

The Other Side of the Table Already Knows What You Do Not

An Introduction to The Supported Shipper | Part One

Vizzini thought he had it figured out. He sat across the table, reasoned through every possibility, accounted for every variable, and declared himself the winner. He was completely wrong. Not because he was stupid. Because he did not know what he did not know — and the man across the table did.

That scene plays out in freight every day. A broker sits across the table. They have already run the numbers. They know the market, they know the margin, and they know what a shipper is likely to accept. That is where many shippers get placed in the Vizzini position: trying to make an expensive decision without knowing what the other side already knows.

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What the Other Side Already Knows

Your broker knows what the market is paying right now for your lane. They know what they paid the carrier. They know how much margin they built in, how much room they had to move, and whether your pushback changed the conversation. They have systems, data, and years of repetition telling them what a shipper like you may accept.

Your carrier knows what it costs to run your freight. They know which lanes they want and which ones they are taking because they need the miles. They know when they are getting a good rate and when they are not. They make that calculation on every load.

You are often making freight decisions with only the information someone else chooses to share.

This Is Not a New Problem. But It Is Getting Worse.

The freight market has always been asymmetric. Brokers and carriers often have more information than shippers. That asymmetry is, in part, how the industry makes money.

What is new is the speed at which that gap is widening.

AI tools are now being used across freight brokerage and carrier operations for dynamic pricing, lane analysis, capacity forecasting, load optimization, and workflow automation. The brokers with the biggest data sets are getting smarter faster. Vendors are making similar promises. Shippers are being asked to evaluate tools they may not fully understand, built on data they may not have cleaned, to solve problems they may not have clearly defined.

Most shippers are not keeping pace. Not because they are unsophisticated. Because the people selling them AI-enabled freight solutions often have a financial interest in the answer, and too few shippers have an independent way to test the claim.

That is not just an AI problem. It is a judgment problem. And judgment is not something a dashboard sells you.

That Stops Now.

The Supported Shipper is a shipper-side freight intelligence system built for small and mid-sized companies that want clearer freight decisions, stronger vendor accountability, and lower avoidable freight cost.

The core offer is the Freight Decision Review: a structured review of freight spend, lane pricing, broker and 3PL performance, carrier mix, invoice and accessorial leakage, routing discipline, and AI freight readiness.

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Why This Is Different

I have been a top-performing broker on the other side of the quote. I know how that conversation works. I know what gets left unsaid, what gets buried in an invoice, and where shippers often lose money they never knew they were spending.

I do not sell trucks, brokerage, software, or managed transportation through The Supported Shipper. The work is built around shipper-side clarity: helping shippers understand pricing, performance, invoices, vendor claims, and AI-assisted freight decisions before they accept the answer.

Brokers know the market. Carriers know their costs. Shippers deserve enough clarity to make freight decisions with confidence.

That is why this exists. That is where we start.

ABOUT THE SUPPORTED SHIPPER

The Supported Shipper is a freight intelligence system for small and mid-sized shippers that want clearer freight decisions, stronger vendor accountability, and lower avoidable freight cost.

Founded by Joseph Garcia — a former top-performing freight broker at RXO, ranked top 5 at branch level and top 25 companywide, with 23 years of legal affairs and business development experience — The Supported Shipper gives shippers a practical inside view of freight pricing, broker communication, accessorial exposure, invoice leakage, and AI-era freight decision-making.

Services include Freight Decision Reviews, AI Freight Readiness Reviews, invoice and accessorial leakage analysis, broker communication review, and B2B freight content grounded in real industry experience.

See freight clearly. Decide with confidence. Control costs.

thesupportedshipper.com

Joseph Garcia is the founder of The Supported Shipper. Thirty years of combined experience across legal affairs, business development, and freight brokerage.

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