

FREIGHT PRICING ESSENTIALS COURSE INFO SHEET



**Member
Benefit Course**

Ready to Get Started?
[Click Here to Register](#)

**AI
Coach
Support**



Course Overview



Pricing is one of the most powerful—and most misunderstood—levers in freight brokerage. Freight Pricing Essentials is designed for professionals who want to understand what really drives pricing decisions in logistics and how to turn that understanding into a repeatable, defensible strategy.

This course moves learners beyond intuition and “gut feel” pricing. Participants explore the forces shaping today's freight markets—including transportation costs, supply and demand, competition, customer expectations, and the growing influence of technology and real-time data. From there, they learn how to define pricing objectives, select appropriate pricing models, analyze competitors, measure performance, and continuously optimize margins—even in volatile market conditions.

What You'll Learn

After completing this course, you will be able to:

- Explain the key drivers of freight pricing, including transportation costs, supply and demand, competition, customer expectations, technology, and external market forces
- Identify target markets and customer segments to focus resources and tailor pricing strategies
- Define clear pricing objectives such as profitability, market share, customer loyalty, and reputation
- Analyze competitors using lawful market intelligence, rate indexes, customer feedback, and industry data
- Compare and apply common pricing models, including cost-plus, value-based, and dynamic pricing
- Build a structured pricing strategy aligned with your brokerage's goals and market position
- Track and interpret performance metrics such as revenue per shipment, gross margin per shipment, customer acquisition cost, customer retention rate, and price elasticity
- Identify hidden costs that quietly erode profitability and learn how to surface high-touch or low-margin freight

- Set up pricing dashboards and monitoring systems using TMS data and reporting tools
- Analyze pricing data to identify trends, segment performance, and opportunities for continuous improvement

Competencies You'll Build

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

- **Pricing Strategy & Financial Acumen**
- **Data-Informed Decision-Making**
- **Market Analysis & Competitive Awareness**
- **Operational Readiness & Margin Protection**
- **Customer Segmentation & Retention Strategy**
- **Continuous Improvement & Performance Measurement**

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
- Operations and sales professionals influencing rate decisions
- Brokerage leaders shaping pricing strategy and margin targets
- Teams seeking to replace intuition-based pricing with disciplined, data-driven approaches
- Anyone looking to stay competitive as technology reshapes freight markets

This course is ideal for professionals who want to increase margins, remain relevant in a rapidly changing industry, and make smarter pricing decisions backed by data—not guesswork.

Why It Matters

In freight brokerage, pricing determines profitability, customer satisfaction, and long-term reputation. Prices set too low undermine margins and capacity access. Prices set too high drive customers elsewhere. Without clear strategy and measurement, brokerages drift—reacting to markets instead of shaping outcomes.

Freight Pricing Essentials gives learners a practical framework for understanding how prices are formed, how customers respond, and how internal decisions impact results. Participants learn to segment markets, select appropriate pricing models, measure what matters, and continuously refine their approach as conditions change.

By completing this course, brokers gain the clarity and discipline needed to protect margins, strengthen customer relationships, and build sustainable pricing strategies—turning pricing from a daily scramble into a strategic advantage.