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# EXPEDITE NOW MAGAZINE

Volume 18  
Issue 1

The Expediter's Guide to

## SUN TZU AND THE ART OF PERSUASION

READ ON PAGE 14

## HOW TO KNOW WHEN YOU SHOULD ACCEPT A LOAD

(And When You Shouldn't)

READ ON PAGE 6





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# How to Know When You Should Accept a Load (AND WHEN YOU SHOULDN'T)

By Sean M. Lyden, Staff Writer



**EXPEDITE  
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**FEATURE**

**Best** selling author John C. Maxwell put it best when he said, "Life is a matter of choices, and every choice you make makes you."

In this spirit, perhaps you could also say: If you're a driver in expedited trucking, every load choice you make makes your career.

But what can you do to more consistently choose the right loads that put your business on the road to long-term financial success?

I recently spoke with Frank Rebelo, an owner-operator with his wife Stephanie, and a partner with Hyfield Trucking, to get his take. You most likely know Frank and Stephanie from their popular YouTube channel, The Trucking Couple, where

they share their experiences and valuable advice on how to succeed in the business of expediting.

Frank recommends keeping these three factors in mind.

## #1. PROFITABILITY

Instead of concentrating on a flat per-mile rate, focus on the total amount of money you'll make for that load and how much time it will take you.

"For instance, there's a 100-mile load that pays \$500. That's a \$5-a-mile load. In theory, that sounds great. Right? But if you're only making 40%, then the team makes \$200, and you've wasted your

CONTINUED ON PAGE 8  
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whole day on that load. So, it doesn't matter if it's a great rate per mile. Revenue-wise for the truck, that load doesn't make good financial sense," Rebelo said.

#### But what number does make sense?

There's no one-size-fits-all answer for what defines a "good" load. The key is to know your number at which you're willing to deliver the freight.

"That number is different for each person," Rebelo said. "We all have an idea of how much we want to make out here. You have to do the math backward and say, 'I want to make A. So if I want to make A, and I'm making 40% - which is B - what do I have to make each day - or each week - to hit my target numbers?'"

## #2. VARIABLES

Now, suppose at first glance, the load appears to pay great. But as you dig into the details, you notice certain aspects about the job that could eat into your profit.

"Here's a case in point. There was a [roundtrip] hazmat load offered to me that went from Arizona to Canada and back to Arizona. That's two border crossings," Rebelo said. "You have to keep in mind that border crossings are a variable. They don't always go perfectly or smoothly. And then you throw into the mix that it's a hazmat load, and that complicates things even more. So, in those types of loads, I'm going to ask for more money to make it worth my while because there are too many possibilities for things to go wrong."

The principle here is to decide what variables you're willing to put up with (and what you're not) before accepting the load. And if you're okay with the variables - whether it's a border crossing or any labor involved with unloading the freight, and so forth - make sure you're compensated for that additional risk and time.

## #3. DESTINATION

If you accept the load, how likely will you be able to get another load out of that location?

"Is it going to leave you in a bad area that you know there's no freight, and you'll have to deadhead out? If so, you'll need to calculate the miles to get out of there," Rebelo said. "Let's say you're dropping off in North Dakota, and the closest good freight area is Minneapolis. Well, you'll need to factor in [as you calculate the load's potential profitability] the extra 300, 400, or 500 miles, depending on where you drop off, to get yourself back into a good freight lane."

## THE BOTTOM LINE: PATIENCE (VS. FEAR)

Whatever game plan you set for accepting loads, try to stick to it to keep yourself from acting out of fear.

"I think the biggest problem is people taking loads because they have a fear of missing out, where they say, 'Oh, I better take this one because there's not gonna be a better load.' It's what I call being 'on tilt,'" Rebelo said.

#### What does "on tilt" mean?

"It's a poker term," Rebelo said. "It's when fear changes your game. Sometimes you can do everything right, but somebody rivers you on a Texas hold 'em, and you get beat. It's a bad beat, but you don't change how you play your game. Because if you try to chase money, you end up throwing good money after bad."

