

BUILDING A SOLID FREIGHT NETWORK



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For every freight forwarder, it is fundamental to count on a stable network of partner agents in major ports and airports worldwide. Whether imports or exports dominate our business, we always need to rely on a trusted counterpart to manage our traffic at its destination or origin. To count on a stable network allows us to also develop new business and grow alongside our partners.

At some point, we all have agents with whom there is a commitment of regular co-operation. However, in many other locations and for new business, we are open to explore new partnership opportunities that can grow into long-lasting relationships.






JOIN AN EXISTING NETWORK OR CREATE MY OWN?

As an independent freight forwarder, we can develop our own network, search for new contacts, evaluate their trajectory and credit score, gather references and then make multiple trips to have personal meetings with each agency around the world.

We can also join an existing network of independent freight forwarders with trusted agents covering major locations and that organises global meetings with participation of all agents. This option is clearly lower-priced but it will still require dedication and involvement from our side in order to develop and promote contacts and partnership.



CHOOSING YOUR NETWORK OF PARTNER AGENTS

If we decide to join an existing international network of freight forwarders, we should take several factors into account.

STRONG AGENTS

We must focus on the type of agents that form part of the network. Where are these agents from? What's their trajectory? How reliable and strong are they?

BUSINESS VOLUMES

Also, many agents from a same location or companies with a weak trajectory are hardly going to bring business volume to the network. A network is only as strong as its local agents are.

It is also important to see if the agents have been active in the network for some time. This will demonstrate that it is a co-operative network with regular agents.



EVALUATE THE IMAGE OF THE NETWORK

in regard to their website and their marketing strategy. As members of a network, the image of the group is projected through each one of its members, and viceversa.

ASK FOR REFERENCES

It is possible that you know some of the agents that form part of a network that you have in your sights. Do not hesitate to ask for references. Who better than a member already incorporated in the network to guide you?

Nowadays, it is also important to value a network based on its technology. It is not enough to be a mere directory. It also has to make networking tools available to its members. .



REMEMBER !

We should not make the mistake of thinking that being part of many networks is better. This can damage our image and it is difficult to generate trust and interest from other agents. If you are seen as an agent within many networks, you will be seen as a 'fisherman' and not as a long-term partner, with whom to collaborate. So choose well and focus on developing your relationships within the network of your choice.

ONCE YOU HAVE MADE YOUR CHOICE

Focus in the cooperation with your new partners, below you will find some advice on how to achieve beneficial and long-standing collaborations.

FIND YOUR COMPATIBLE AGENTS, INITIATE CONTACTS

In first place, it is important to search for compatible agents with whom to cooperate. And what is a compatible agent? It's a company with a similar profile to yours, that offers services in a part of the world you need to cover.

Then introduce yourself to the agent. Use the Members Directory to find its contact details, send the Network Coordinator an email or your Company brochure, arrange for a phone call or conference call, etc.

The annual meeting is the perfect scenario for these contacts



SEND QUOTES AND SHIPMENTS

After identifying the member you are interested in working with, request them for a quotation for a first shipment for your customers. If this first collaboration works, offer them more shipments, on their side, the agent will see you are a valued partner and will invite you to their shipments.

COOPERATE AS A TEAM

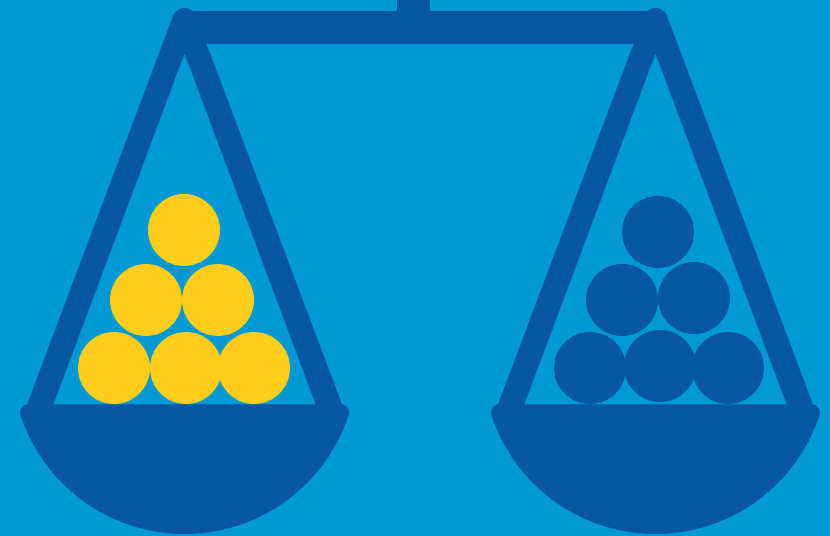
For sure: always try to offer quality leads. If you keep asking for quotes to an agent but no shipments move forward, it can be discouraging for your counterpart. That is why it is important to cooperate as a team to better cover the needs of the customers.



RECIPROCITY IS THE KEY

If the member whom you are collaborating with is not responding as expected, let them know. Remind them the shipments you have offered and encourage them to prove their reciprocity to maintain the collaboration. If their reply is still not satisfactory, try with another Partner in that area, maybe the first one does not have business to your country.

STEP BY STEP YOU WILL BE GROWING YOUR NETWORK CONTACTS AND BUSINESS



Don't forget to monitor your network activity. Know where your business is coming from. A network should provide the necessary tools to help you





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YOUR NETWORK**

we are here to help you

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