

ADVANCED FREIGHT PRICING COURSE INFO SHEET



**Member
Benefit
Course**

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**AI Coach
Support**



Course Overview



Pricing strategy doesn't stop once you understand the fundamentals—it evolves through testing, optimization, and disciplined decision-making. Advanced Freight Pricing is designed for brokerage professionals who want to actively improve pricing performance using data, experimentation, and modern pricing techniques.

This course moves beyond static pricing models and gut instinct. Learners explore how to uncover real opportunities for pricing optimization across customers, carriers, and market conditions—and how to test those opportunities without introducing unnecessary risk. Through applied frameworks and real-world scenarios, participants learn to implement and analyze pricing changes, navigate complex negotiations, and select pricing strategies based on service levels, volatility, and customer behavior.

What You'll Learn

After completing this course, you will be able to:

- Identify opportunities for pricing optimization by analyzing revenue, margin, customer behavior, carrier spend, market data, and feedback
- Design and execute structured pricing experiments, including building test plans, implementing changes, measuring impact, and deciding next steps
- Apply negotiation strategies such as market-based benchmarking, volume commitments, data-driven negotiations, service-level pricing, dynamic pricing, and multi-tier pricing
- Compare and implement advanced pricing strategies including value-based pricing, dynamic pricing, and floating-rate methodologies
- Use benchmarks and indexes to support floating-rate models that reduce hedging and stabilize margins
- Apply real-world pricing frameworks through scenario-based case studies focused on retention, market share, and profitability
- Leverage system integrations and APIs to improve data flow, speed, and pricing responsiveness

- Understand how price prediction algorithms (machine learning, statistical modeling, and time-series forecasting) support forward-looking pricing decisions
- Monitor market trends and competitive positioning using modern market intelligence tools
- Apply continuous optimization practices to pricing strategy through ongoing testing, analysis, and refinement

Competencies You'll Build

This course supports the development of core professional competencies, including:

- **Advanced Pricing Strategy & Optimization**
- **Data-Informed Decision-Making**
- **Market Analysis & Competitive Intelligence**
- **Negotiation & Value Communication**
- **Margin Protection & Revenue Management**
- **Technology-Enabled Pricing**
- **Continuous Improvement & Experimentation**

How the Course Works

Course Type:	TIA Member Benefit / On-Demand
Length of Access:	60 days of access from enrollment
Cost:	Complimentary to TIA Members
Final Exam:	Yes
Certificate:	Certificate of Completion issued

Who Should Take This Course?

- Freight brokers responsible for spot and contract pricing performance
- Sales and operations professionals influencing pricing decisions
- Brokerage leaders managing margin, retention, and growth strategies
- Teams implementing dynamic or value-based pricing models
- Anyone seeking to move beyond basic pricing into disciplined optimization

This course is ideal for professionals ready to evolve from foundational pricing concepts to advanced, data-driven pricing execution.

Why It Matters

Markets change quickly—and static pricing models fall behind just as fast. Without disciplined testing, negotiation strategy, and optimization, brokerages risk margin erosion, customer churn, and missed opportunities.

Advanced Freight Pricing equips learners with practical frameworks to experiment safely, negotiate intelligently, and continuously refine pricing strategies. Participants learn how to use data, integrations, and predictive tools to stay aligned with market conditions while protecting profitability.

By completing this course, brokers gain the skills to transform pricing from a reactive activity into a strategic advantage—improving margins, strengthening customer relationships, and building resilient pricing systems for long-term success.