

AllCovered NEWS

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HIGHLIGHTS TO HELP YOU THIS WEEK

- Selling Smart or Selling Dumb
- Planning for Your Future
- FOCUS: Trucking – Will Your Freight Keep Moving?
- EU Dock Strike – EU Parliament Relents

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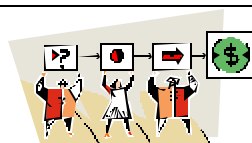
Information to help you to manage and grow your logistics business.

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<http://www.allcovered.net/AC-News-PDF.htm>

>> SMALL BUSINESS SECTION <<



SMALL BIZ – SMART SELLING OR DUMB SELLING

---Excerpted from an article by Jeffrey Gitomer – link at end---

How do clients feel about your sales approach?

Are you selling “Smart” or selling “Dumb?”

Here’s one client’s list of smart and stupid ways she is approached by sales people all the time.

SELLING SMART

Honesty - truth at all times and at all costs. Do not lie and think you'll get away with it, because you won't. If I can't tell you're a liar immediately, I'll find out in a short period of time. One lie banishes you.

Make good on your word. If you can't, come to me, and we'll talk it out. If you don't, then your credibility is damaged or even ruined (depending on how often it happens and when).

Give me valuable ideas. If you can make suggestions or ideas on how to make business better, you'll be a hero to me and a valuable resource.

Understand and be interested in my business. If you make an attempt to show interest and understand, I'll spend all the time in the world to educate you, because you'll be better equipped to help me. Plus, it will make your job easier. A win for me - and a bigger win for you.

Treat me with respect. Be courteous, on time and well-mannered. If you're not, it's a guaranteed deal-killer

SELLING DUMB

Telling an expedient lie. You say you have it in stock (and you don't). You say it will be delivered on Thursday (and it isn't). Or it's back-ordered and you didn't have the common courtesy to call and tell me in advance.

Lie to me. If your word is no good, you are no good... Clients will find it harder to trust others who work with you or associate with you... because clients infer your associates think your lack of integrity is OK.

Function only as an order-taker. Rush in at the last minute, pressure me about the impending deadline and demand the order now or else.

Communicating nonsense. Illustrate a lack of understanding of my position, my job pressures or what makes sense to me.

Bad manners. Being late, interrupting, having a poor attitude and an inability to listen - such traits cut off the ink supply to my pen.

SELLING SMART (Continued)

Be a decent human being, with a sense of ethics and morals. It makes me feel positive about doing business with you and gives me some reassurance you won't try to deceive

SELLING DUMB (Continued)

When schmoozing, speak ill of your competition. Talking out of turn about others always arouses suspicion that either you or your product are less

me.
Know your own business cold. Know it well enough that you can make an understandable and knowledgeable presentation and answer my questions about your product or service. Provide good supporting materials - especially testimonials.

Be friendly and personable. It helps to establish a sense of comfort and trust.

Remember the details. They're small, but they can completely make my day or ruin it.

than desirable.

Assume I know nothing about your business. And then proceed to provide me with misleading and incorrect information. I may appear to be green, but I know more than you realize. (Hint: Get to the point and answer my questions directly).

Fail to attempt to form a relationship. Or, worse, be rude, aloof, inscrutable and condescending.

Make a presentation with no copy of your proposal or supporting materials to leave behind. Worse still, your presentation is scattered and disjointed, with no logical flow, making it difficult to comprehend.

SELLING SMART (Continued)

Take responsibility. You are my link to your company. Handle what I need seamlessly, and own up to a mistake if you make one.

Single smartest: Don't "sell" me. Let me "buy." Make me see for myself that buying is the right thing to do

SELLING DUMB (Continued)

Refuse to take responsibility, and shift blame on other people. Or fail to keep your promises. It leads me to think you have no integrity or sense of responsibility.

Single dumbest: Manipulate me. Even though I may not be able to figure out exactly how you're doing it, I can sense when I'm being manipulated. I'll likely never be able to trust you, and you won't have my loyalty, let alone my order.

MORE: http://www.bizjournals.com/extraedge/consultants/sales_moves/2006/01/09/column483.html?hbx=e_sol

PLANNING FOR YOUR FUTURE

In order to do well in the future, we must stop and consider the challenges we will face in the future... how to turn those challenges into opportunities... and those opportunities into success.

What do you watch for and how do you use that information?

