



## Help Your Customers Find Increased Transportation Savings

A guide to help you identify if Shipware is a good fit to help significantly reduce their parcel/LTL spend

**As you talk to customers, here's what to look for to determine if they will be a good Shipware prospect:**

- Parcel Contract Optimization
  - FedEx >\$500K/year
  - UPS>\$100K/year
- Parcel Audit and Recovery
  - FedEx & UPS > \$100K/year
- LTL Optimization
  - >\$500K/year
- Verticals
  - eCommerce/Retail
  - Tech/Software
  - Life Sciences
  - Automotive
  - Manufacturing
  - Distribution
  - 3PL

**Look for the following pain points:**

- Increasing transportation costs
- Budget constraints for other initiatives
- Experience issues optimizing their terms/conditions and rates with the carriers
- Struggling to pro-actively manage their transportation (lack of visibility)
- Not affectively auditing their carrier invoices

**Questions to ask when you have identified prospects with these pain points**

- What is the current state of your transportation program?
- As you think about growing your business do you find yourself worrying about keeping your transportation costs in alignment to revenue?
- Managing your transportation spend in today's duopolistic environment is certainly challenging – continual rate increases every year, not many options, etc. When you think of your business today, what are the top challenges standing between you and the profitable growth you want for your business?
- How are you funding other department or company initiatives?

**If the prospect is NOT currently using a spend management firm, here are some additional questions to ask:**

- What is your transportation cost reduction strategy given all these external factors raising your costs?
- What successes have you had historically negotiating your own carrier contract?
- Do you feel you could use help in getting your transportation spend under control?
- How does a complimentary, no risk, no obligation assessment of your spend sound to you?



**If the prospect already has an incumbent spend management firm, here are some additional questions to ask:**

- Tell me about your experience with your current spend management firm
- How pleased are you with their results?
- Do you feel you could be getting more savings?
- Have you considered getting a second opinion?
- How does a complimentary, no risk, no obligation assessment of your spend sound to you?

**How to describe Shipware:**

After a client answers with interest to any of the previous questions, you can introduce Shipware with the following descriptions to help them gain a better understanding of what we provide:

**Positioning Statement:**

We recommend Shipware as a trusted partner to any business looking to better reduce and optimize their transportations spend. As a back to back years INC 5000 company, they have helped thousands of companies globally over the last two decades to reduce transportation spends on average of 19%.

**50-word Description**

Shipware provides expertise and technology to help businesses reduce parcel/LTL shipping costs 10-30% with no disruption to current operations and no required change in carriers. Our team of industry experts leverages over 200 collective years of carrier pricing experience to help shippers negotiate superior shipping contract terms & pricing.

**100-word Description**

Shipware provides expertise and technology to help businesses reduce parcel/LTL shipping costs 10-30% with no disruption to current operations and no required change in carriers. Our team of industry experts leverages over 200 collective years of carrier pricing experience to help shippers negotiate superior shipping contract terms & pricing. Shipware's proprietary technology audits weekly carrier invoices to recover refunds on all billing errors, ensuring proactive compliance of contract rates and terms, as well as on-time service performance. Shipware's cloud-based reporting platform delivers powerful analytics for greater spend management visibility empowering clients to make intelligent cost-saving transportation decisions.

**Next Steps:**

Thank you for speaking with your customers about Shipware. If you have any contacts who would like to learn more about Shipware, please contact Marc Schrader ([mschrader@shipware.com](mailto:mschrader@shipware.com), 901.414.6260).