

Referral Program Mechanics for Trans Auriga

Jeff Tan

COO and Co-Founder, Expedock

Hey Tobias!

As one of our top partners, we would love to offer you a **discount** on your **FTE billing charges**. All you have to do is simply refer us to other freight forwarders in your network who we can help as well! It's super easy and should take **less than 5 minutes** to do!

How it Works:

- Refer a qualified lead = **10% off 1 FTE** for the month.
- If they convert = **50% off 1 FTE** for a month.

To make things easier, I laid out a couple of ideas that you can do in **less than 5-minutes** to achieve this.

List Down the Contacts of 5 Freight Forwarders who could Benefit from Expedock's eBPO

Just think of anyone from your network who is:

- a **decision maker** at a Freight Forwarder
- from either **Western EU, North America**, or **Australia/New Zealand**
- **scaling freight operations** and **taking on new projects**
- **dealing with manual work**, processes, or maybe **high operational expenses**

All we need from you is a list with their **Name, Email, Company Name**, and if possible, **Context**. You can **send it to me any time through email** and we'll take care of the rest.

Put in a good word for us of course to help us convert and so **you can get that 50% off** 😊

I also included a sample template in the **next page**, so you don't have to worry about formatting, but feel free to use any!

Post about Expedock on LinkedIn or your Freight Forwarding groups

Another thing you can do is make a post on LinkedIn or groups that you're in, sharing **how Expedock has helped you guys out** in terms of handling AMS and ISF Filing.

You can find an example of this post in the **next page**. Of course, feel free to change it any way you'd like!

Ideally, it can be **posted by someone from Trans Auriga** who has a pretty big following or network and all you'll have to do is **give us the contacts of anyone interested**. Or, if they **reach out to us directly** and say it was a **referral from your post**, then that works too!

Plus, you'll be recognized as a **thought leader** by **offering innovative solutions** and **helping others improve operations** as well!

If you have any questions or clarifications, feel free to reach out to me through my email, **jeff@expedock.com**, or you schedule a call with me as well!

Sample Contacts List:

- **Name:** Michael Jamison
- **Company Name:** Albert Forwarding
- **Email:** michael.jamison@albertff.co
- **Context:** He’s struggling right now with AP Invoices in his Descartes TMS

- **Name:** Albert Juanito
- **Company Name:** Juanito Shipments
- **Email:** albert.juanito@jtoshpmnts.com
- **Context:** He needs help with container tracking in TMS

- **Name:** Daniel Ricciardo
- **Company Name:** Ricciardockers
- **Email:** daniel@ricciardockers.com
- **Context:** He just signed a huge project and needs help taking on shipment work

Sample LinkedIn Post:

After working at Trans Auriga for years, here are some key pain points I’ve seen firsthand that you need to look out for when scaling freight operations:

1. Rising Labor Costs:

Manual processes like invoice handling can quickly eat into profits as labor costs rise. Streamlining these tasks is essential.

2. Workflow Bottlenecks:

Automation helps, but without real freight expertise, bottlenecks can still slow things down and hurt efficiency. Not to mention, pure software can't handle a lot of complex workflows we as freight forwarders take on.

3. Overworked Teams:

Teams stuck with repetitive tasks can’t focus on strategic growth, limiting your business’s potential.

There are a bunch of solutions out there, but for Trans Auriga, it was Expedock's eBPO.

Their AI and freight experts helped us improve profit margins and operational efficiency, while freeing up our team to focus on growth. If you’re seeing similar challenges, I think it’s definitely worth exploring solutions like this.



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