

TECHNOLOGY BASICS FOR FREIGHT BROKERS COURSE INFO SHEET



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Benefit Course**

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**AI Coach
Support**



Course Overview

Technology is woven into nearly every part of modern freight brokerage—from quoting and carrier sourcing to tracking, billing, and reporting. Yet for many brokers, technology feels confusing, overwhelming, or disconnected from day-to-day work.



Technology 101 for Freight Brokers is designed to change that.

Rather than teaching software configuration or turning brokers into technical experts, this course focuses on how technology actually supports brokerage operations, where it adds value, and how it directly impacts speed, accuracy, risk, and profitability. Learners gain a practical understanding of core brokerage systems, how those systems work together as an ecosystem, and how technology decisions shape real operational outcomes.

What You'll Learn

After completing this course, you will be able to:

- Understand core brokerage technology concepts, including TMS platforms, load boards, APIs, EDI, digital documents, and SaaS systems
- Explain how brokerage technologies function as a connected ecosystem rather than isolated tools
- Identify how technology impacts speed, accuracy, risk management, and margin protection across the load lifecycle
- Apply technology intentionally at each stage of the brokerage workflow—from quote and order setup through delivery, documentation, and billing
- Recognize where most operational problems begin (and how technology can prevent them during order setup)
- Use technology to support carrier sourcing, vetting, tendering, tracking, and visibility
- Leverage digital documentation and automated billing to improve cash flow and reduce disputes

- Interpret reporting and performance data to identify trends, reduce friction, and drive continuous improvement
- Understand broker responsibility in technology adoption, usage, and outcomes
- Apply a practical framework to evaluate technology decisions based on real operational needs —not features or vendor promises

Competencies You'll Build

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

- **Operational Readiness & Risk Awareness**
- **Technology Literacy for Brokerage Operations**
- **Decision-Making Under Constraints**
- **Process Discipline & Documentation Accuracy**
- **Carrier Sourcing & Visibility Management**
- **Margin Protection & Financial Awareness**
- **Continuous Improvement & Data-Informed Thinking**

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 seeking stronger operational fluency with technology
- Operations teams responsible for quoting, execution, billing, and reporting
- Sales professionals wanting to better understand how systems support customer experience
- Brokerage leaders evaluating technology investments and process alignment
- Anyone responsible for improving efficiency, reducing errors, and protecting margins

This course is ideal for professionals who want to move beyond surface-level software usage and develop a practical understanding of how technology supports real brokerage work.

Why It Matters

Technology doesn't improve a brokerage simply because it exists—it improves outcomes when it's understood, adopted, and applied consistently.

Misaligned systems, poor adoption, and unclear workflows quietly erode margins, slow billing, increase risk, and frustrate customers. Technology 101 for Freight Brokers provides a clear framework for understanding how tools support daily operations, how small data issues compound into major problems, and how brokers play a direct role in technology success.

By completing this course, learners gain the clarity to evaluate tools wisely, reduce operational friction, prevent small errors from becoming expensive ones, and turn technology into a strategic asset—supporting stronger service, healthier margins, and more scalable brokerage operations.