



# Frequently Asked Questions

## Service Providers

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## What is The Towing Network?

The Towing Network is a Network made up of quality Service Providers who want to work together to make a difference in the towing and breakdown space. The Network program was developed with both motor carrier representatives and a group of towing and recovery business owners who see value in doing something different in the marketplace. With everyone getting burned when American Towing Alliance (ATA) left the market and with motor clubs constantly competing on price alone, we wanted to do something different that promoted profitable growth, lower collections risk and improved relationships with our mutual clients.

The Towing Network is managed and operated by professionals. It is not operated or owned by towers nor is it operated or owned by motor carriers or other clients. The Towing Network understands that it represents the interest of both the Service Provider and the client and works to maintain great relationships with both entities. The Towing Network staff ensures client expectations are set, that Service Providers are treated fairly and are paid in accordance with established terms. The Towing Network staff also ensures that Service Providers perform quality services for the agreed upon pricing and works with the Service Provider on all dispatches to address's problems, changes to the dispatch by keeping the client informed so there are no surprises when the invoice is received.

The Network has two programs. The first is getting rates and services submitted for your company and handling calls they come into your area. The second program is a preferred Network program with a Protected Dispatch Area based on services you provide. In this program, 100% of the calls in your area (defined by zip codes) come to your organization. There is a cost per call for this program to defray the expense of handling calls when you cannot with other Service Providers who will then be unable to utilize this program.

## Does Signing Up with The Towing Network Cost me Anything?

Signing up with the Network does not cost you thing. We do not short pay invoices nor do we request you pay any monthly advertising fees. We are an organization made up of an promoted by our Service Providers. The only thing we ask is that when providing pricing you give us something that allows us to sell your company in a national marketplace. If you're interested in a Priority Dispatch Area and that area is available, there is a minor dispatch fee attached to each call. This supports initiatives like dispatching directly into your dispatching software, automating much of the invoicing process and ensuring pricing consistency when calls cannot be handled by your team.

## What is my Incentive to Join The Towing Network and Provide Preferred Rates?

Joining the Network is an extension of your marketing strategy. Imaging having access to a growing list of customers that does not require you to spend any time or money building. Let the Network do the work for you. Want to grow into a new market? Use the Network to help drive business opportunities to you in that market to make truck and driver placement profitable and successful. Tired of hearing the same old things about our industry? The Network prides itself on only partnering with the best so not all towing vendors will be invited. As a towing partner, your peers in the Network will be service minded and provide exceptional products for a fair price.

Imagine going to your existing local customers and offering to serve their needs nationally or regionally? You can also be a client of the Network and pass the calls to our trained dispatchers to handle when you don't have the equipment nor the expertise to handle the call. You know the pricing, you know the Service Provider we select will perform the job in the same quality manner as you and you have full visibility into the call so you can share all details with your customer in real time.

## **I Currently Work for Many of The Towing Network Customers...Why Would I Join and Get Paid Less Than I Make Now?**

This is a question best answered by your peers that use the network and have a history of working with clients prior to and post them using the Network. In many sales calls, The Towing Network sales team will usually bring a Service Provider with them to visit the customer. When asked this question at some of preliminary meetings with large fleets the unscripted response was...."Do we make less on your calls when you go through the Network, YES. However, historically we have only received a portion of your calls in our market based on your team's vendor preferences and them allowing the Police to use their rotation for many selections. Since being with the Network we now receive most if not all of your calls. In short...less per call...but more calls."

You know that from history that loyalty is only as good as your contact is not fired, promoted or quits. How many accounts have you lost, saw reduction in volume and you don't know why. Partnering with The Towing Network solves this problem and can in fact promote future growth with these types of changes.

## **Why Does The Towing Network Claim to NOT be a Motor Club?**

Motor clubs have a great product. They get their Service Providers to commit to a really low rate in return for high volume. However, when another Service Provider agrees to beat your price what happens...you're out or your business declines to some degree. Because of this Motor Clubs may not always use the best provider they use the cheapest provider. Additionally, these Motor Clubs pay you your low fee for service and then take the revenue difference between what they committed to their client and what they pay you. Since they cannot increase their clients costs...they grow by increasing the spread.

The Towing Network is price conscious because we want to provide exceptional value to our clients, however, we foster relationships versus reducing our Network quality by going with the lowest cost provider. We understand, you understand and our clients understand that the lowest cost provider is not usually the best provider and they end up costing more long term.

We know what is fair and we know what you need to run your business. If you cannot be profitable then why be in business. That being said we also understand cash rates from discounted rates. If we are going to be partners and focus on a long term relationship we expect preferential pricing. If we find that your pricing is not market competitive we will have that conversation with you directly. We won't

go find someone else to do it cheaper...that does not strengthen our relationship. If we cannot come to agreement then we can mutually agree on next steps.

## **I Don't Offer Heavy Duty Towing & Recovery. Can I Sign-up to Provide Other Services?**

The Towing Network offers a full breakdown service and we are looking for quality providers who can perform on road repairs, tire repairs, in shop repairs, fuel delivery, lockout support and more.

## **Can The Towing Network Assist me with Growing my Clients Locally?**

Some, if not all, of our accounts started with a conversation with a Service Provider about how we could help them grow in their market. If you have a customer that you would like to do more with, send it to [sales@thetowingnetwork.com](mailto:sales@thetowingnetwork.com). We will follow up with that customer and see about getting them on board. Additionally, if you have customers that could really benefit from our services let them know about us. You may not pick up any additional calls from that customer but others in the Network will. As other Service Providers start doing the same, we all grow together.

## **Does The Towing Network Offer a Protected Dispatch Area?**

Protected Area Dispatch is a special service offering to a select few Service Providers. To be qualified you would first sign up on the web, submit your services and pricing for those services. If interested in a Protected Area, send an email to [vendors@thetowingnetwork.com](mailto:vendors@thetowingnetwork.com) to submit your interest as well as a little bit about your company. If there is not area available you will be added as a backup so that as territory is available, your company is flagged as the new owner "pending approval"

The approval process is simple. Your company name is submitted to a group of your peers to determine your reputation in the industry. Based on their comments and on the services you offer, pricing submitted and approval/reject will be provided. If approved, your area will be flagged and an calls that originate or is listed as the destination will automatically be offered to you first with certain exceptions.

These exceptions include: Police dispatches, Unsafe conditions at the breakdown location (if were pulling you from the destination location versus the breakdown location), when there are two protected vendors at each end of the call...the breakdown Service Provider will be selected as primary.