



SINCE YOU ASKED ...

Hosted By
Transportation Leadership Services



When putting together a trade magazine, the editorial staff works hard to include articles that are both interesting and pertinent to the industry and your experience. IT articles have highlighted successful freight businesses, legal topics, industry statistics, mechanical tips and tricks, "how to's" about the Truckstop.com technology, and a number of other very interesting and informative topics.

As a member of Truckstop.com, you likely know about and use the many tools designed to aid you in the task of accurately quoting services, acquiring loads, checking credit, and settling up – all part of doing business. But there's more to operating a successful transportation business – things like sales and marketing strategies, equipment financing, team and leadership development, fleet management, and the systems that support these functions.

In an effort to promote a healthy transportation community, Internet TruckStop has begun to provide business management consulting services in the form of on-line seminars and business coaching services through an affiliate company called Transportation Leadership Services (www.TransLS.com). "Since You Asked..." is a new IT column to provide answers to the many business questions that you may be interested in knowing about. Beginning with the next publication of IT, we'll begin the column with a question or topic that you have asked about. This will be followed with answers from the various sources that we have at our disposal.

Address your business management questions to **SinceYouAsked@Truckstop.com** and watch this column for answers to your specific transportation business issues.

Here is a brief background of the hosts of "Since You Asked..."

Scott Philips is the marketing and team development specialist for TLS. He has over 25 years of experience focused on business and organizational development, marketing strategy development, and sales planning. Scott has held executive level positions in large, medium, and small corporations and for the past four years he has been coaching businesses providing marketing strategy development and transitional planning services.

Sheldon Philips is the finance and technology specialist for TLS. Shel has over 30 years experience in business system development, management, and strategy consulting. As the author of nine books on spreadsheet technology and a number of white papers and articles in major industry publications, Shel is particularly adept at finding solutions to the most difficult business challenges. For the past six years, Shel has been consulting to the Fortune 500 in the area of equipment leasing, fleet management, and key performance indicator development. Shel is a master of data analysis and key metrics reporting and is the co-inventor of Kiometer™ Reporting.

Together, the Philips brothers will host this column answering your business strategy and marketing questions. In addition to this column, we have developed a series of webinars focused on many of these key business areas which will be presented through Truckstop.com over the next twelve months (see the topics and schedule at Truckstop.com).