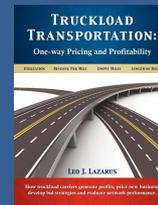


# Truckload Transportation: One-way Pricing and Profitability

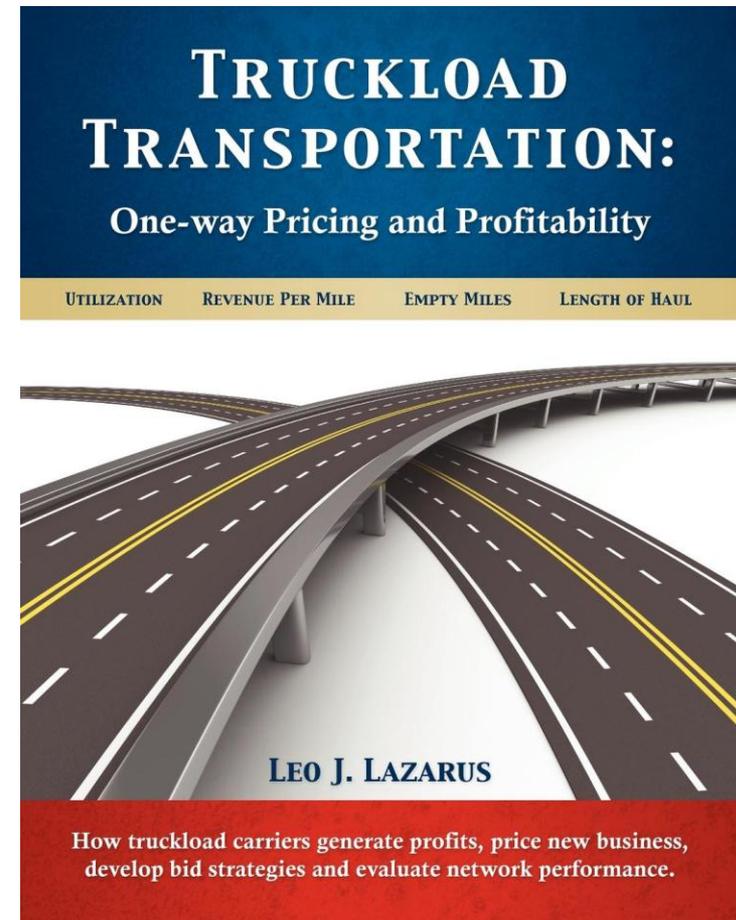


*A 248-page book covering the truckload carrier business model, pricing strategy, network analysis and bid response analysis*

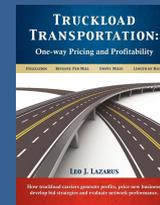
*Truckload Transportation: One-way Pricing and Profitability* is a 248-page book that covers every facet of one-way truckload pricing including:

- Length of Haul
- Empty Miles
- Utilization
- Revenue Per Mile
- Cycle Time
- Capacity and Balance
- Headhaul and Backhaul Markets
- Accessorial Charges
- Network Management and Optimization
- Bid Response Analysis, Strategy and Design

This condensed book for one-way pricing is taken directly from the author's original 464-page book, *Truckload Transportation: Economics, Pricing & Analysis*, that provides detailed coverage of both one-way and dedicated fleet pricing.



# Truckload Transportation: One-way Pricing and Profitability



*A 248-page book covering the truckload carrier business model, pricing strategy, network analysis and bid response analysis*

## Sections and Chapters

### Section 1 Introduction to Truckload Transportation

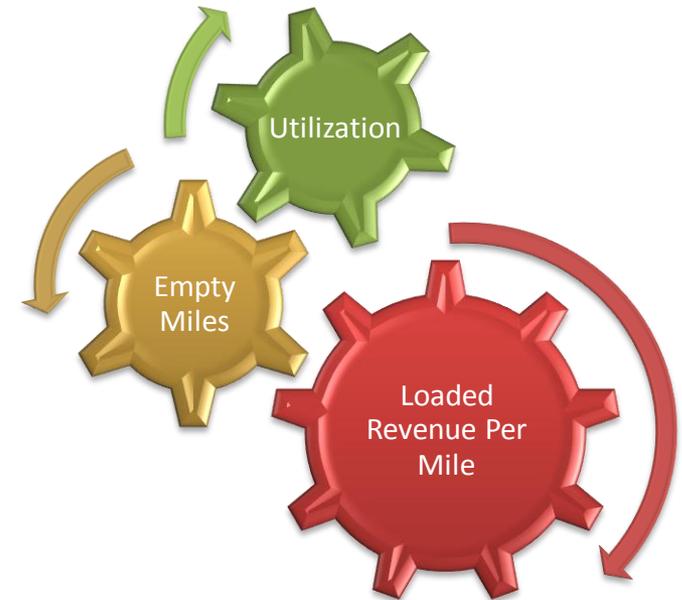
- Chapter 1 Introduction to Truckload Transportation
- Chapter 2 The Trucking Business Model

