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**Directory on page 31** 



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Volume 18 Issue 6

# WHAT IT MEANS TO "SELL" IN EXPEDITED TRUCKING READ ON PAGE 6

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# BUSINESS: Where Have All the Truck Parts Gone? READ ON PAGE 14

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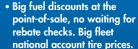
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## Business



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## What It Means to "Sell" in Expedited Trucking

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# Parts Gone?

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Expedite Now is written for professional owner operators and drivers working in the expedited trucking industry.

Our editorial policy encompasses informing drivers, fleet managers and carriers of the news and information about the expedited trucking community.

News and feature articles are compiled to keep owner operators and drivers apprised of industry trends and events, and other issues which impact those who move this industry.



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# "Sell" in Expedited Trucking

By Sean M. Lyden, Staff Writer



EATURE

"When you lease onto a carrier, you're selling yourself as a good fit to represent their brand. When you're looking to drive for a fleet owner who has an excellent reputation in the industry, you're selling yourself as the driver they want on their team."

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be honest, Sean. I don't think sales is for you."

As I reflect on this piece of "advice" from a potential employer about 27 years ago, I think about how misunderstanding what "sales" truly means can hold us back from achieving our highest potential in any business, including expedited trucking.

Here's my story and how I believe the lessons learned can also help you be more successful in your career in expediting.

# WHAT SALES IS NOT

In 1995, I was a seminary student looking for a job to support my new wife and me when I saw a classified ad in the newspaper.

(You know...where we used to find jobs in the mid-1990s.)

The ad called for sales reps for a recreational equipment retailer that sold pool tables and other high-end game gear. "No experience necessary." I applied and was called in for an interview.

CONTINUED ON PAGE 8 **ExpediteNow.com** 



### WHAT IT MEANS TO "SELL"

### CONTINUED FROM PAGE 6

During my interview, the manager saw on my resume that I was a graduate student.

"What are you studying?"

"I'm studying to get my Master of Divinity." "Wait. You wanna be a preacher?"

"Most likely." He winced.

"I'll be honest, Sean. I don't think sales is for you."

"Why not?"

"Sometimes, you need to tell the customer there's only one pool table in the warehouse like the one they want, even if we have dozens of those tables back there."

### "Why?"

"You've gotta create urgency to nudge them to decide on the spot. Otherwise, if they think they have time, they'll walk, and we lose the sale. Then they'll buy from someone else."

"So, you're saying I need to be prepared to shade the truth to make a sale?"

"Yeah—and I don't see how a future preacher would ever be comfortable with that."

"You're right."

That was my first impression of "professional sales."

It was about deploying tactics and tricks to manipulate people into a purchase, whether it was right for them or not.

No trust; just transactions.

No desire to build a long-term relationship.

No consideration of the customer's best interests.



## THE REVELATION Fast-forward to today.

I didn't finish seminary or become a preacher.

Instead, I set out on an odyssey where I've tasted a variety of careers—from high school English teacher and track coach to high-flying dot-com entrepreneur (with the epic dot-bomb failure) to truck salesman to freelance writer to magazine editor to executive ghostwriter to business owner, consultant, and sales coach.

But the common denominator among all these roles?

I had to learn how to sell.

The E-zine for Expedite Truck Owner Operators!

As it turned out, sales IS for me. But not in the way that manager had defined it for me 27 years ago.

In fact, I've come to realize that sales is for ALL of us.

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Whatever position we're in, we're all selling something—an idea, point of view, proposal, product, or service—whether we want to call it "sales" or not.

"But wait a minute!" you're thinking. "I'm a driver (or owner-operator); I'm NOT in sales!"

Actually, you are.

# THINK ABOUT IT.

- When you lease onto a carrier, you're selling yourself as a good fit to represent their brand.
- When you're looking to drive for a fleet owner who has an excellent reputation in the industry, you're selling yourself as the driver they want on their team.
- When you're negotiating pay on a load, you're selling yourself as worthy of the higher compensation.
- When you're working with brokers, you're selling yourself as someone who can make them look great to their clients when they send attractive and profitable loads your way.
- When your truck breaks down, and you need the service advisor to move you up on their priority list, you're selling yourself as a person of influence who can make them look like heroes to their boss.
- When you're looking to trade in your current truck on a new one and want to get the maximum value, you're selling yourself as someone who takes meticulous care of their equipment.

