

The RBBS Logistics Learning Center's Freight Broker Career Placement Program

Course RBBT001
Course Title Freight Broker/Agent Training

Class Schedule



DAY 1 - 9:AM ORIENTATIONS Course Description

Become a part of the exciting trucking, freight logistics and transportation industries as a licensed freight broker or as a freight broker agent. From licensing to operations, to sales and marketing, you'll learn the basics of how to run a domestic freight brokerage or agency in the United States.

Objectives

Upon successful completion of the Freight Broker/Freight Agent Training Program, Graduates will:

- Learn the process for Freight Brokering from start to finish
- Learn the tools needed to be successful as a Freight Broker or Freight Agent
- Learn the basics of day-to-day operations inside of a Brokerage/Agency
- Learn techniques such as prospecting, sales/marketing, rating and negotiations Learn how to manage the shipment from origin to destination Gain valuable industry resources.



Day 2 – Class 8:AM Lunch 12:PM Class Resumes 1:PM to 6:PM Content

- Freight Broker Basics
 - Overview of the Job
 - What is a Freight Broker?
 - Requirements to Become a Freight Broker
 - What is a Freight Broker Agent?
 - Requirements of Becoming a Freight Agent
 - Why do Shippers use Freight Brokers/Agents?
 - Industry Overview
 - Overview of the Transportation Industry
 - Brief History of Surface Transportation and Freight Brokering
 - Industry Potential and Trends
 - Broker Laws & Requirements by the FMCSA
 - Legalities of Broker/Brokerage Services
 - Non-Brokerage Services
 - Laws regarding Record Keeping for Brokers
 - Laws regarding Misrepresentation
 - Broker Advertising Liability
 - Rebating and Compensation
 - Duties
 - Double Brokering Legalities Laws regarding Accounting Expenses
 - **ONLINE CONTENT TESTING “Open Book”**

**DAY 3 Class 8:AM Lunch 12:PM Class Resumes 1:PM to 6:PM
CONTENT**

- Marketing and Sales
 - More on Marketing
 - Market Niches
 - Market Trends
 - Competition
 - Networking
 - Promotions
 - Your Marketing Dollars
 - Customer Relations/Customer Profile
 - Qualifying the Prospect
 - Determining Needs
 - Features and Benefits
 - Managing Objections
 - Personality Types
 - Building Trust
 - Sales Process and Growth
 - Overcoming Challenges
 - Shipper Situations
 - Carrier Situations
 - Consignee Situations
 - Success and the Broker/Agent
 - Why Become a Broker or Agent? Benefits and Opportunities
 - Traits of a Successful Broker/Agent
 - Goal Setting
 - Developing a Plan

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**DAY 4 Class 8:AM Lunch 12:PM Class
Resumes 1:PM to 6:PM CONTENT**

