

**If you don't have major
rail negotiations every day,
you need to benefit from
someone who does**



Your Railroads are Always Negotiating Rates

Even the Playing Field

**Increase Your Leverage with Escalation Consultants'
In-House Strategic Planning Session**

Escalation Consultants rail practice is focused on reducing shippers rail expenses by increasing their leverage in rail negotiations. Our databases and services are used extensively by large and small rail shippers throughout the United States to support their rail negotiations. We assist and participate in many rail negotiations and have become a sounding board for what is working and not working in rail negotiations for a very large number of companies. Our Strategic Planning Sessions allows you to benefit from this experience through a process that is designed to reduce your rail expenses.

In-House Rail Strategic Planning Meeting

(Increase Your Leverage to Reduce Rates in Rail Negotiations)

Some of the largest rail shippers in the U.S. have utilized Escalation Consultants' In-house Strategic Planning meetings to better control rail expenses. The purpose of our strategic planning sessions is to determine your best options for obtaining a more competitive rate structure for your rail movements. The program will expand your thinking on ways to interact and negotiate with railroads in order to increase your leverage to enable you to reduce the rates for your movements.

At the Strategic Planning Session Escalation Consultants will provide the following type of information to raise your learning curve on what is occurring in the market place that can impact your rail negotiations:

- Market intelligence on your railroads;
- Market intelligence on your commodities;
- Rates you compete against in the market place; and,
- Proper rates for major movements

To help ensure an effective rail negotiation strategy Escalation Consultants will also conduct a presentation that would include the following types of issues:

Things to consider in order to deal more effectively with railroads

- Being proactive and not reactive with railroads and rail rates
- Sources of leverage which have little to do with the competition or the parameters of your movements
- Making your movements more important to railroads

Developing your position for obtaining a more competitive rate structure

- Determining your importance to your railroads
- Using your competitors' rates and rate increases to help control your rates

Structuring rail negotiations to deal more effectively with large rate increases

Negotiation strategies that have and have not worked for other shippers

For this session you will provide Escalation Consultants with general details on your major movements and the specific problems you are encountering. The information we provide to you and the information you provide to Escalation Consultants will be used in a brainstorming session that is designed to enable you to make better educated decisions on the best way to move forward with putting downward pressure on rail expenses.