That is the question every person asks themselves in business or their personal situations. Futurists... those who make their living by advising companies on 'the next big thing,' say watch for these keys:

STRONG TRENDS: Demographic trends such as birth rates, ageing etc, which are almost certain to continue on a steady trajectory.

WEAK SIGNALS: Ear to the ground stuff, such as blogging, the effect of which could be 'phenomenal' as people seek greater individuality through technology. The Shanghai Co-operation Organization could become a 'Warsaw Pact II' - a rallying point for non-western powers such as China, Iran and Russia.

WILD CARDS: Fundamental things that knock all the equations sideways', like 9/11. A future one could be the collapse of China through internal pressures in the next six years, which one futurist rates as 30-35% likely.

SO WHAT: What do you see ahead for your industry? Are you ready? Can you lead the changes in your industry and gain market share from it? If not, why not? How do you get there?

SMALL BIZ – HEALTH – HEALTH SAVINGS ACCOUNTS: Before any employer establishes an HSA program for its employees, it must first communicate to its employees their new responsibilities and duties. Employees should be educated to understand that they will suffer adverse tax consequences if their HSA is not administered properly and they can not delegate their responsibilities under the HSA to either the employer or the HSA trustee or

custodian.

MORE: http://share.ccastrategies.com/Insight/Documents/HSA_ProAndCons.aspx

>>>> TRUCKING SECTION <<<<

TRUCKING FOCUS – WILL YOUR FREIGHT KEEP GOING?

Not if you keep doing things the same old way.

Changing times call for changing shipping strategies.

--- THE SITUATION IS SERIOUS ---

To understand the depth of the current trucking shortage, you need look no further than Mick Barr. Over the past two years, Barr has watched while the once routine task of hiring a trucker to haul a load has deteriorated into a distinctly dicey proposition. These days, he says, when his department receives an urgent request to whisk a load of diapers, dog food or razors out to stores for a promotional event, he can't always assure the caller that he'll be able to find a truck.

OK, fine, you say... what makes Barr special?

Barr works for Procter & Gamble, the consumer products titan whose logistics budget runs into the billions of dollars. Like his counterparts at thousands of small and medium-sized companies across North America, Barr has run smack up against what's becoming an epic trucking capacity crunch.

If a multi-Billion dollar company cannot find truckers, there is a problem.

Booming business and a steady influx of imports have sent demand for trucks into high gear. But decades of industry consolidation and a chronic shortage of drivers have left freight haulers strapped for capacity.

--- NO END SOON ---

The nation's truckers... burned in the past by overcapacity and low returns... will be cautious about investing in equipment. They're still reeling from an unprecedented confluence of cost pressures such as skyrocketing fuel and insurance costs, soaring equipment prices, onerous federal driver regulations and escalating shipper demands for high-tech tracking/tracing tools.

Truckers are enjoying solid profitability for the first time in years. In fact, profits have reached all-time highs for the market leaders in the past year so truckers have little incentive to do anything that might upset that balance.

Trucking and shipping executives alike believe that the business has changed permanently. The days of plentiful trucks and 70-percent discounts, it seems, are gone forever.

Shippers have learned to be more flexible and even to pay dead-head miles and still have trouble finding trucking capacity.

--- SO WHAT? ---

How do you become a "Preferred Customer" of a good trucking company?

- Be open and honest with the capacity you will need over a year.
- Provide dependable freight loads in off-peak periods if you want capacity in peak periods.
- No amount of freight will get truckers to take you if your loading/unloading is not efficient. Truckers make money by the mile... not sitting in your yard waiting.
- Treat drivers with respect... providing a lounge and access to restroom facilities.
- Schedule pickups/deliveries and honor them.
- Insist truckers meet their times as well. If a late trucker will disrupt your Distribution Center operations, make the trucker reschedule. You're being fair. He should be too.
- Establish a drop-and-hook for truckload shipments. You keep the driver moving and earning. They'll remember and appreciate that.
- Make it easy for drivers to find where to check-in and check-out with loads.
- Move all truck traffic counterclockwise around the buildings. That eliminates the need for drivers to back into doors from the blind side. It may save only a few minutes per truck, but the savings will add up quickly.

MORE: <http://www.dcvelocity.com/articles/20060101/enroute.cfm>

GETTING AND KEEPING GOOD DRIVERS

The Allen Insurance Group (<http://www.allenins.com>) has specialized plans for truck drivers:

- Occupational Accident
- Passenger Plans
- Health & Medical Plans

Good for the drivers... good for their employers...

