

## E – Blast

### Upcoming Articles

Over the weeks, I've written a series of articles on how to improve your sales and how to properly motivate and train sales people. Next week, I will conclude the final segment of this series;

I would, first of all, like to thank all of my readers for their very kind comments they've made over weeks, on the articles that have been written to date;

- I received a tremendous response.
- Many customers indicated that they sent out the articles to their sales people, and;
- They've used these articles as a way to restructure their sales department, which mine needs at the moment and that was the intent – to provide information that can assist in improving bottom line profitability.

I've also been asked why I provide this advice for a charge when I am in the consulting business and, as a consultant; my job is to generate fees. My response has been; for 80 years I've been honored to be in the transportation industry in one form or another. This afforded me the opportunity to raise children and put them through school and establish many relationships on a world wide basis.

My newsletter is a way to repay my obligation to an industry that's been very kind to me over the years. This year, in particular, I've been focusing on areas I know that can improve operations because of the conditions of the economy. This is the worst economy I've, personally, experienced in my 80 years in the industry. This is the worst economy the trucking industry has experienced since the Great Depression.

In some situations, I've had readers reach out to me when I was discussing the economy and stated that "we don't like to read doom and gloom". When we read your newsletters, we want them to be informative. If we want to get depressed, we will read the newspapers.

My comments to these readers were;

- You have to understand the economics of the industry, to survive.
- You have to understand the dynamics of the economy as it actually is.
- Not as how you perceive it to be, and;
- You need to plan your business model; the survival of any business is based upon adapting to economic conditions.

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Upcoming Articles



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**In closing, I will be doing a 0 – 12 part series on how to:**

- Reduce operating expenses.
- How to review employees and establish goals and objectives.
- How to develop a business plan.
- How to execute a business plan.
- How to determine a company's cost of purchased transportation.
- How to prepare a company for sale.
- If you're a family business, I'm going to "touch" on successor planning;
- If you're a large carrier and want to sell to private equity or a larger partner;
- If you're looking for an investor to take your company to the next level – it will all be discussed in there next series of articles.

**I am also doing an economic update, on a weekly basis on where I believe the economy is going and what effect it will have on our industry.** Again, these articles are based upon extensive research by my firm and it represents my opinions and my observations on how trucking company's can survive the very difficult time.

**As a transportation analyst, we all have our own opinions and we all know what they say about opinions.** At the same time, I believe that trucking companies can survive very difficult times if they're properly prepared. **If you fail to plan, you plan to fail.**

**Again, many thanks for your kind comments, they're greatly appreciated.** I feel very fortunate to be in an industry that I love.

**QUOTE OF THE WEEK: "Life is facing challenges, going through them, and getting to the other side."**