And the same principle applies to choosing loads, Rebelo said. "Remember: Stick to your game plan. There's always going to be another load." **EN**

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# THE EXPEDITER'S GUIDE TO Sun Tzu and the Art of Persuasion

By Sean M. Lyden, Staff Writer

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## What

can expeditors learn about the art of persuasion from Sun Tzu's "Art of War," the classic ancient Chinese text on military strategy? **A lot.**

That's because there is a key parallel between warfare and persuasion: Each is about deploying strategies and tactics that defeat the advancement or resistance of an enemy.

It's just that the nature of the "enemy" is different. Here's what I mean.

In warfare, an enemy is a person or group of people—soldiers who pose an existential threat to a nation-state.

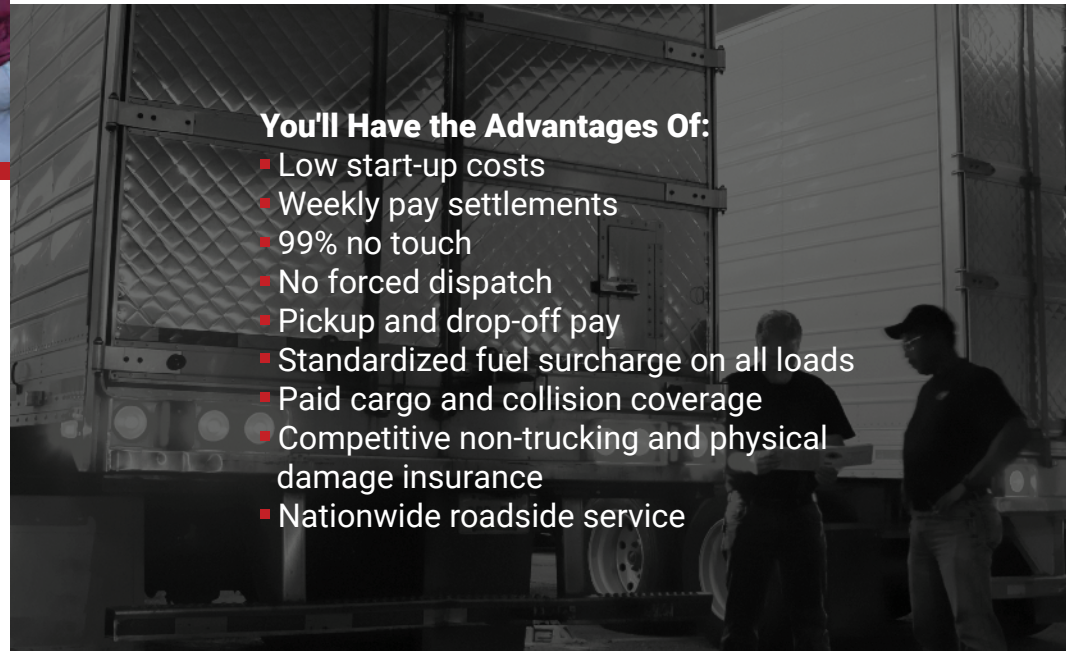
But in business situations, your fight is NOT against people themselves but their dispositions—their mindset, beliefs, and emotions—that are waging a powerful resistance effort against your request or proposal.

In other words, when you encounter pushback in business—whether it's about raising your pay rate on a load, getting priority service on a major truck repair, or negotiating terms with a carrier—your enemy is not the person. Instead, you're fighting against the fear, skepticism or apathy within those people that cause them to deny your request.

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and frustration toward that person. Or, you can put yourself in the best position to more consistently get what you want—and that's what I intend to help you do with this article.

Here are three persuasion principles from "The Art of War," with relevant quotes from Sun Tzu, on how to win the battle over the hearts and minds of the people who hold the keys to your success.

## 1. IDENTIFY THE PERSON'S POINT OF RESISTANCE—AND TAILOR YOUR PROPOSAL ACCORDINGLY.

"If you know the enemy and know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory gained you will also suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle."

How does this relate to persuasion? Consider these three scenarios.

If you know your audience's greatest point of resistance (the enemy)—apathy, skepticism, anger, fear, distraction, etc.—and you're self-aware about the strengths and weaknesses of your message, you'll gain insight into how to tailor your proposal or request for maximum impact.