CALL TODAY

TRUCKING – SHORTAGE OF DRIVERS HURTING BUSINESS

Peter Bennison's problem is getting to more common.

Bennison is vice president of Waste Management & Recycling Products. Lately it's been a challenge to get his company's products picked up by trucking companies. He doesn't know why, but the end result is inefficiency. Equipment that should have been moved out of the warehouse sits on the floor. It takes up space that should be used for getting the next shipment ready.

The American Trucking Association estimates annual demand for truck drivers outpaces supply by about 20,000 drivers, or 1.5% of the 1.3 million long-haul truck drivers working in the United States.

Because of long hours, low pay, and the fact drivers are away from home a lot, average driver turnover is over 130% across the US. The better trucking companies are working to take better care of drivers.

Drivers' biggest complaint is not pay, but that they get no respect from their companies.

Good pay and getting drivers home a couple days a week cuts turnover.

MORE: http://www.bizjournals.com/industries/business_services/human_resources/2006/01/02/albany_story1.html?e1152&hbxe=e_vert

TRUCKING – DIESEL DOWN: The national average price for a gallon of diesel dropped 3.6 cents for the week ending Jan. 16, to \$2.449. That's \$0.50 higher than January 2005.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=51240>

>>>> SECURITY SECTION <<<<

SECURITY – SEAL TESTS SHOW IMPROVEMENT: Department of Homeland Security officials say the manufacturer of a security device for detecting door breaches on shipping containers has reduced the false positive alarm rate below the 1% threshold required by the US government for its "smart box" program... down to 0.3%... but other technical difficulties remain to be corrected. Problems with their internal clocks used to place a time and date stamp on each electronic status message transmitted by the device. The GE device magnetically attaches to the inside of the container and uses an electronic proximity sensor to detect and record when the door is opened. Fixed and handheld readers used at ports and other locations can pick up the short-range radio frequency signal with the identification number and status from the internal transmitter.

MORE: http://www.americanshipper.com/SNW_story.asp?news=27168

>>> AIR & OCEAN SECTION <<<

OCEAN - EUROPEAN DOCKWORKERS STRIKE

--- AT ISSUE IS PORT COMPETITION---

--- DOCKWORKERS VIOLENT ---

--- EU PARLIAMENT RUNS SCARED AGAIN ---

The European Parliament rejected for the second time a European Union plan to boost competition at ports, highlighting the political clout of dock workers and the EU's reluctance to

deregulate services.

The EU Parliament Wednesday vetoed the draft law aimed at opening the market for port services such as cargo handling and vessel towing. The rejection by a vote of 532 to 120, with 25 abstentions, followed Europe-wide strikes by dock workers who said deregulation would jeopardize their jobs.

Dock workers would have seen "their wages and working conditions lowered and their job security under threat," said Sajjad Karim, a UK member of the Strasbourg, France-based EU assembly. He called the plan "fundamentally flawed."

EU lawmakers are fighting a European Commission push to open services markets to competition, saying this would cause influxes of cheap labor, displace local workers and reduce safety. The commission, the 25-nation EU's executive arm, says deregulation would bolster European economic growth that has trailed the US pace most of the past decade and lower 8.5% unemployment.

MORE: http://www.financialexpress.com/fe_full_story.php?content_id=114956

OCEAN - DOCK STRIKES IN EUROPE LAST WEEK

Europe's biggest ports were disrupted by hundreds of striking dock workers on Monday protesting against European Union plans to liberalize port industry services.

From Copenhagen to Lisbon and Antwerp to Piraeus, tens of thousands of dockers walked off the job to protest against the proposal to free up port services, a move they fear could cost their jobs.

Some 6,200 dockers demonstrated outside the EU parliament in Strasbourg, in eastern France

Some 600 dockers joined a four-hour strike at the port of Rotterdam, Europe's busiest, affecting work at several container, bulk and ferry terminals.

The port of Antwerp in neighboring Belgium, Europe's second biggest by volume, was at a standstill.

Dock workers across the EU are protesting against a bill aimed at opening up port services across the 25-nation bloc to greater competition.

The EU's Port Package II program proposes to end monopolies on cargo handling by terminal companies and to permit shipping firms to appoint independent contractors to load and unload vessels.

