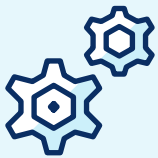




## BECOMING A SHIPPER OF CHOICE: YOUR COMPETITIVE ADVANTAGE

Being a shipper of choice means being a preferred business partner in the eyes of carriers and transportation providers. It means they will prioritize working with your company over others due to the positive experiences had, or they expect to have, when hauling your freight. Being a shipper of choice can foster several competitive advantages, including better service, preferential rates, and increased capacity availability.

Here are some factors that contribute to becoming a shipper of choice:



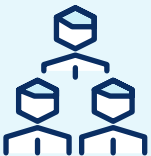
### Efficient Operations:

Carriers appreciate shippers who have streamlined and well-organized operations. This includes having clear and accurate documentation, providing timely and accurate load information, and ensuring efficient loading and unloading processes. Efficient operations reduce carriers' wait times and maximize their productivity.



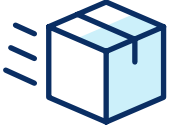
### Freight Characteristics:

Consistency and reliability are essential for carriers. Freight that is compatible with their infrastructure, equipment, and capabilities becomes highly desirable. Shippers who have a consistent volume and provide accurate load forecasts also help carriers plan their operations effectively. Regular desirable freight allows a carrier to optimize their routes and reduce empty miles.



### Clear Communication:

Effective communication is crucial for building strong relationships with carriers. Promptly responding to inquiries, providing clear instructions, and keeping them informed of any changes or delays in the shipment process are key. Transparent and precise communication helps carriers meet their obligations and deliver exceptional service.



### **Proper Packaging:**

Proper packaging ensures that the goods are well-protected during transit. By using sturdy and appropriate packaging materials, such as strong corrugated boxes, cushioning materials, and securing straps, shippers can minimize the risk of damage during transit. Well-designed packaging can also help a carrier optimize their load capacity and help with handling, loading, and unloading. These measures will protect the carrier's reputation for delivering goods on time and in good condition.



### **Facility Amenities:**

Shippers can enhance their reputation by providing carrier-friendly amenities. This may sound trivial, but including ample parking space, clean restrooms, designated waiting areas, and facilities for drivers to rest or access food and beverages demonstrate your commitment to the well-being and comfort of the carrier's drivers.



### **Collaborative Partnership:**

Building a mutually beneficial relationship with carriers is all it takes to becoming a shipper of choice. Regularly soliciting feedback from carriers, addressing their concerns, and working together to optimize processes and performance can promote a partnership based on trust and cooperation. Collaborative efforts always lead to better outcomes for both parties.

**At KDL Logistics we work with our clients to improve their standing as a shipper of choice, encouraging carriers to be more motivated to provide better rates, excellent service, and preferential treatment.**

**Email us at [info@kdlog.com](mailto:info@kdlog.com) so we can help you become a shipper of choice.**