



New Broker Course

Chapter 1- Introduction

Chapter Objectives

- Provide a brief overview of the transportation industry and the role a transportation broker plays in the industry
- Provide a discussion of the advantages, disadvantages, and key roles of brokers
- Provide insight into the evolution of the transportation industry and the role the broker has played in providing users adequate and economical transportation services
- Provide a brief overview of key brokerage issues including legal, regulatory, organizational, and business related issues
- Provide insight and examples of the operating environment for brokerage businesses

Chapter 2- Brief History of Transportation

Chapter Objectives

- Provide a brief history of the transportation industry and the impact both economic and non-economic regulation and deregulation have had on the marketplace
- Provide insight into the role of government on the transportation industry
- Discuss the history and impact of government regulatory policies of the 1930's and subsequent industry deregulation acts of the late 1970's
- Provide insight into industry deregulation, its impact on the marketplace, and how transforming the industry into a free marketplace created the need for brokers
- Discuss the evolution and eventual elimination of the Interstate Commerce Commission (ICC) and the current role of the Surface Transportation Board (STB)

Chapter 3- How All of it Works (Freight)

Chapter Objectives

- Provide insight into the business processes necessary to have a successful transportation brokerage business that is profitable and meets the needs of its customers
- Provide an understanding of the broad transportation marketplace and key terminology of the industry as well as the key types and varieties of transportation operators and the many services they offer
- Provide an understanding of the key types of freight and/or cargo and how to properly handle each variety in a proper and profitable manner

Chapter 4- Basic Rules, Regulations, and Licenses

Chapter Objectives

- Provide detailed information about the certifications, rules, regulations, government filings, and types of liability protection required to operate a successful transportation brokerage
- Provide information about compliance with key business processes that must be adhered to for operation of a legally compliant and financially successful transportation brokerage business

Chapter 5- Technology Basics and Their Impact on Successful Brokerage Business

Chapter Objectives

- Provide a brief historical perspective of the evolving role of technology and its impact on the overall transportation marketplace and specifically the brokerage business
- Provide insight into the impact technology has had on the evolution of brokerage operators both in terms of practice and efficiency
- Provide information and examples of the wide variety of technology applications in both the broad transportation marketplace and specifically the transportation broker

Chapter 6- Insurance

Chapter Objectives

- Provide readers with specific knowledge of the many types and varieties of risk and liability faced by a transportation broker in the operation of their business
- Provide insight into the many types of insurance available to help protect transportation brokers operating in today's environment
- Discussion of additional business and organizational issues to consider, potential reasons for use, key pitfalls to be aware of, and how to effectively deal with the diversity of risk issues faced by a broker

Chapter 7- Responsibilities for Cargo Loss and/or Damage

Chapter Objectives

- Provide an understanding of carrier, shipper, and broker responsibilities
- Provide a brief discussion of legal transportation documentation including the Bill of Lading which serves as a contract for carriage

Chapter 8- The Broker's Job

Chapter Objectives

- Provide insight into the key role a broker plays in serving the transportation marketplace and describe the many different tasks the broker must accomplish to successfully complete the broker's job
- Provide insight and examples on how brokers can effectively match freight to be hauled with freight service providers
- Provide information on transportation rates, calculations of appropriate broker price, and how to negotiate with customers including shippers and freight service providers
- Provide insight into the contractual processes associated with being a transportation broker including key contractual issues including price, pick up and delivery locations, freight shipping terms, and performance requirement specifics such as delivery time, specialized equipment needs and special billing requirements
- Discuss contractual and regulatory documentation and helpful analytical tools necessary to operate a successful transportation brokerage business

Chapter 9- Your Office Operations

Chapter Objectives

- Discuss the required equipment, software, and knowledge necessary for successful operation of a transportation brokerage business office
- Provide information on key internal and external resources available to a transportation broker and how to find, build and foster those resources for maximum benefit

Chapter 10- Financial Management

Chapter Objectives

- Provide insight into the business and financial operations of a transportation brokerage operation
- Provide information on financial matters including a description and discussion of key assets, liabilities, and equity financial measures
- Discuss the importance of credit, receivables, payables, gross and net sales, methods of payment, non-payment, debt and effective expense management on the successful operations of a transportation brokerage business
- Provide tips on what to review when establishing a new account, managing an existing account, approving customers for credit, collecting due or overdue payments, and maximizing cash flow
- Provide an example of a multi-step process designed to illustrate the successful handling of a load so the shipper, carrier and broker are all satisfied with the outcome of the relationship
- Provide insight into various types of accounting, their impacts on the books of the broker, and issues related to tax planning, estimation, and compliance

Chapter 11- Ethics

Chapter Objectives

- Provide a definition and solid understanding of ethical business practices and illustrate the impact ethical behavior has on successful operation of a transportation broker
- Provide an overview discussion and examples of ethical (unethical) business behavior and discuss the impacts of ethical practices on business relationships and compliance with legal and regulatory statutes such as the Sarbanes-Oxley (SOX) Act

Chapter 12- Marketing and Sales

Chapter Objectives

- Provide an introduction to, and establish the importance of, marketing and sales practices on the operation of a transportation broker
- Provide simple steps and suggestions aimed at enhancing the ability of the brokerage business to identify target markets, practice effective communications, properly plan for a sales encounter, execute the sales process, close on the sale, and follow up with customers

Chapter 13- Dispatch

Chapter Objectives

- Provide a discussion of the dispatch process for freight, the important elements of information required for successful dispatch operations, and how to troubleshoot and effectively correct any shipments not in accordance with the prescribed plan
- Provide a discussion of defining your customer including who your customer is and how or when you may need to alter the relationship with your customer(s)