If you've created a compelling message but don't know your audience's greatest point of resistance at that moment, then expect mixed, unpredictable results.

But if you don't have a compelling

message AND don't know how to address your audience's greatest point of resistance, expect failure every time.

Why is it so important to understand your audience's disposition? No matter how strong—or right—your argument, if your audience isn't in the right state to receive your message, you'll fail to connect with them...almost every time.

As Aristotle put it nearly 2,400 years ago in *The Art of Rhetoric*, "Proofs from the disposition of the audience are produced whenever they are induced by the speech into an emotional state. We do not give judgment in the same way when aggrieved and when pleased, in sympathy and in revulsion."

Aristotle reminds us that how our audience perceives—and acts upon—our proposal is largely determined by the emotional state they are in. So, when it comes to the emotions of our audience, Aristotle says our communications should account for these two considerations:

The current emotional state: What is the audience feeling right now?

The target emotional state: Where do you want to take the audience? What do you want the audience to feel after hearing your proposal?

For example, if the person is fearful about any negative consequences that could come with helping you, acknowledge and validate that person's concern upfront. Then, tailor your proposal or request in a way that puts that person at ease, where they're ready (and willing) to help you.

The idea here is this: Identify the person's



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current emotional state and target state of where you want to take them. Then craft your messaging to help bridge the emotion gap.

## 2. DEFINE "VICTORY" AND CRAFT A PROPOSAL THAT ACHIEVES IT.

"In war, then, let your great objective be victory, not lengthy campaigns."

What exactly defines "victory" with your proposal?

The point here is to be clear about what you want. And then craft a message that helps you get it.

David Ogilvy, one of the fathers of modern advertising, defined "victory" in his classic book *Ogilvy on Advertising* in these terms: "When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you buy the product. When Aeschines spoke, they said, 'How well he speaks.' But when Demosthenes spoke, they said, 'Let us march against Philip.'"

According to Ogilvy, an ad—or any form of business persuasion—should move your audience to take action.

Therefore, if "victory" for you is to raise your rates, lower your costs, or get faster service on your truck, then craft your proposal with the precise words that drive your message toward that goal. Nothing more, nothing less. Cut out any verbiage—no matter how creative it may seem to you—that doesn't contribute to "victory."

Remember (to paraphrase Ogilvy): You

don't want your audience to say, "How well he or she speaks"; you want them to say, "Let's join their cause."

## 3. CONFRONT RESISTANCE WITHOUT BEING CONFRONTATIONAL.

"Hence to fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

This quote beautifully captures the essence of persuasion. When you engage in pushy, aggressive and manipulative tactics, most people will put up a wall and resist your message. But a compelling proposal that's tailored to the other person's interests can be a powerful weapon to break their resistance "without fighting."

That's because effective persuasion allows the other person to arrive at conclusions themselves, making them more receptive to you—and more motivated to act favorably on your request.

## THE BOTTOM LINE

When you encounter resistance to your proposal or request, the "enemy" is not a person, per se. It's the person's disposition that's holding them back. But persuasion is a powerful weapon to overcome that resistance. So, "aim" your message at the right enemy to win over the hearts and minds of the people who hold the keys to your success. **EN**

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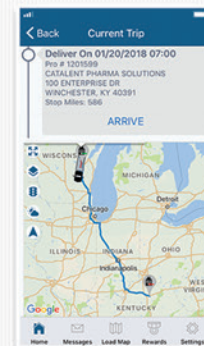
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SOLO DRIVER M-F with weekends off. \$900.00 average weekly pay - 96" SLEEPER, Auto-Shift. Must qualify for FedEx Custom Critical and obtain a HM endorsement. MUST LIVE WITHIN 100 MILES OF NEWARK, DE. \*\* NO EXCEPTIONS\*\*

**Tony 734-717-0157**

Husband and wife DOD QUALIFIED Team for Sprinter van or Straight Truck. Preferably living in the southeast but will consider all. Class B w/ hazmat, and at least 6 mos verifiable experience within the last 3 years.

