



## SELECTING THE RIGHT CARRIER

What do you look for in a carrier when wanting to engage with a new company?

Is it cost? , Trust?

Because in transport there are so many companies with different niches, it has become almost like a science to work out who and which company is the best for you.

There are speciality services, couriers, bulk carriers, interstate carriers, local carriers, country carriers and the list goes on and on.

Below is how I work it out. I basically break it down into small portions and answer the smaller questions individually until I get an answer.

First, you need to understand exactly what it is you want to be transporting.

- Smalls – (cartons, satchels etc)
- Pallets – (orders of 1 or 2 pallets)
- Pallets – (Bulk loads)
- Where do you send this stock? (local, inter or intrastate)
- Is it a combination of all of these

Then, once you know the answer, you then need to start breaking down even further to understand as much as you can to be able to match your needs to the correct carrier/s.



Once you get that part out of the way, then you need to start thinking about your company, what your company stands for and the reputation your company has out in the field with your clients and public. What is really important as far as transport, your goods and your clients?

- Reputation?
- Reliability?
- Cleanliness and professionalism?
- Problem solving and getting the job done?
- Cost?

The above should be the most important things you could have. You will notice that I put cost last in this list. That's because in my opinion, while cost is important, by putting it above any of the others means you put pricing above yours and your clients business expectations. Just remember that a good company isn't cheap, but a cheap company isn't good!

Then third, by now you should know what it is your shipping, where to, how often etc. You should understand your client's needs as far as transport expectations. You should know your company's expectations and needs for transport to your clients. Once you know all of this you can start matching your requirements with carriers that cover the areas you need to transport to, as well as can provide the qualities listed above.

The final, an probably one of the most important parts to a partnership is the following,

- Your transport companies representative. Do you like them? Would you be able to spend time with them outside of work?
- Trust, Do you trust the rep when he or she speaks to you?
- Your gut feel. This one is the most important. If for whatever reason the company or the rep doesn't sit right with you then use someone else. Your gut feeling is usually right in guiding you in all situations.



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- Daily Hire Taxi Trucks Sydney metropolitan
- Central West NSW bulk Transport (8 spaces and more)
- Container Unpacks
- Storage and Distribution
- Transport Shuttle Services between depots