



Leveraging Shipper Intelligence

Overview

Shipper Intelligence is a tool meant to give you, the sales rep, a higher level of visibility into your shipping customers, allowing you to sell more effectively. Two easy ways you can leverage Shipper Intelligence are: **(1) checking a customer in Shipper Intelligence before completing a planned sales call, and (2) monitoring your assigned accounts in Shipper Intelligence to identify accounts with large growth opportunities.**

Key Metrics – Checking a Customer Before Making a Sales Call

Let's say you have an account with significant growth opportunities that you are planning on visiting in the near future – what metrics should you be focusing on?

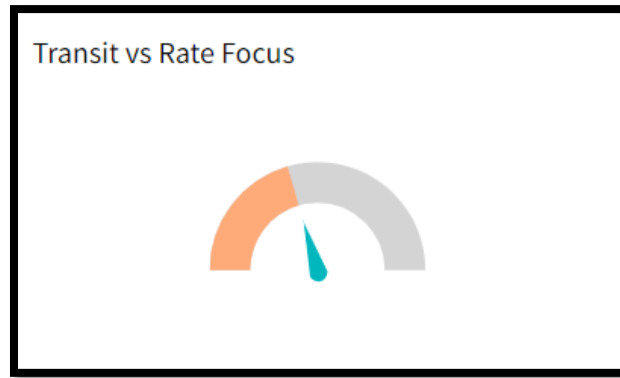
1. Avg Awarded Rate, Avg Quoted Rate, and Price Differential

- a. Avg Awarded Rate is the average rate that customer **books** their shipments at. Avg Quoted Rate is the average rate that **your carrier returns** on those booked shipments. Price Differential is the % difference between those two metrics, i.e., **how much more expensive your carrier is relative to the competition.**
- b. Checking these metrics before completing a sales call can **arm you with the necessary information to sell more effectively.** If your carrier is much more expensive than the customer's other carriers, sales efforts may be wasted when pricing adjustments are necessary. On the other hand, if you see that your carrier is competitive, you know that this account is a great sales target, and some other reason is preventing the customer from shipping with you more frequently.

2. Primary Booking User

- a. Checking this can inform you who is **actually making the freight booking decisions at this company.** One more than one occasion, I've pulled up a customer profile in Shipper Intelligence for a sales rep, who then tells me that they've been taking a completely different individual in the company out to lunch, someone who's not making those freight booking decisions! Checking this point will let you know exactly who the freight decision maker is and gets that free lunch.

3. Transit vs. Rate Focus



- a. On this gauge, the farther **left** the arrow points, the more the customer is focused on **transit time and service**. The further **right** the arrow points, the more the customer is focused on **price**. If the arrow points directly up in the middle, that indicates the customer is transit time and price neutral.
- b. Having this knowledge about your customer will tell you what this customer is focused on, and will allow you to speak their language and sell more effectively.

Key Metrics – Identifying Sales Targets

Shipper Intelligence can also be used as a tool to identify which accounts have large opportunity for growth and deserve your attention. When looking through your customers in Shipper Intelligence, these are some key metrics to look at in order to identify those opportunities.

1. Market Share and Revenue Opportunity

- a. These two metrics are going to be the main indicators of how much growth potential lies within each account. Knowing these two data points can allow you to spend more time selling to customers with large revenue opportunity, and less time selling to accounts where you already have a substantial market share.

2. Market Share by Class and Weight Break

- a. These two graphs allow you to further breakdown what opportunities lie within each account. Market share broken down by class can give you more insight into what freight you are getting, and which freight is going to competition. Maybe this customer has FAK agreements which cause them to ship certain classes with other carriers. **Having this knowledge allows you to identify customers that you can work with and make adjustments for in order to capture those classes or weight breaks that you are targeting.**

3. Freight Mix (Accessorial Breakdown, Class Breakdown, Overlength %, Avg Length of Haul, Avg Density (PCF), and Avg Shipment Weight)

- a. These metrics give you the full picture of this customer's freight mix, allowing you to **identify accounts shipping lucrative freight that your carrier can move with a low Operating Ratio**. This information can help you target customers with dense, long-haul freight without excessive accessorial use or overlength handling units.

4. Shipment Opportunity Lanes

- a. This heatmap breaks down how much freight this customer is shipping with other carriers, broken down by destination state. This map can help you identify customers that are shipping in lanes that your carrier has capacity in.
- b. This data can also be exported as an Excel file by clicking the three dots in the upper right-hand corner of the map. That export will include the revenue opportunity, number of shipments, and average revenue per bill by lane. The average revenue per bill by lane can be combined with the shipments export available in the MyCarrier system, which will give the rates returned on those shipments by your carrier. Having the customer's A-RPB by lane and your carrier's rates on those shipments can **arm your pricing team with the ability to make more specific pricing adjustments by lane**.
- c. Screenshot below shows where to export that Excel file from Shipper Intelligence