### Section 2 One-Way Pricing and Network Analysis

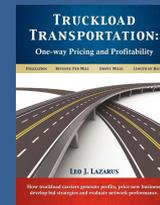
- Chapter 3 Introduction to One-Way Pricing
- Chapter 4 Core Concepts in One-Way Pricing
- Chapter 5 Advanced Concepts in One-Way Pricing
- Chapter 6 Network Management and Optimization
- Chapter 7 Operations and Profitability Analysis

### Section 3 Bid Analysis and Response

- Chapter 8 Bid Analysis and Response
- Chapter 9 Case Studies in Bid Response Analysis



# Truckload Transportation: One-way Pricing and Profitability



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## Section 1: Introduction to Truckload Transportation

Section 1 provides a general introduction into the basic financial and operating components of a truckload carrier.

Chapter 1 covers all the key truckload carrier metrics including utilization, empty miles and revenue per mile. The chapter also includes a detailed timeline and description of a typical driver's daily work activities over a 3-day period.

Chapter 2 covers the basic financial model of a traditional carrier and also illustrates the financial impact of key operating variables such as utilization, loaded revenue per mile, and the empty mile percentage.

These two chapters provide the foundation for the more advanced concepts presented later in the book.

### CHAPTER 1

#### Introduction to Truckload Transportation

The Trucking Business Cycle

Types of Trucking Operations

Driver Hours-of-Service Regulations

Carrier Organizational Structure

Mileage and Revenue Types

Truckload Operating Costs

Driver Turnover

Owner-Operators

### CHAPTER 2

#### The Trucking Business Model

Truckload Economics

Operating Ratio

Empty Miles and Net Revenue Per Mile

Activity-Based Costing

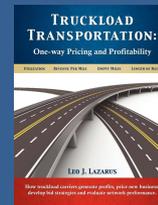
Utilization and Cost Per Mile

Length of Haul and Cost Per Mile

Break Even Utilization Analysis

Revenue Per Truck Per Day

# Truckload Transportation: One-way Pricing and Profitability



*A 248-page book covering the truckload carrier business model, pricing strategy, network analysis and bid response analysis*

## Section 2: One-Way Pricing and Network Analysis

The first three chapters in Section 2 cover all the key components of one-way pricing strategy and network design.

Chapter 3 introduces the key elements of one-way pricing such as lane definitions, accessorial charges and fuel surcharges.

Chapter 4 covers all the critical strategic elements of one-way pricing including cycle time, length of haul, tractor utilization and empty miles.

Chapter 5 covers the one-way pricing process as well as advanced concepts such as headhaul and backhaul markets and network capacity and balance.

### CHAPTER 3 Introduction to One-way Pricing

Lane Definitions	Fuel Surcharges
Accessorial Charges	Detention Charges
Sample One-way Pricing Contract	The Pricing Matrix

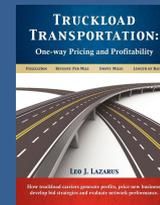
### CHAPTER 4 Core Concepts in One-way Pricing

Load Cycle Time	Buffer Time / Dock Time
Length of Haul Economics	Empty Miles and Revenue Per Mile
Profitability Optimization	Utilization Maximization

### CHAPTER 5 Advanced Concepts in One-way Pricing

The One-way Pricing Process	Capacity & Balance
Headhaul & Backhaul Markets	Round-trip Pricing

# Truckload Transportation: One-way Pricing and Profitability



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## Section 2: One-Way Pricing and Network Analysis

The final two chapters in Section 2 cover all the internal aspects of network management and profitability analysis.

Chapter 6 focuses on how truckload carriers manage the one-way network in order to maximize utilization and minimize empty miles. The chapter also explains how carriers use strategic load swaps and freight solicitation to manage the network in real time.

Chapter 7 provides a variety of detailed reports for analyzing network performance at the fleet, lane, market and customer levels. The chapter also illustrates the critical concept of segmented P&L statements for different types of truckload operations within the same company.

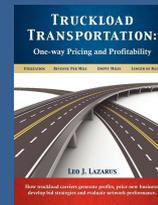
### CHAPTER 6 Network Management and Optimization

The Tractor-Load Assignment Problem	Load Assignment Optimization Model
Capacity & Balance Management	Strategic Load Swaps
Freight Solicitation	Customer Diversification Concept

### CHAPTER 7 Operations and Profitability Analysis

Fleet Level Analysis Reports	Customer Level Analysis Reports
Market Level Analysis Reports	Lane Level Analysis Reports
Segmented Income Statements	On-time Service Reporting

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## Section 3: Bid Response and Analysis

Section 3 includes two chapters covering all areas of bid response analysis. In addition to the carrier bid analysis process, this final section also includes two detailed case studies covering a variety of carrier challenges in bid response analysis and design.