MORE: <http://today.reuters.com/business/newsarticle.aspx?type=tnBusinessNews&storyID=nL16781257&imageid=&cap=>

MORE: http://www.channelnewsasia.com/stories/afp_world_business/view/188535/1/.html

MORE: http://www.americanshipper.com/SNW_story.asp?news=26919

STRIKE – MOSTLY BELGIAN AND DUTCH ARRESTED:

MORE: http://www.expatica.com/source/site_article.asp?subchannel_id=48&story_id=26854&name=Belgian%2C+Dutch+dockers+arrested+in+riots

STRIKING EU DOCKERS ATTACK BUILDINGS:

MORE: <http://www.washingtonpost.com/wp-dyn/content/article/2006/01/16/AR2006011600402.html>

OCEAN - CHINA HAS LARGEST PORT CAPACITY: Waterway transport will top the Chinese government's agenda during the "Eleventh Five-Year" period, and the handling capacity of the coastal ports will be increased by some 80%.

MORE: http://english.people.com.cn/200601/16/eng20060116_235855.html

OCEAN – SNG PASSES HKG: Hong Kong's 2005 traffic of cargo boxes grew at the slowest pace in four years, surpassed by Singapore as the world's busiest container port, as manufacturers shipped more products through cheaper Chinese terminals.

MORE: <http://www.bloomberg.com/apps/news?pid=10000080&sid=aVBh1RWPO.bl&refer=asia>

OCEAN - TRANSPAC LINES AT 85% CAPACITY: Container lines say forward bookings suggest an earlier peak for spring shipments based on the timing of the Lunar New Year. The new year begins January 29th, 10 full days ahead of the 2005 holiday. Asian factories typically close for a week during the holiday.

MORE: <http://www.logisticstoday.com/displayStory.asp?sNO=7655&OASKEY=BreakingNews>

OCEAN – SO-CAL BOXES UP 8%: Container throughput at the US West Coast ports of Los Angeles and Long Beach increased 8% in 2005 to 14.19 million TEUs, thanks largely to double-digit growth at Long Beach.

MORE: http://www.americanshipper.com/SNW_story.asp?news=27162

OCEAN – OAKLAND BOXES UP: Oakland handled 2,272,525 loaded and empty TEUs, an increase of 11% from 2004.

MORE: <http://www.joc.com/20060120/sections/ocean/w39927.asp>

AIR – ALITALIA CANCELS 130 FLIGHTS: Troubled Alitalia canceled at least 130 flights Saturday because of work stoppages by pilots and cabin crew.

MORE: http://www.theaustralian.news.com.au/common/story_page/0,5744,17895412%255E1702,00.html

AIR – NWA SEEKS RELIEF

Northwest Airlines asked the bankruptcy court overseeing its Chapter 11 reorganization to permit it to reject the collective bargaining agreements covering its pilot and flight attendant workforces and allow it to make changes to retiree medical benefits.

NWA says it has lost \$3.8-Billion since 2001 and has only \$1.24 Billion in cash left. It told the court that "in the absence of some level of additional labor cost relief, [its] liquidity will continue to decline though 2006 and by [year end] will be at dangerously low levels," raising "a real and genuine prospect of radical changes" to its operations including asset sales, "substantial downsizing, massive layoffs or liquidation."

MORE: <http://www.atwonline.com/news/story.html?storyID=3734>

AIR - UNITED NEAR BANKRUPTCY EXIT:

MORE: <http://www.msnbc.msn.com/id/10912297/>

AIR – HKG NUMBERS UP: Passenger traffic through Hong Kong Airport jumped 9.7% in 2005 and continued growth in exports and trans-shipment of air cargo drove up freight throughput, the territory's Airport Authority said. Strong demand for air cargo services drove cargo throughput up 9.9% to about 3.4 million tonnes in 2005.

MORE: <http://news.airwise.com/story/view/1137413106.html>

AIR – LH-CARGO DOWN: Lufthansa Cargo transported 145,000 tons of freight and mail in December, down 4.3% compared to the same month last year. For the full year cargo was down 1%.

MORE: http://www.americanshipper.com/SNW_story.asp?news=26926

AIR – DRAGONAIR CARGO UP: Hong Kong-based Dragonair transported a record 385,338 tons of freight in 2005, up 12.5% from 2004.

MORE: http://www.americanshipper.com/SNW_story.asp?news=27082

TRADE – TNT STILL IN PLAY: German investor Cornelius Geber says he is still interested in buying Dutch logistics provider TNT NV. Britain's The Business newspaper reports Geber would prefer a friendly takeover but is prepared to launch hostile bid for TNT.

