

# How to become a Shipper of Choice: Rate Structure

Receiving as many good quality rates as possible is one of the most important outcomes of a tender. But how do you achieve this?

1 

## Keep it **simple**...

...so that the carriers don't feel overwhelmed. Use **simple sentences** and avoid unnecessary details.

2 

## Use an **efficient** rate structure...

...in order to **gain more offers**, optimise the network performance and **reduce costs**.

4 

## **Optimise** your tender strategy...

...with the **support of our experts** who stay on top of best practices in the market.

3 

## Allow more **flexibility** in your bidding process...

...by allowing **alternative routing**, as this enables carriers to offer the best price and quality options to their customers.

Ready to see how our procurement advisory team can help you optimise your tendering strategy?

Contact us