

JAK Logistics LLC Sales Strategy for Partnering with a Larger Carrier

Goal: Generate \$20,000/month in direct shipper revenue within 12 months and scale to 5 trucks in 5 years.

1) North Star Targets

- 12-Month Revenue Goal (Direct Shipper Only): \$20,000/month
- Assumptions:
 - Avg rate: \$2.50/mile
 - 8,000 loaded miles/month \approx \$20,000 revenue
 - 2–3 anchor shippers contributing \$6,500–\$10,000/month each
- 5-Year Goal: 5 trucks and $>$ \$100,000/month direct shipper revenue

2) Ideal Customer Profile (ICP)

- Industries: food & beverage (dry/reefer), packaging, paper, building materials, automotive Tier 2/3
- Freight traits: 1–3 pick/drop, 26k–44k lbs, repeatable volumes, 250–900 mile hauls
- Decision makers: Transportation Managers, Logistics Directors, Plant Managers
- Pain points: unreliable spot carriers, broker markups, lack of visibility, detention, limited coverage

3) Value Proposition (Leveraging the Larger Carrier Partnership)

- Guaranteed coverage through overflow capacity with large carrier partner
- Lower total cost to serve via direct billing, predictable rates, monthly KPI transparency
- Real-time visibility, proactive ETAs, SLA-backed service
- Ability to bid larger volumes immediately

4) \$20k/Month Revenue Math & Pipeline Math

- Target Mix: Shipper A: \$10k/mo; Shipper B: \$6k/mo; Shipper C: \$4k/mo

- Win rate from qualified meetings: ~15%; meeting rate from outreach: ~20%
- Need ~3 wins → 20 first meetings → ~100 qualified leads in 12 months
- Outreach: 10–12 leads/month, 2–3 meetings/month, 1–2 closes/quarter

5) 12-Month Go-To-Market Timeline

Months 0–1: Rate floors, sales kit, CRM, MSA/SLA templates

Months 2–4: 20 emails + 10 calls/day, 2 trial loads/mo, land first anchor shipper

Months 5–8: Convert trials to contracts, add 2nd shipper, QBRs

Months 9–12: Hit \$20k/mo, add 3rd shipper or expand lanes, KPI dashboards, Year 2 truck plan

Year	Trucks	Direct Shipper Revenue (Monthly)	Key Moves
1	1	\$20k	Land 2–3 shippers; build SOPs & KPI scorecards
2	2	\$40k–\$50k	Add 2nd truck; part-time ops/admin support
3	3	\$60k–\$75k	Full-time dispatcher; add niche (reefer/flatbed)
4	4	\$80k–\$95k	Regional micro-hub / drop trailers; QA audits
5	5	\$100k–\$125k	Dedicated lanes; hire ops manager

7) Pricing & Contract Framework

- Base linehaul: contract per mile + fuel surcharge tied to DOE index
- Accessorials: Detention \$50–\$75/hr after 2 hrs; Layover \$250–\$400/day; TONU \$200+; driver assist/liftgate as published
- SLA metrics: OTD ≥ 98%; Tender Acceptance ≥ 95%; Dwell > 2 hrs < 15%; Claim Ratio < 0.5%

8) Using the Big-Carrier Partnership

- Capacity letter to prove overflow capability

- White-label/co-branded execution if required
- Pre-negotiated margin spread for overflow economics
- Data sharing for unified visibility

9) Weekly Sales Cadence (Owner-Operator CEO)

- Monday: KPI review, list build, intro emails
- Tuesday: Cold calls + LinkedIn outreach
- Wednesday: Quotes & mini-bids, trial load pricing
- Thursday: Customer check-ins/QBR prep, contract negotiation
- Friday: Pipeline review, proposal refresh, ops handoff

10) KPI Dashboard (Track Weekly/Monthly)

Category	KPI	Target / Note
Sales/Revenue	Direct shipper revenue	\$20k/mo by Month 12
Sales/Revenue	# anchor shippers	2–3 in Year 1
Sales/Revenue	Average RPM	Track contract vs. spot
Ops/Service	On-time pickup/delivery	≥ 98%
Ops/Service	Deadhead %	< 15%
Ops/Service	Dwell > 2 hrs	< 15% of stops
Ops/Service	Claims ratio	< 0.5% of revenue
Financial	Gross margin %	≥ 20%
Financial	DSO	Minimize via factoring/LOC
Financial	Fuel cost as % revenue	Track weekly

11) Outreach Templates

Cold Email Subject: Coverage + transparency (no brokers) on your [LANE/COMMODITY]

Hi {{Name}},

I move [COMMODITY] across {{Region}} and can backstop capacity with my national carrier partner—without broker markups. We publish on-time, dwell, and RPM KPIs monthly so you always see what you're paying for.

Could we run a trial load next week on {{LANE or ORIGIN/DEST}} so you can benchmark us?

– {{Your Name}}, Owner-Operator | {{Company}}
 {{Phone}} | {{Website}}

Call Opener:

“Hi {{Name}}, this is {{You}} with {{Company}}. We’re a small, KPI-driven carrier with national overflow capacity behind us, so we don’t miss tenders. We specialize in {{commodity/region}} and we’re looking to prove ourselves with one trial load—no long contracts up front. What lane are you short on this week so we can step in?”

12) Hiring & Org Structure as You Scale

- Year 2: Add driver #2 + part-time ops/admin
- Year 3: Full-time dispatcher/ops; you remain CEO/sales
- Year 4: Driver recruiting & compliance coordinator
- Year 5: Ops manager + outsourced CFO/controller

13) Risk Controls

- Diversify: max 40% revenue from one shipper
- Renew contracts 90 days before expiry
- LOC/factoring to cover DSO & growth
- Tight compliance: DQF, ELD audits, insurance scaling with trucks