

LAST MINUTE BLUES II

Scenario:

Carrier has an empty truck, needs a load and can't wait.

Carrier finds a load that suits his needs from one of the load matching systems but the offering brokers is unknown to the carrier. A lack of time prevents proper verification of the broker added to the fact that the dispatchers attitude is that it is better to chase money than run empty.

Who is responsible for creating a problem when a carrier takes a load from a questionable source, the Carrier or the Source?

Don't blame an industry for the actions of a few when you participate in creating the problems

Result:

Carrier completes load and invoices broker for services rendered. After many attempts to get paid, carrier realizes that there is a problem and that he may not get paid. Whether or not the carrier ends up getting paid is not the issue at hand. The issue is the resulting reputation projected through the industry.

As in every industry, the brokerage industry also has its disreputable players and most of the time they can be easily identified by simply verifying the information.

Consequence:

The short term consequence is the carrier has trouble with the money relating to the transaction. The long term consequence is this same carrier will criticize the brokerage industry as a whole. A carrier that has had a bad experience with a broker will talk about it to everyone. A carrier that has good experiences with brokers will tell no one and keep it confidential to protect his valued customer. The ending result is that you always hear about the bad things and seldom the good.

Resolve:

Refuse to deal with questionable sources saving you a lot of future problems. You will be rendering a great service to yourself and to the industry by making it harder for the disreputable broker to survive and helping clean up the industry.

No matter how bad you need that load, the problems that accompany bad business outweigh the benefits.

Help yourself and the industry by not getting caught up in the, LAST MINUTE BLUES

By Gilles Roch
G. Roch Consultant Ltd.