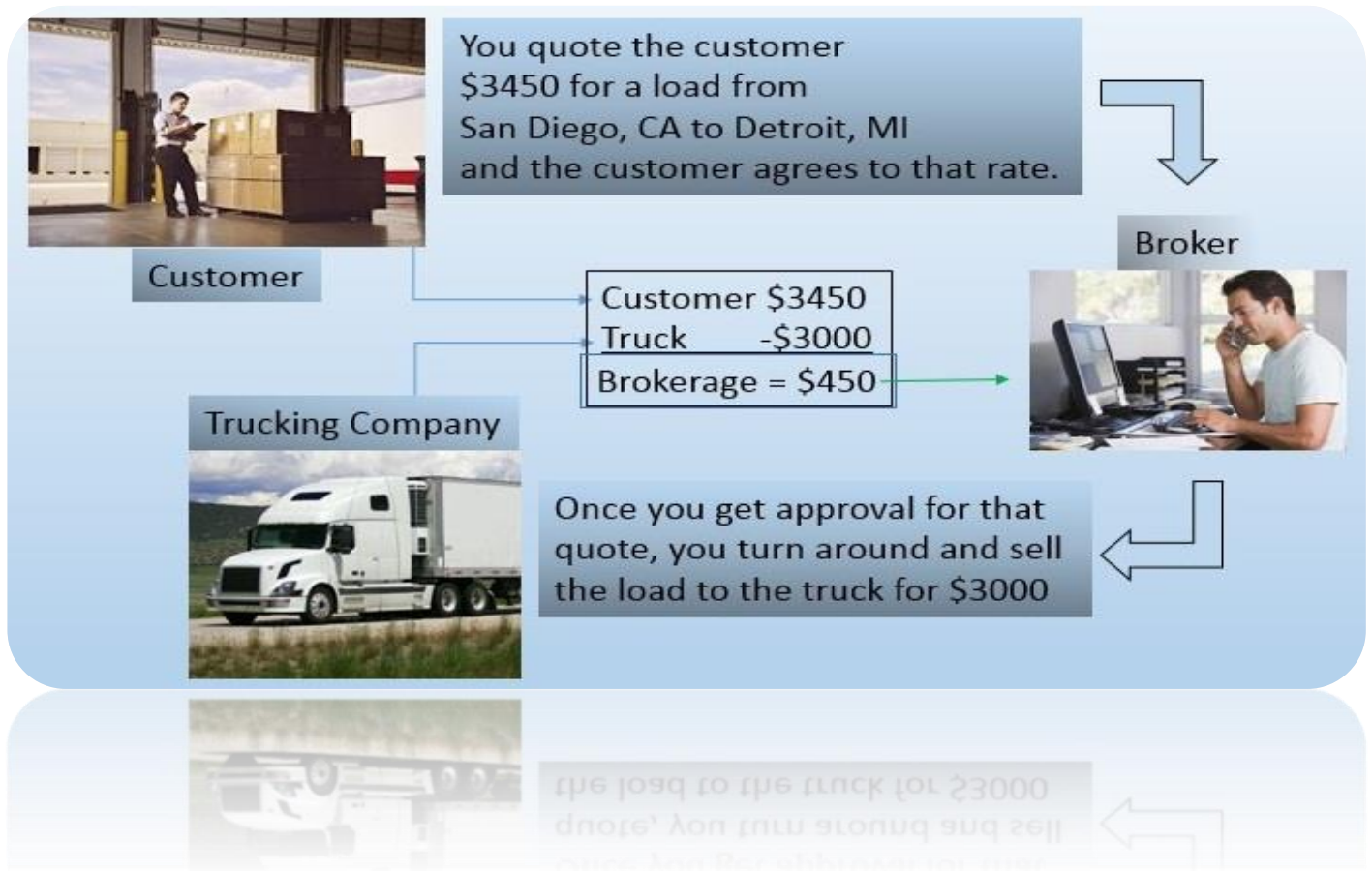
Qualities of Success Getting Started

- Starting Your Business
 - Your business
 - Name
 - Setting up your business
 - Filing for your Broker Operating Authority
 - Filing for your Surety Bond
 - Obtaining your Process Agents
 - The Next Steps
 - Ensure Cash Flow Resources
 - Business Bank Account
 - Setting up your Office
 - IT specs
 - Office basics
 - Transportation Software & other Software Considerations
 - Preparing your Initial Marketing Materials
 - Determining Your Business Identity
 - Decide on any Initial Niche Target Markets
 - Formulate Initial Website



Examples/Initial Marketing Materials

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DAY 5 Class 8:AM Lunch 12:PM Class Resumes 1:PM to 6:PM

CONTENT

Shipper/Carrier Marketing and Dynamics

- Setting up your Shipper Packet
- Setting up your Carrier Packet
- Setting your Rates
 - Determining Competitive Rates
 - Resources for Rating
 - Rate Variables
 - Types of Rate Matrices
 - Fuel and Surcharges
 - Accessorial Fees

Finding your Shippers

Load Dynamics/Operations

- Building the Load
 - Load Data
 - Special Instructions
 - Rate Verification with Customer

Matching the Carrier

- Load Posting
- When to Post/What to Post
- Checking Authority and Safety
- Insurance Verification
- Carrier Contracts

The Process Continued

- Rate Confirmation
- Carrier Pick-up and Delivery
- Dispatching
- Tracking and Verification

Carrier Relations (Your Carrier Profile)

Financial Management

- Staffing
- Cash Flow
- Auditing and Billing
- Setting up Invoices for Payment
- Other Brokerage Accounting

Conclusion and appendices Insurance Claims

- Claim Forms
- Claim Procedures
- Types of Freight Claims
- Claims Laws

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DAY 6 FINAL EXAMS Closed Book

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Career Placement Interviews & Evaluations

Method of Instruction

Online

Evaluation

Class participation



The RBBS Logistics Learning Center

"You Owe It to Yourself to Invest In Yourself"

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