

- If several carriers are to be involved, who has the final responsibility (liability) for the safe delivery of the goods?
- Can somebody in your industry association or a colleague in your community give the transportation company a good reference (or have you asked the company for references)?
- Has the company quoted you an all-inclusive rate and guaranteed delivery time? (Avoid companies that will not commit themselves to a rate or that will let you know how much the cost is after the fact.)
- What extra costs (if any) will you have to incur beyond the cost quoted?
- Are you satisfied that the transportation company rather than your company will be fully liable for the safe delivery of the goods or, that if you are liable, you are paying lower reduced value rates?
- Have you advised your customer when the goods can be expected so that he will be prepared to unload them and thereby avoid possible penalties?

#### **Questions to Ask After the Movement**

- Did the customer receive the shipment on time and in good order?
- If damage has occurred have you submitted a claim (or notice of intent to submit a claim) to the carrier as quickly as possible in writing providing particulars of origin, destination, date of shipment of the goods and the estimated amount claimed?
- Do your customers have any suggestions or complaints which will facilitate future shipments?
- After you have received payment for the goods and have paid all transportation and related charges, did you make a profit on the shipment?
- Have you audited your waybills for potential cost savings due to invoicing errors?
- If you lost money, have you analyzed what went wrong to see if there is a better shipping arrangement that can be made for the next time?
- If you used an intermediary for your first few shipments, are you now familiar enough with the territory, or are your sales volumes growing enough for you to deal with carriers directly?
- When using a carrier or intermediary on subsequent occasions are you comparing current rate quotes to past ones to make sure you are paying no more than you did the last time?