In each of these instances, you're selling. You're persuading someone to say "Yes" to your request by showing them how it's in their best interest to do so.

# **SELLING IS SERVING**

The key is learning how to sell to the right person, in the right way, with the right motives.

**CONTINUED FROM PAGE 8** 

### How?

- By doing the exact opposite of what that guy said to me as a seminary student.
- ► Be honest and trustworthy.
- Earn people's trust (not just their business).
  - ► Deliver consistently on your promises.
- Focus on building long-term, high-trust relationships with your employers, customers, vendors, and partners.
- Uncover and serve their best interests. Always.

Bestselling author and sales guru Zig Ziglar put it best when he said, "You can have everything in life you want if you will just help other people get what they want."

### That's it.

That's sales in a nutshell.

 Know what you want - whether that's better loads, higher pay, or faster service.
 Then figure out how to help those people get what they want in the process of helping you.

## **THE BOTTOM LINE**

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# WHERE HAVE ALL THE Truck Parts Gone? By Kelsea Eckert, Contributing Writer



"When the at-fault party's insurance company delays the approval process, they create a sizeable loss of income."

no secret that COVID has created nightmares in the supply chain for aftermarket truck and trailer parts. Ports are backlogged, manufacturing is at reduced capacity, and parts are delayed. National trucking publications have been writing extensively about the problem too, so fellow attorney Jason Schafer and I decided to visit several truck dealerships to see what the locals had to say.

Salespeople for both new and used trucks are fit to be tied. Every sales rep we spoke with is experiencing similar problems – equipment and parts are in short supply and on back order. Factories are on reduced schedules while waiting on essential electronic chips and other vital parts. Sales lots for new trucks are almost empty, regardless of brand. Used trucks are flying off sales lots as quickly as they're brought in. Fleets are struggling to find enough equipment to manage their clients' orders. In this slim market, owner operators must be extra clever in finding reasonably priced equipment and parts.

One local truck sales executive said that the only trucks sitting on their lot are the dozens of customers' trucks waiting on chips and other hard to find parts. Business has ground to a halt for these expensive pieces of equipment. Answers aren't easy and the pain of short supply is longer term, according to the industry folks we spoke with.

So, how does this affect you if you have downtime due to someone hitting your

CONTINUED ON PAGE 18 **ExpediteNow.com** 

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## **FRUCK PARTS GONE?**

truck? Simply put, the length of time down may be longer and the income loss greater. Therefore, delays must be documented very carefully if you want to get paid by the at-fault party for all the time down. Show you did everything possible to get the equipment back on the road, including making temporary repairs if possible. Persistence and good recordkeeping are the keys to successfully settling a downtime claim.

Most repair shops won't order parts until the equipment is in the shop and parts are approved for payment. When the at-fault party's insurance company delays the approval process, they create a sizeable loss of income. Then, if parts are on back order, the loss magnifies.

Insurance companies need to understand they're exacerbating the delays. Downed trucks and trailers put businesses in financial peril, especially owner operators and small fleets. Truckers are businesspeople who make no money while sitting still, and in my experience, consistently do what they need to do to stay running. Yet, time after time, insurance companies blame the victim for delays in repairs.

If you're having trouble dealing with an insurance company, contact a lawyer right away. Find a firm that understands the transportation industry and has experience collecting from at-fault drivers and their insurance companies. You may be able to pursue not only the repairs and downtime, but other related losses as well, including towing, rental, hotel, diminished value, and more. **EN** 

**Disclaimer:** The information provided is general in nature and is not legal advice.

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**CONTINUED FROM PAGE 14** 



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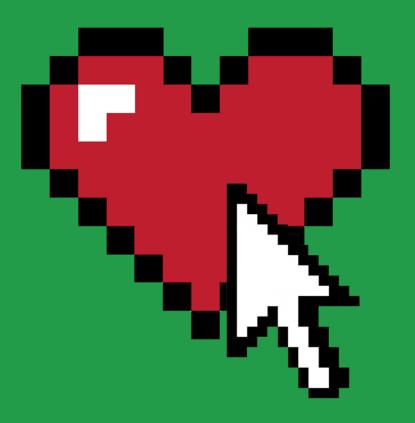
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