

- _____ discount plans?
- _____ customs brokerage and export documentation services?
- _____ other unique services?

_____ Will the goods be shipped directly from origin to destination by the same carrier, or if not, how many (and which) carriers will be involved?

_____ 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?

_____ Have you checked with more than one carrier before making a decision to ship?

_____ For purposes of comparison, did you check with U. S. domiciled carriers for lower backhaul rates?

_____ Have you included intermediaries (middlemen) such as shippers' agents, forwarders, brokers, and shippers' associations in your evaluation?

Questions to Ask After the Movement

_____ Did the customer receive the shipment on time and in good order?

_____ After you have received payment for the goods and have paid all transportation and related charges, did you make a profit on the shipment?

_____ 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?