

April 10th, 2024

# COLLEGE GRADS STARTING THEIR CAREER IN LOGISTICS AND SALES

## What is Logistics & How to Utilize the Industry for Your Success

The logistics industry is composed up of multiple 'moving' parts (pun intended); Sourcing raw materials, production, distribution, and more! In Layman's terms, logistics is the business of getting goods from one place to the other. This year in 2024, the entire industry is estimated at around \$6 trillion in value.

### So, what's the opportunity for YOU?

A great way to get your foot in the door to this fast-growing industry is to join a brokerage! There are over 100 Third Party Logistics (3PL) companies in Ohio alone. Most offer the same services and use a similar software, so choosing the right fit for you is important! (See Page 2)

Third Party Logistics companies are the middlemen between businesses with products that need transported and carriers/trucking companies that haul those products.

### That's where YOU come in!

As a Logistics Broker for a 3PL, you are the direct line of communication to the customers. It's your job to not only find and negotiate pricing with carriers to haul your customer's products, but to handle any and all issues that happen from point A to point B during transit. There is a ton of money to be seen in this industry. A successful Logistics Broker makes upwards of \$80K-100K+ within their first 2-3 years of starting out.

### DID YOU KNOW?

Trucking alone is over an \$800 billion industry and Freight Brokerage is over an \$80 billion dollar industry!





## Hot Tips from a Sales Rep

“I got into logistics because it put the control of my career and success directly in my hands.

My biggest advice to new reps coming into the business is to put your head down, and make the damn sales calls. It takes a ton of effort to gain the knowledge and confidence to be successful in the industry, and the best way to learn how is grinding through the calls” -**Spencer I.**

## THINK YOU'RE READY TO JOIN?

### Insider Tips for Applying to a Logistics Company

I've been recruiting Logistics Professionals for over 3 years now, and this is my hot take – *Always* research the company you are potentially joining and make sure to ask their hiring team the *right* questions!

A lot of 3PL's have either 100% commission or commission with a draw, meaning once you make a certain amount of money in commission, your base salary gets taken away. Make sure you ask for a breakdown of their commission structure. People get into Logistics for the money – So, better make sure the money makes sense. Unfortunately, there's also a good chance that the company has a non-compete, which threatens to sue previous or current employees if they join a different logistics company within a year or two of departing from that previous company. When in the interviewing process, ask if they have a non-compete!

At Gateway Logistics, we pride ourselves on transparency. I love when candidates ask me to break down our comp structure and talk about how they can make as much money as possible!! We have a base salary with uncapped commission and NO draw! People get into the business of logistics to make money, and we're here for it. Gateway also does not have a non-compete – Our owner decided against it saying, “If you still want to be in logistics but Gateway isn't for you, we don't want to keep you from the world of logistics or your future success.”

My final tip is more of a statement, which is this: Understand the job. Anyone in logistics (or sales) will tell you that they're on-call 24/7/365. Freight never sleeps, so you have to have the understanding that you may get called at late hours of the night or while you're on vacation. Not all shipments or deliveries happen between the hours of 8-5, and it's your money on the line when something goes wrong! Logistics is hard. It takes about 1-2 years to fully build up a consistently profitable book of business. Is the money good? Absolutely. Is it easy to get there? Not at all.

If you're passionate, motivated, and aren't afraid of the grind then logistics just might be for you! If you're willing to put in the work, the money will speak for itself.



**“GATEWAY LOGISTICS IS THE BEST FREIGHT BROKER TO WORK WITH!**

**MY ACCOUNT MANAGER, BRADEN GETS THE JOB DONE EVERY TIME. HE IS VERY DEPENDABLE AND COMMUNICATES WELL. HE VALUES THE PARTNERSHIP BETWEEN HIM AND HIS CUSTOMERS TO ENSURE THE BEST QUALITY OF SERVICE IS PERFORMED.**

**LUCKY TO HAVE HIM SCHEDULE ALL MY FREIGHT NEEDS.”**

**-GATEWAY CUSTOMER**

### INTERESTED IN JOINING GATEWAY?

Apply through the Careers page (scan QR), or send your resume to me directly at MichelleK@gogli.net.



*Scan me!*

