

CASE STUDY

➤ NICK'S STORY

Nick cut his teeth on outbound sales. He started his sales career as a skincare specialist, followed by global outbound sales for the stock market, and then spent some time as an insurance salesman. When he finally found freight brokering, Nick knew there was something special about this profession. "I am a person of making long term relationships," He told us, and the interpersonal skills it took to succeed as a freight broker was a perfect fit.

“ LDI always makes sure our portal is working, is extremely efficient in new customer approval, and setting up carriers. All this makes for me to easily guide my people without any lack of systems or tools. ”

- NICK, LDI FREIGHT AGENT

➤ AN ACT OF FAITH

When Nick decided to start his own agency from scratch, he needed a partner who would give him a chance and help support his brokerage growth. "LDI was my first option. They opened the front door to me and I am fully grateful for this." Nick could aggressively follow up with old dormant accounts we provided and didn't have to compete against in-house brokers. We let his professional outgoing personality work for him. Now not even two years into his own agency, Nick is on track to move over \$2.5 million for the year.

➤ WHY LDI?

Nick has a great working relationship with the man who recruited him: Tom Simano. "Tom is a person who is always available to listen, provide feedback, compliments; I think he somehow coaches his agents without us even knowing it, and we go directly to giving results." While Nick is in full control of his operations and book of business, he confessed to feeling compelled to deliver better results every month because of Tom.

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