Chapter 8 summarizes the entire bid process from the perspective of both the shipper and the carrier. The chapter covers carrier qualifications, bid summary analysis, bid response analysis, and the bid optimization and lane packaging process.

Chapter 9 includes two detailed case studies in bid response analysis. Each case presents every step in the bid process including preliminary analysis, follow-up questions to the shipper, solution design, pricing design and the final proposal.

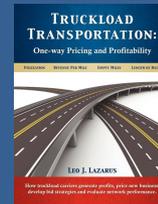
### CHAPTER 8 Bid Analysis and Response

Request for Proposal (RFP) Contents	Carrier RFP Qualifications
Carrier RFP Contents Analysis	Demonstration Bid Analysis
Bid Response Strategies by Carrier Type	Bid Optimization Tools and Strategies
Lane Packaging in Bid Analysis	Formatting Shipment Data in RFPs

### CHAPTER 9 Case Studies in Bid Response Analysis

- Case 1: Traditional One-Way Bid
- Case 2: One-Way Bid with Lane Packaging

# Truckload Transportation: One-way Pricing and Profitability



*A 248-page book covering the truckload carrier business model, pricing strategy, network analysis and bid response analysis*

## Truckload carriers will learn...

how utilization, empty miles, loaded revenue per mile and length of haul interact to create a profitable network.

how transit times and load cycle times impact utilization, profitability and driver satisfaction.

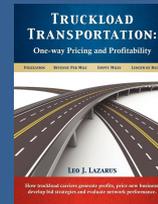
how to evaluate the one-way network through well-designed financial statements and operating reports.

how to review and analyze the contents of a bid and design creative and successful packaged bid strategies.

The book provides an excellent training resource for new carrier personnel including pricing analysts, salespeople, dispatchers and customer service.

Even the most experienced truckload professionals will benefit from the advanced presentation of the core concepts of truckload transportation such as length of haul, cycle time and the truckload business model.

# Truckload Transportation: One-way Pricing and Profitability



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## Shippers will learn...

a deep understanding of the carrier business model and how shipper requirements impact transportation costs.

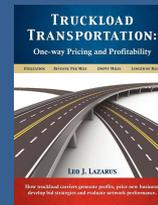
how utilization, empty miles and revenue per mile interact to generate profits for a truckload carrier.

how truckload carriers formulate pricing strategies and use bid opportunities to optimize and balance the freight network.

While the book is written primarily for the benefit of truckload carriers, shippers and related parties will also gain highly valuable insight into truckload transportation by reading the entire book.

The topics covered throughout the book will provide shippers with a much deeper understanding of the truckload carrier's business model, cost structure and operating strategy. By having a greater understanding of the needs of their carriers, shippers can become better partners and potentially enjoy improved service and lower transportation costs as a result.

# Truckload Transportation: One-way Pricing and Profitability



*A 248-page book covering the truckload carrier business model, pricing strategy, network analysis and bid response analysis*

## About the Author

Leo J. Lazarus has 17+ years of experience as a financial analyst, pricing analyst, truckload pricing consultant and adjunct professor of business. As a part-time college instructor, Leo taught courses including Economics, Business Statistics, Management Accounting, Finance, Management, Marketing and Operations Management.

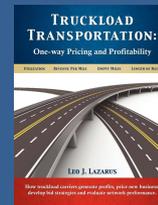


In the truckload transportation field, Leo worked for Memphis-based M.S. Carriers (a 5,000+ truck carrier acquired by Swift Transportation in 2001) from 1995 to 2002, primarily as a senior pricing analyst for both dedicated and one-way transportation. Leo worked with the most sophisticated and complex shipper distribution networks including Sears, FedEx, The Home Depot, Wal-Mart, Anheuser-Busch and many others. Since 2002, Leo has been an independent consultant in the truckload transportation field, serving the analysis and pricing needs of major shippers and truckload carriers of all sizes.

Leo is also the author of the book “Truckload Transportation: Economics, Pricing & Analysis” published in 2010 that covers both one-way and dedicated fleet pricing.

Leo has an M.B.A. from The University of Mississippi and a B.B.A. in Management, also from The University of Mississippi.

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## How to Order

The book is available for purchase online at all major booksellers including Amazon.com and BarnesandNoble.com.

