



# Network Discipline

EARL L. HENDERSON TRUCKING

PRESENTED BY:  
JOSH KABURICK

CEO

# Keep your eyes on the prize!

- **Have someone responsible for maintaining the network.**
  - Have them work hand in hand with the sales dept to accomplish network goals
- **Daily monitoring Lane/Load activity**
  - **Review inbound/outbound (Lanes)**
    - In Network v out of network
  - **Verify Rates**
    - Entered properly
    - Compare to network average for the lane
    - Customer v broker
  - **Velocity**
    - MPH
    - Revenue Generation – (Revenue Per Day)
  - **Yield**
    - Customer v Broker
  - **Market Balance**
    - Customer v broker
    - Build greater density in higher yield lanes / markets
- **Staff training and encouragement**
  - Generate weekly yield reports by market, customer and lane.
  - Review daily, results from above findings with front line staff. Also review weekly.
  - Encourage customer service to communicate to customers and ask about their needs.
- **Rinse and repeat**



Earl L. Henderson Trucking  
Market Performance

Market Summary - (Combined IB & OB Loads) - [Ranked by O/R]

		MKT	LOADS	% REV	% DH	LOH	RPL	REV GEN	O/R	TRANSIT	L_RPM	N_RPM	TRTM
Primary:	1	IA-DAV	121	15.6%	8.5%	655			83.9%	1.79			
	2	GA-AUG	24	4.4%	8.4%	924			84.0%	2.61			
	3	IN-IND	7	0.8%	20.9%	545			86.9%	1.57			
	4	IA-DM	14	2.5%	10.3%	965			87.6%	2.17			
	5	TN-KNO	18	2.7%	9.1%	831			91.6%	2.23			
<b>Totals:</b>			<b>184</b>	<b>24.7%</b>	<b>9.2%</b>	<b>727</b>			<b>85.2%</b>	<b>1.96</b>			
Secondary:		MKT	LOADS	% REV	% DH	LOH			O/R	TRANSIT			
	6	NC-FAY	26	4.2%	10.4%	866			93.5%	2.56			
	7	TX-DFW	49	7.9%	8.4%	839			93.6%	3.21			
	8	IA-CF	30	3.9%	11.6%	685			94.0%	2.18			
	9	OH-CIN	12	1.4%	12.6%	631			94.2%	2.11			
	10	AVG	37	5.3%	10.1%	797			96.6%	2.43			
<b>Totals:</b>			<b>117</b>	<b>21.5%</b>	<b>10.0%</b>	<b>1,037</b>			<b>94.4%</b>	<b>3.46</b>			
Tertiary:		MKT	LOADS	% REV	% DH	LOH			O/R	TRANSIT			
	11	TX-HOU	24	4.0%	8.7%	955			97.1%	2.86			
	12	CO-DEN	55	8.7%	7.4%	943			98.4%	2.59			
	13	MO-STL	76	8.9%	8.7%	638			99.0%	2.50			
	14	GA-ATL	54	7.0%	11.2%	771			102.1%	2.26			
15	IL-CHI	37	4.9%	12.0%	781			103.5%	2.26				
<b>Totals:</b>			<b>246</b>	<b>31.7%</b>	<b>9.4%</b>	<b>788</b>			<b>99.9%</b>	<b>2.47</b>			
Quaternary:		MKT	LOADS	% REV	% DH	LOH			O/R	TRANSIT			
	16	OTHER	100	16.2%	11.3%	988			105.1%	2.91			
	17	OH-COL	28	2.9%	15.6%	623			109.8%	2.11			
	18	PA-HAR	14	2.1%	11.8%	967			110.0%	2.79			
	19	OH-NAP	10	1.2%	13.3%	734			110.9%	2.07			
20	PA-PHI	5	0.7%	10.4%	937			116.1%	3.16				
<b>Totals:</b>			<b>157</b>	<b>22.0%</b>	<b>12.0%</b>	<b>903</b>			<b>106.8%</b>	<b>2.71</b>			
<b>GRAND TOTAL:</b>			<b>704</b>	<b>100.0%</b>	<b>10.1%</b>	<b>797</b>			<b>96.6%</b>	<b>2.43</b>			



**Earl L. Henderson Trucking**  
Network Performance

**Network Summary**

Load Count	LOH	% DH	% Loads		Operating Customer Count		Freight Mix % Cus v Bro		Revenue Total	Revenue Per Load	Revenue Generation	Yield	O/R
			In	Out	Cus	Bro	Cus	Bro					
352	797	10%	86%	14%	20	19	81%	19%					97%

In Network WoW Trends				Avg Total Tractors	Avg Seated Tractors	Operating Tractors	Velocity			Out of Network WoW Trends			
% LDS:	LOH:	% DH:	Base-RPL:	149	140	119	Load MPH	Total MPH	Lds/OpTrk	% LDS:	LOH:	% DH:	Base-RPL:
B-RPM:	Rev/Gen:	L-RPM:	Yield:							B-RPM:	Rev/Gen:	L-RPM:	Yield:
N-RPM:	O/R:									N-RPM:	O/R:		

In Network:	# LDS	% VOL	B-RPM	L-RPM	N-RPM	TRTM	LOH	% DH	Base-RPL	Rev/Gen	YIELD	O/R
CUS:	260	74%					730	11%				92%
BRO:	43	12%					1,088	8%				116%
Variance:	217	62%					(358)	3%				-24%
<b>Total:</b>	<b>303</b>	<b>86%</b>					<b>781</b>	<b>10%</b>				<b>96%</b>

Out of Network:	# LDS	% VOL	B-RPM	L-RPM	N-RPM	TRTM	LOH	% DH	Base-RPL	Rev/Gen	YIELD	O/R
CUS:	26	7%					872	11%				99%
BRO:	23	7%					920	9%				104%
Variance:	3	1%					(48)	2%				-4%
<b>Total:</b>	<b>49</b>	<b>14%</b>					<b>894</b>	<b>10%</b>				<b>101%</b>

Overall Network:	# LDS	% VOL	B-RPM	L-RPM	N-RPM	TRTM	LOH	% DH	Base-RPL	Rev/Gen	YIELD	O/R
CUS:	286	81%					743	11%				93%
BRO:	66	19%					1,029	8%				112%
Variance:	220	63%					(286)	2%				-19%
<b>Total:</b>	<b>352</b>	<b>100%</b>					<b>797</b>	<b>10%</b>				<b>97%</b>



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ORIGIN

Number of Operating States: 29

DESTINATION

Loads by O\_State



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Loads by D\_State



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% Broker Freight by O\_State



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