

Rate negotiation and pricing

Automates rate negotiation by analyzing market data, generating competitive pricing proposals, and managing carrier negotiations to secure optimal freight rates. Maximizes profit margins while ensuring competitive pricing for shippers.

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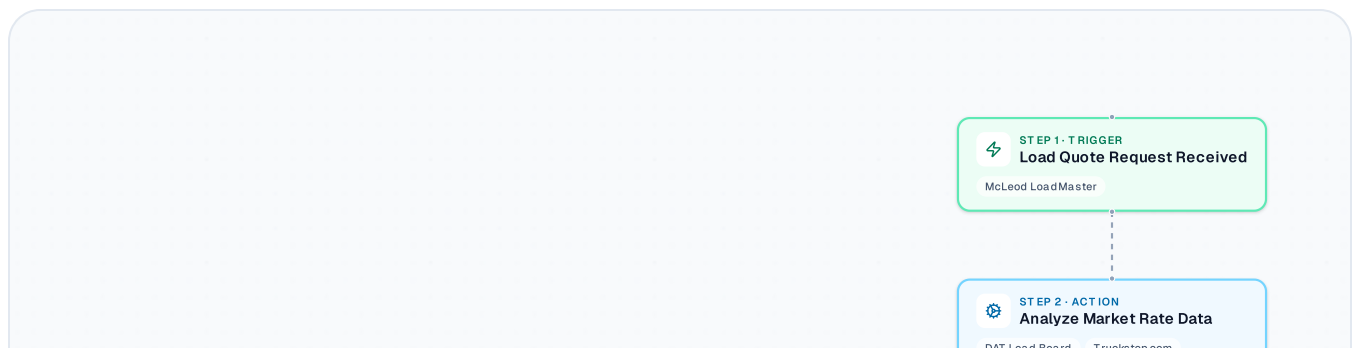


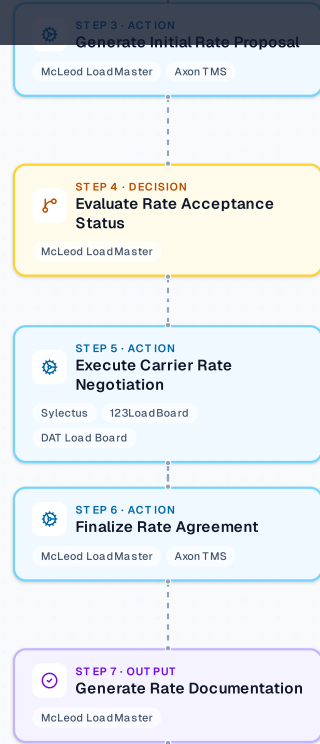
WORKFLOW TRIGGER

New load request received requiring rate quote

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Load Quote Request Received

A shipper submits a new load request with origin, destination, commodity details, and required delivery timeframe. System captures all shipment specifications for rate calculation.

McLeod LoadMaster

2

 ACTION

Analyze Market Rate Data

System pulls current spot rates, lane history, and market trends for the specific route and equipment type. Compares historical pricing data to establish baseline rates.

DAT Load Board

Truckstop.com

3

 ACTION

Generate Initial Rate Proposal

AI calculates optimal pricing based on market data, fuel costs, distance, and desired profit margin. Creates tiered pricing options for different service levels.

McLeod LoadMaster

Axon TMS

4

 DECISION

Evaluate Rate Acceptance Status

System determines if shipper accepted initial rate proposal or if counter-negotiations are required. Routes workflow based on acceptance or rejection response.

5

 ACTION

Execute Carrier Rate Negotiation

Automatically queries available carriers and initiates rate negotiations based on confirmed shipper rate. Leverages carrier performance history and relationship data for optimal pricing.

Sylectus

123LoadBoard

DAT Load Board

6

 ACTION

Finalize Rate Agreement

System confirms final rates with both shipper and carrier, calculates profit margin, and generates rate confirmation documents. Updates pricing database with negotiated rates for future reference.

McLeod LoadMaster

Axon TMS

7

 OUT PUT

Generate Rate Documentation

Creates finalized rate sheets, profit margin reports, and booking confirmations. Distributes rate agreements to all stakeholders and updates load status to booked.

McLeod LoadMaster



Outputs

- Finalized rate confirmation documents
- Profit margin analysis report
- Updated load booking with confirmed rates



Key Metrics

- Average profit margin percentage
- Rate negotiation cycle time
- Rate acceptance rate



Tools & Integrations

- McLeod LoadMaster
- DAT Load Board
- Truckstop.com
- Axon TMS
- Sylectus
- 123LoadBoard

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