



The fundamentals of Dispatching.

Understanding the objective to Dispatching Freight while working as a Freight Agent:

The purpose of dispatching freight is for you to:

- a. Learn the load Boards. (This is where the freight in America is located)
- b. Learn the market. (This is how you learn rates by season within the 48 States)
- c. Learn how to negotiate. (You work daily with many brokers and learn the art of negotiating)
- d. You find Shippers. (You find shippers who are already working with brokers to contact thru your broker firm)
- e. You create an income. (You can make a nice income from home quickly)

Understanding who your client is:

Your client that you are looking for to dispatch with is a small trucking company who has their own authority. You are looking to build a relationship within the type of equipment needed to work within your selected industry.

Understanding the Services, you will provide:

As a freight dispatcher it is our obligation to provide freight services for the client that comes from a load board. Your job is to search load boards and secure the freight that is needed for your client's truck. You then follow the load until it is delivered.

- a. You Find the load on the load board
- b. You negotiate the rate
- c. You secure the rate confirmation
- d. You keep check calls while load in route
- e. You submit the documents for funding on behalf of carrier.

How to find Carriers that need dispatching:

Finding carriers for you to dispatch is the heart of your business. You must be willing to put the effort and time for this to happen. The best method that I have found and used is working within Social Media and marketing to be able to reach out to carriers and offer my services.

Here are a few examples of where to find carriers that need your services.

- a. Facebook Trucking Forums
- b. Indeed Forums
- c. Create a personal web page offering your services
- d. Place a local add in the news paper
- e. New Trucking Authority List

- f. FMCSA Register List: This is one of the best options where you can find every new carrier granted a license within the last 30 days or so. There are thousands of new carriers each month granted a license. Visit this link and choose FMCSA Register https://li-public.fmcsa.dot.gov/LIVIEW/pkg_html.prc_lmain You can take the MC# and go to Safer web Company Snapshot website and obtain contact information here <https://safer.fmcsa.dot.gov/CompanySnapshot.aspx>. Choose the MC# search method, and input the MC number your searching for and the contact information will show.

Marketing Ideas for Social Media

When using Social Media, you will want to post advertisement for your services. Below is an example of a Facebook post used to draw specific type carriers for dispatch opportunity's. you can utilize Canva for free to make any type of social media marketing for free.



As you can see in the ad I was specific for looking for one owner operator with a specific trailer. I also included my email. This one specific ad generated me about 10 potential leads.

Requirements for Dispatching Freight

In order to be successful to dispatch freight for other motor carriers you must be part of a Freight Broker Company and working under their authority to be legal.

FMCSA Says “BROKER - The term “broker” means a person, other than a motor carrier or an employee or agent of a motor carrier, that as a principal or agent sells, offers for sale, negotiates for, or holds itself out by solicitation, advertisement, or otherwise as selling, providing, or arranging for, transportation by a motor carrier for compensation. ”

Reasons to work under a Property Broker while Dispatching are “

- a. Protected under an Insurance Blanket.
- b. Security for Carrier knowing you're a professional with a firm.
- c. You get paid weekly.
- d. Allows you to contact shippers directly that you find while dispatching.
- e. You're working within the legal guidelines of the FMCSA!

Setting up a Motor Carrier for freight Dispatching Services:

When you have a motor carrier who is willing to work with you on freight dispatch services you must be able to qualify the carrier and properly set them up to work with your company. This involves a few factors listed below:

- a. You must know who they are Factoring their load invoices with and make sure this company will pay your dispatch fees directly to your firm. You do not want to work with a carrier who pays you directly as this can lead to issues later on. Working with a Factoring company means you will be able to submit their invoices on behalf of the carrier while also receiving your payment portion weekly. If their factoring company does not support this method, you would either need them to switch to another factoring company or possibly you cannot work with them.
- b. You must secure a solid freight dispatch agreement that includes a limited power of attorney, payment agreement, and dispatch agreement.
- c. You must have a carrier profile on your client that details the exact information about their company and have copies of their company documents.
 1. Copy of MC Authority
 2. Copy of Insurance Certificate
 3. Copy of W9
 4. Copy of notice of assignment from factoring company
 5. Truck number
 6. Trailer number

- d. You must establish a dispatch email for you to work from. (you can create a Gmail email under the name of the carrier. Example is abcloaddispatch@gmail.com . This will allow you to receive the load information and rate confirmations. It also allows you to create their TMS with the same email.
- e. You must establish a TMS to be able to keep up with the load documents and dispatch the carrier professional from. You can visit ASCEND by Inmotion Global and get a free account. <https://inmotionglobal.com/> Having a professional TMS will allow you to upload the load documents and create the invoices on behalf of the carrier. This is the professional tool you work with that provides stream line services for the carrier. It allows in most cases for carriers to begin to establish their trucking company from a professional foundation of record keeping, producing IFTA, and document management. This is a must!

You must be on Standby during the load process:

Anytime you book a load for your carrier, this requires you to be on constant stand by while the load is in progress. You will receive check calls from the broker daily and you will need to be available for the carrier in case there are issues with the load. For these reasons, you must have your phone and load information always readily available. This gives the carrier peace of mind that they are not alone while moving the load.

Please Watch The Load Board Videos Completely To Learn how To Search Loads.