MORE: <http://www.joc.com/lede/20060118/sections/ecom/w26346.asp>

TRADE – SOME DEMURRAGE CHARGES BANNED: Marine terminal operators in California can no longer charge truckers for the late return of equipment if the motor carriers are unable to bring back the containers and chassis due to circumstances beyond their control. Terminal operators cannot lock truckers out of their facilities while they are disputing such detention or demurrage charges they feel are unfair.

MORE: <http://www.joc.com/20060120/sections/logis/w1588.asp>

> > > > > **JUST FOR FUN** <<<<<<

(These are shared by readers – Please share yours. Thanks. Mike)

HOLD ON – INSPIRATIONAL:

CLICK: <http://www.inspiringhots.net/movie/hold-on.php>

THANK YOU FOR CALLING XYZ LOGISTICS GROUP.

Please listen carefully as our menu options have changed.

If you MUST submit a proposal to your client within 20 minutes and have neglected to obtain a transportation rate, even though this has been on your desk for six months, **please press one**

If your shipment required an inside, two man delivery to the eighth floor of an office building which had no freight elevator, and you do not understand why you were billed extra for this service, **please press two.**

If you would like us to contact US Customs on your behalf and tell them they do not have the right to impede your business by examining your freight, **please press three.**

If you work at Dunkin Donuts and would like to explore the possibility of importing something from China that you can in turn sell on eBay, **please press four**. Please note before pressing "four.":

If you require a quotation, please have your pieces, weight, dimensions, commodity, origin and destination available before speaking with a representative. Please be more specific than "Europe" or "Asia" when referring to origins and destinations. Please note that a "bunch" of "parts" does not constitute quantities and commodities.

If you are exporting more than half a million dollars worth of merchandise to your client in Germany, and have never heard of a "commercial invoice" **please press five.**

If you have been advised by our export personnel that your shipment of hand grenades is not only hazardous material, but also requires an export license, and you would like to speak to a manager about the fact that in ten years of shipping hand grenades (otherwise known as a "bunch" of "parts") you've never had to have that before, **please press six.**

To question the legitimacy of "dimensional weight," **please press seven.**

If you would like to know the Customs regulations for every port in the world, **please press eight.**

If you can tell us absolutely nothing about your commodity and would like us to properly classify it for each branch of government and insurance because 'that's what you hired US for,' **please press nine.**

If you've hired your South American customer's cousin in Miami to ship your goods, and would like us to call him and offer free advise on how to do this, **please press ten.**

If your letter of credit expires at noon tomorrow and you're still waiting for some of the product to arrive at your office, **please press eleven.**

To claim that another forwarder can ship your product for half what we quoted and try to get us to lower our price because you really want to use us, **please press twelve.**

If you wish to scream and curse at our personnel because a carrier bumped your freight, please **press thirteen** to curse at import personnel, or **fourteen** to curse at export personnel.

If you ship 50 to 75 kilos of freight with us per year and you'd like us to DROP EVERYTHING to give your shipment top priority, **please press fifteen.**

If you told us your shipment weighs 150 lbs. and would like to dispute the reweigh of your 12 pallets of hammers, **please press sixteen.**

If your shipment was damaged and you refused insurance prior to departure, signed a document confirming you refused insurance despite our explaining what failure to insure would mean... **please press seventeen** to declare that you're going to sue us.

If Customs has had your shipment on hold for two weeks and you'd like to go "talk some sense into them," **please press eighteen** for directions to their facility.

If you're a truck driver seeking directions to our facility, and you have already called three times for directions, hang up and go buy a map!

If you're just in a foul mood and need to yell at SOMEBODY, please press zero for the receptionist, and explain to her that our announcement says you need to go to Helen... Ms. Waite will be glad to listen to you.

Thank you again for calling XYZ Logistics Group, and have a pleasant day.

If you have curious, interesting, funny or thoughtful items to share in "Just For Fun", Email them to mike.miller@allcovered.net . Thanks.

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American Shipper = www.americanshipper.com	The Trucker = http://www.thetrucker.com
Business Times of Asia = http://business-times.asia1.com.sg/	eTrucker = http://www.etrucker.com
Journal of Commerce = http://www.joc.com	Traffic World = http://www.trafficworld.com

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