Dispatcher 101 Training for Beginners

OUTLINE

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I. What is Freight Dispatching?

**Freight Dispatching** is the act of searching for, finding, negotiating and booking freight/cargo/loads for your carrier, with whom you have under a dispatcher agreement and carrier profile.
II. Who are independent, stand-alone Freight Dispatchers?

Independent, stand-alone Dispatchers assist carriers by finding the loads/cargo/freight for the carriers for a service fee (either a percentage per load found or a flat rate per week). Dispatchers then contact the Broker or Shipper to negotiate the load/cargo/freight and discuss particular details of the posted load/cargo/freight for sale. Once the Broker and Dispatcher (and/or their Carrier) agrees to the terms and details of the load/cargo/freight, there is a process used to officially book the load. To book the load, the dispatcher (and/or their carrier) must first become an approved carrier of the brokerage with whom they are speaking with concerning the load/cargo/freight.
III. What is the role of a Freight Dispatcher?

The role of an independent freight dispatcher is to search for, find, negotiate and book loads for their carrier(s) according to the carrier’s profile.
IV. **Dispatch Business Setup and Legal Structure**

As a dispatching company, if you are going to be dispatching for various carriers acting as a business, **become one** by acquiring a **business name, business license, LLC and EIN** to become official. Different states have different requirements for stating a business. Simply start by googling the **requirements of starting a business** in your particular state as a starting point and go from there.
V. What is a Dispatcher Agreement and its purpose?

A **Dispatcher Agreement** is a contract between you, the independent dispatcher, and the carrier/owner operator/truck driver in which both parties agree verbally and in writing that the dispatcher provides a service of searching for, finding, negotiating, and booking loads/cargo/freight for the carrier. **This is the first of the 2 documents you send to the carrier**. The purpose of the Dispatcher Agreement is to protect both sides contractually and to honor the terms of the Dispatcher Agreement.
VI. What is a Carrier Profile and its purpose?

A **Carrier Profile** is the second of the 2 documents you as the dispatcher send to the carrier. The Carrier Profile is where the carrier tells you in specific terms **HOW** they want you to get their loads/cargo/freight booked for them. You, as the dispatcher, then cater your load search according to the profile of the carrier.
VII. 3 Major Equipment Types

What makes an equipment types is the combination of the truck/tractor/power unit plus the type of trailer it is connected (or coupled) to. The 3 major equipment types that new dispatching companies should focus on starting out are the following:

53’ Dry Van

53’ Reefer
48’ or 53’ Flatbed
VIII. What are the additional onboarding documents dispatchers need from their carriers when initially setting them up to dispatch?

When you, as the dispatcher, send out your created dispatcher agreement and carrier profile to be completed and returned, it is a good idea as a dispatch company to ask for COPIES of other documents from the carrier in order to effectively and efficiently “onboard” (setup, approve) them with brokers or shippers. The documents that the dispatcher need copies of in order to properly dispatch for carriers are: copy of carrier’s **MC Authority certificate**, copy of carrier’s **Certificate of Insurance (C.O.I.)**, copy of carrier’s **W9**, and copy of carrier’s **Credit Application/Notice of Assignment (N.O.A.)**, if the carrier has a factoring company.
IX. What are some ways dispatchers acquire carriers?

Prior to operating your dispatch company, and after you have established it as a business, you need to have carriers to dispatch for! There are several ways to acquire carriers:

- Visiting Truck Stops
- Cold Calls (call scripts, etc.)
- Social Media (LinkedIn, Facebook, YouTube, Instagram)
- Running Ads
- Text campaigns (Twilio, Call Multiplier, Simple Texting)
- Email campaigns (Constant Contact, Mail Chimp)
- Business cards
- Business Flyers
- Word of Mouth
X. **What is the process or workflow of how dispatchers book loads for their carriers according to the carrier’s profile?**

The **process or workflow** of how dispatchers find and book loads for their carriers is as follows:

- Dispatcher views their carrier’s profile for particulars and requirements from the carrier of how they want their loads.
- Dispatcher searches for a load on the load board (**DAT, Truck Stop, and 123 Load Board**) according to their carrier’s profile.
- Dispatcher finds a load that matches the profile of the carrier and commences to contact either the broker or shipper that posted the load in an effort to negotiate and possibly book the load.
- If Dispatcher/Carrier and Broker agree to the details of the load and the negotiation process, the broker checks (**by asking for the MC # of the carrier**) to see if the carrier is already approved with their brokerage. If the carrier is not approved under the brokerage, the broker sends the carrier (or dispatcher) a Broker/Carrier Agreement to initiate setting up the carrier as an approved carrier under the brokerage. Broker also asks for copies of the MC Authority, W9, COI, etc. That is the reason why we as dispatchers get copies of those documents from our carrier when we get them under a dispatcher agreement initially.
- After the Broker approves (or setup) the carrier, the broker then sends the Rate Confirmation either to the carrier or the dispatcher. Once this Rate Con (as we call it) is signed, the load is officially booked.
XI. **What are some ways dispatcher invoice their carriers after they deliver their loads?**

Once the carrier has delivered the load and receives the **P.O.D. (Proof of Delivery)** from the receiver proving delivery, the carrier begins to invoice the broker or their factoring company (if they have one). The dispatcher can assist in this as well. It is also at this point where the dispatcher invoices the carrier their fee for their service of finding and booking the load initially according to the dispatcher agreement and carrier profile.

Some ways to invoice carriers can be:

- **PayPal**
- **Square**
- **Zelle**
- **QuickBooks**
- **CashApp**
- Any 3rd party invoicing software (you can google this).

This concludes the “**high-level**” overview of the basics of Freight Dispatching. In our Dispatcher 101 Training for Beginners, we go into a bit more detail as to the particulars of everything. Good luck to you and God bless!