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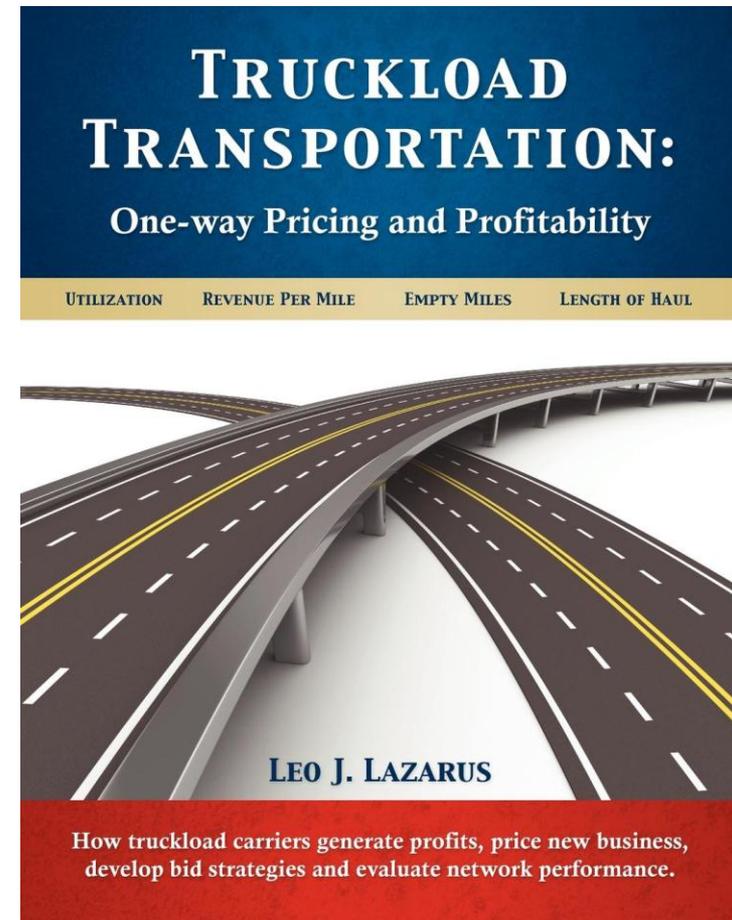
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## Questions?

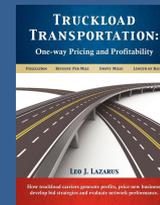
If you have questions about the book or consulting inquiries, please contact Leo Lazarus at:

Email: [leo.lazarus@truckloadtransportation.com](mailto:leo.lazarus@truckloadtransportation.com)

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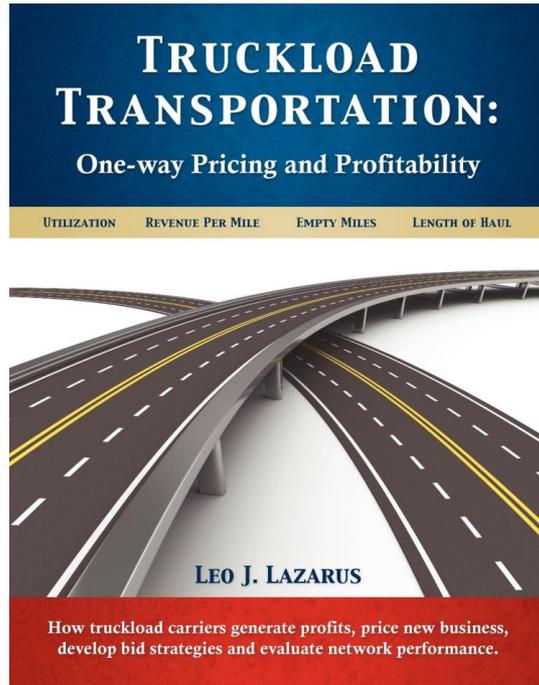
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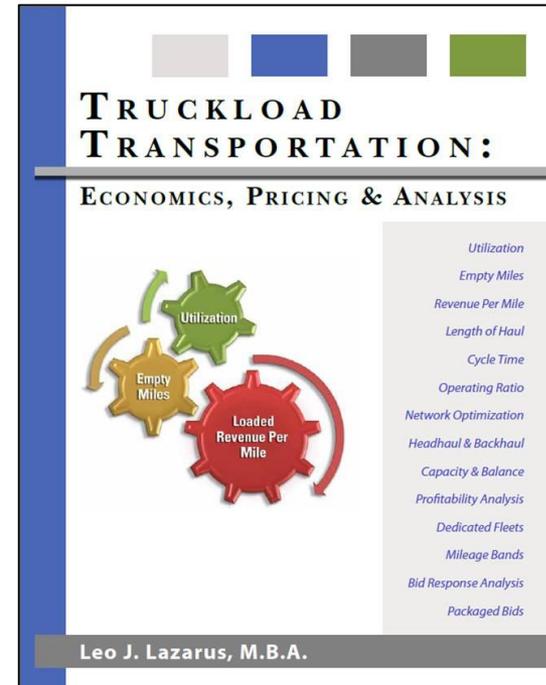
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