**Paul 850-933-9683**

Make \$700 to \$1200 per week Must have dot physical and clean driving record Experience in expedite industry is mandatory Vans are 3 skid and extra high with generators, climate control, safety equipment Percentage pay weekly by direct deposit

**Randy 419-984-7946**

Experienced Solo or team driver(s) needed for 2018 pro master 3500 with top sleeper. Clean driving record, speak English. Must have nationwide cell phone. Must stay out 3-4 weeks. Must be comfortable with night time driving. No cdl needed

**Nikoloz 347-821-1752**

Looking for SPRINTER DRIVERS. Vehicles are equipped with heaters, insulated. Must be legal to work in USA (work permit, green card OK). Drug test and driving record required. We drive all 48 states, Canada.

**Cristina 929-310-0055**

Looking for a team or solo driver for 2019 Ford Transit that is contracted with BOLT Express. Must stay out 3-4 weeks. I provide gas card and E-Z Pass. No CDL Required Must pass a background check and drug screen, attend 1 Day Orientation

**Agata 248-910-2894**

## EXPEDITE TRUCKS FOR SALE

2020 Western Star 5700XE. We've teamed up with Premier Custom Sleepers to bring the 82" Ultra Custom Sleeper upfit. All the conveniences of a custom sleeper in an 82" Factory Sleeper shell. We will up fit he sleeper to your taste!!

**Todd 888-881-1872**

2015 Freightliner Cascadia Class 8 Tractor with 22' Dry Freight Cargo Box. 72" factory sleeper with double bunks. There is a fridge/freezer and 1500 Watt Inverter. ThermoKing TriPac Evolution APU, Espar heater Eaton Fuller Ultrashift 10 speed Automated Trans with Extended Warranty Available

**Shannon 931-252-2037**

2014 Freightliner Cascadia 113 72-in. double bunk raised roof sleeper with dinette and 24-ft. Morgan dry van with 4 rows E-Track. Detroit DD13 410HP engine, Eaton Fuller Ultrashift transmission, aluminum wheels, Comfort Pro APU

**Danny 888-258-7795**

2018 VOLVO VNL64T670 455 HP VED13, I-Shift transmission, LED headlamps, RR double bunk sleeper with dinette, fridge, inverter, air slide 5th wheel, dual fuel tanks

**Cam 419-582-8079**

2020 International LT625 4x2 22' Box Truck w 73" SkyRise double bunk sleeper; A26 Diesel 410 hp; Eaton Endurant 12 Speed Fully Automated Manual Transmission w OD; Aluminum Wheels; 160 Gallon (80 80) Diesel Fuel Capacity,

**John 888-240-3221**

2016 Freightliner M2 112 POSSIBLE LEASE PURCHASE 96" sleeper with new mattresses. Everything works. PM's done on the truck every 18000 miles and APU every 250 hours. Tires recently new, Shocks, Alignments and tire balancing

**Tony 734-717-0157**



# TRUCKING CAREERS & OPPORTUNITIES

## TIP!

Keep track of who you have called and yet to call by checking the box next to the company name.

<b>TT</b> TRACTORS	<b>ST</b> STRAIGHT TRUCKS
<b>RF</b> REEFER	<b>CV</b> CARGO VANS
<b>FB</b> FLATBED	<b>SV</b> SPRINTER VANS
	<b>TS</b> TEAMS

	COMPANY	PHONE	HIRING
<input type="checkbox"/>	A Plus Expediting	937-424-0220	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b> <b>FB</b>
<input type="checkbox"/>	All State Express	888-691-8304	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Expediter Services	888-565-6403	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Expeditus Transport	888-552-2174	<b>ST</b> <b>TT</b> <b>TS</b> <b>FB</b>
<input type="checkbox"/>	Jung Express	888-575-6251	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Landstar	800-622-0658	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Load One	888-824-4954	<b>ST</b> <b>TT</b> <b>TS</b> <b>SV</b> <b>FB</b>
<input type="checkbox"/>	Panther Premium	866-344-5898	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b> <b>FB</b>
<input type="checkbox"/>	Roadrunner Expedite	888-565-6586	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Tri-State Expedited Service	888-245-4325	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	Try Hours	888-284-4179	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>
<input type="checkbox"/>	XPO Logistics	866-857-4546	<b>ST</b> <b>TT</b> <b>TS</b> <b>CV</b> <b>SV</b>

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