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Tips for creating a solid carrier communication strategy

Effective and open communication is essential for fostering strong relationships, ensuring smooth operations, and achieving mutual success.



Establish a clear timeline

for communication throughout the tender process.

Pre-tender

Initiate contact to establish a relationship

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During tender

Regular communication should continue during the tender

Post-tender

Good communication is crucial for finalizing contracts

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Use a mix of communication methods

like emails, phone calls, personal meetings, webinars, and question rounds to effectively engage with carriers.

Choose the methods that best suit the preferences of both parties.

Implement a communication matrix

Include all relevant contact information of each person involved

Clearly define the responsibilities of each contact person

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Define an escalation process

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Schedule regular reviews and frequent updates about the communication matrix

Identify key channels

and methods for
different types of
information sharing

Specify the targets and objectives of the

communication matrix

Ready to see what else our procurement advisory experts can do for you?

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