

**FREIGHT MASTER BROKER® CLASS**  
**INSTRUCTORS:**  
**MS. TUCKER / DR. UREKA PRESCOTT**

**PART 1: INTRODUCTION TO TRANSPORTATION BROKERING**

Definitions used by Brokers  
Regulations and Laws Governing Brokering Conduct  
49 CFR 371.3 - Records to be kept by Brokers  
49 CFR 371.2 - Definition of a Broker  
MAP-21 Coercion and 49 USC 14103 Coercion  
The Laws of Bills of Lading  
FOB-Free on Board  
Load sheet/Rate Confirmation  
Sam Chuck and Art Exercise of Definitions  
Compare Liability of a broker to that of a Motor Carrier  
Start Up Risk vs Agency  
Law requires "Separate Registrations"  
Examples of Double Broking and Co-Brokering  
Up like a Rocket, down like a Rock  
Getting Motor Carrier Authority, Brokering License or Both  
Match Process – Load to Truck or Truck Load  
Load Finder – Rep, as a third business opportunity

**PART 2: MARKET RESEARCH**

Market Process Before You Start  
Become a Representative of other motor carriers Load Finding  
The Motor Pad Learning Flow chart  
Your Office  
The Business Plan for Truckers, for Brokers or Both  
The Sales Tools  
Domain Name – Trade Name- then Website  
Criteria for Selecting Prospects: Truckers – Brokers  
Create Sales Tools and Media  
Sales Brochures – Selling Trucking and Brokering on the same page  
Find The Gold  
Sales Paths  
Sales Diary  
Carriers' Cold Database  
The Rate Matrix

### **PART 3: SALES OF BROKERING & TRUCKING**

Sales Plan Processes  
Transportation Sales Programs  
Formal Letter – Brokering Sales Media  
Post Card – Trucking Sales Media  
Sales Plan Roll Out  
Least Cost Routing Guide  
Trucking & Brokering Sales Tools – the Website  
Your Sales Objectives for your Brokerage  
Sales Technique  
Sales Success

### **PART 4: QUOTATION & FREIGHT RATE DEVELOPMENT**

Freight Rate Development  
Quotation – Level One of Information  
Load Sheet/Rate Confirmation  
Mileage  
Inventory  
Survey of Listed Back Haulers  
Your call to the Shipper  
Freight Rate Development  
Chicago is the Heart of Trucking  
All Freight Rates – A function of time in relation to distance of (t/d)  
LTL Rule of Thumb Guide  
The Rate Matrix  
Trucking vs. Brokering Rate development – Compare  
Market Reality  
First Person Letter Confirming Quote  
Residuum  
Customer Card File

### **PART 5: ORDER PROCESS**

Level 2 of information & Mouse Pad Column 4  
Shipper Credit Application – Contract  
Credit References – Check  
Letter to Shipper Extending Credit Terms

## **PART 6: OPERATIONS – TRUCK FINDING PROCESS**

Truck Finding Default System  
Future Truck Finding Processes – FetchDesk.com  
The “Booking”  
Call to Shipper to Confirm Deal  
Verbal Contract – Arbitration  
Level 3 of Information Mouse Pad Column 4  
Accounts Receivable  
Accounts Payable

## **PART 7: CONTRACT PROCESS**

Continuing Contract – Bond & License  
Carrier Reviews & Approves Broker Credit  
Motor Carrier Authority Only  
Insurance Acord  
W-9 – Tax Simplification Act 1986  
Safety Due Diligence – Verification  
Contract Process in Summary  
Review  
Level 4 of Information in Summary  
Rate Confirmation  
First Check Call

## **PART 8: NEGOTIATION – AT ALL LEVELS**

Negotiations to get the Load  
Negotiations During the Order Taking Process  
Negotiations of Credit Terms  
Negotiations to Achieve a Booking  
Negotiations Between a Booking and Consignment  
Enforcement Negotiations

## **PART 9: VOLUNTARY CLAIMS RESOLUTION & LAW BILLS OF LADING**

Law of Bills of Lading  
Claims - Enforcement of Deal  
Assist Shipper in all activity  
49CFR 370.3 Filing of claims  
Dave’s Recipe for Mediating Claims  
O S & D , Claims  
Objective – Summary of Broker Training

## **PART 10: BOOKKEEPING**

What is Brokering Cash Management?

The Paradigm of Aging a Payable and a Receivable

Your Load Master Ledger is a Road Map to Paperwork

The Audit Trail

File Recovery – Bookkeeping Leads to Accounting

Load Master Ledger Process

Your P&L and Balance Sheet

Test – Find the Paper in 3 Seconds – The Ledger Process

Broker Business – Flow Chart Complete

Business Plan Completion

## **FINAL EXAM**