Ideas for Growth and Expansion of Services

- **Intermodal is Real, and You Need It:** *The largest 3PLs offer an intermodal option to their shippers. Shippers think rail is "green" and want the option. The railroads and IMCs are making intermodal easier than ever. All this adds up to a simple new service offering for you.*
- **Windy Freight:** *Windmills are not just green. They are the new auto industry with parts that ship.*
- **Emergency Plans:** *What if your building burned down today, could you be up and running tomorrow? With proper planning, you can keep operating no matter what happens. This session will get you well on the road for planning for any situation.*
- **Selling the Sizzle:** *Even in these times TIA members are growing. Learn how to sell your sizzle to capture new customers and more business from existing customers.*

UNIVERSAL: Sessions Designed to Address Issues That Affect the Entire Industry

- **Legally Speaking:** *A perennial favorite. Lawyers representing 3PLs will provide updates on the legal trends affecting your business.*
- **Credit Concerns:** *Cash flow, maintaining or improving your credit score, accounts receivable and AR insurance, risk management, and protesting wrong data are the topics for this discussion.*
- **How to Win the Bid:** *The number and frequency of bid requests are increasing, but how do you win? TIA members will share their success stories for putting together winning bids.*
- **Don't Be a Victim:** *Theft, scams, fraud, and unauthorized re-brokering are rampant. This session will explore ways to protect your business and avoid problems.*