

LAST MINUTE BLUES

Warning on the use of new and unknown carriers, example;

You have a load to book and you are running out of time, your dispatchers have been unable to find a carrier to cover it. A call comes in from a carrier you don't know and is interested in the load you posted. It is 3 o'clock, and the load must be picked up before 5p.m....it's Friday afternoon. You book the load to save time and send out the pick up information to the carrier before having thoroughly verified the carrier's insurance & authorities. All the best intentions are there to do the follow up, but you get busy and it's now 4:30p.m. and you can't get confirmation from the Insurance Broker that the Insurance policy is valid, nor do you have time to verify if all the other information is in order.

The load gets picked up and you go home thinking that you've done a good job and enjoy the weekend.

Monday comes around and your client calls asking where his load is and when can he expect delivery. You try calling the carrier and get no answer, the phone numbers you were given are not valid or wrong. By Monday afternoon you know there is a problem. The MC number doesn't match the carrier's name and the insurance is not issued to the carrier that has your load. You have just had a load stolen!

- How do you explain to your client that you deal with people you don't know?
- Which insurance policy will cover the loss?
- Who will cover the loss if you don't have the insurance?

The solution to this type of situation is not a corrective one but rather a preventive one.

If you don't have the time to verify the carrier's information;

DON'T GIVE HIM THE LOAD!!!

It is easier to deal with a disappointed client than address a possible situation. It is better to lose a load than lose a client.

Don't get caught up in the **LAST MINUTE BLUES**

By Gilles Roch
G. Roch Consultant Ltd.
groch@groch.com
www.groch.com