

Blake Sloggy: Trust in Logistics Is Built One Consistent Action at a Time

Blake Sloggy, Senior Logistics Account Executive in Chattanooga, Tennessee, explains why reliability beats perfection in freight brokerage.



Chattanooga, Tennessee Aug 6, 2026 ([Issuewire.com](https://www.issuewire.com)) - A shipment was delayed. The carrier had mechanical trouble two states away, and the customer needed the freight by morning. The Account Executive had two choices: stay quiet and hope the problem resolved itself, or call immediately with what he knew. He called. The update took 90 seconds. The customer rearranged their receiving schedule, the load arrived six hours late instead of missing the window entirely, and the relationship held. That moment taught him what textbooks never could. Trust is not built on perfect outcomes. It is built on what you do when things go wrong.

The Real Currency in Freight Is Reliability

Blake Sloggy transitioned from finance to logistics in 2021 without deep industry knowledge. What he brought instead was a willingness to work and learn. Starting as a Logistics Account Executive in Nashville, he built a book of business from scratch. Within 18 months, he was promoted to Senior Logistics Account Executive. In 2023, he was selected as a founding member of a new Chattanooga office, where he provides coaching and maintains a high-level client portfolio.

"I didn't know much about logistics when I started, but I knew I was willing to work and learn," Sloggy says. His early years in Wisconsin, playing soccer and tennis and participating in outdoor activities, instilled discipline. "Growing up, I was always doing something competitive or outdoors. It taught me discipline early." That foundation carried him through the steep learning curve of freight brokerage.

"The pace was the biggest adjustment. Everything moves fast, and you have to keep up," he explains. The freight industry does not wait for hesitation. Decisions must be made with incomplete information. Loads must move. Customers need answers.

Why Customers Care More About Communication Than Perfection

Sloggy learned quickly that the freight business runs on relationships, not transactions. "It's a relationship business. If people trust you, they will keep working with you," he says. But trust does not come from flawless execution. It comes from transparency.

"Customers don't expect perfection. They expect to be kept in the loop. Even a quick update can make a big difference," Sloggy notes. In his experience, a proactive phone call about a delay can preserve a partnership that silence would destroy. "Logistics moves fast, and things go wrong sometimes. What matters is how you communicate and how you respond. That's what people remember."

This principle extends beyond crisis management. Consistency in small actions builds the foundation for long-term partnerships. "Anyone can do a good job once. But being consistent every day is what really builds trust," he says. "You see all kinds of situations. It teaches you how important consistency is, both in work and in life."

The Framework: Building Trust Through Daily Execution

Sloggy's approach to client relationships can be broken into five phases that anyone in a service-driven industry can follow.

Phase 1: Start with what you can control. Do not wait to have all the answers. Focus on executing the basics well. "I didn't have everything figured out early on. I just focused on getting better at what was in front of me," Sloggy says. Master the fundamentals before attempting advanced strategies.

Phase 2: Communicate proactively, especially when problems arise. Customers value transparency over perfection. When delays or issues occur, reach out immediately with what you know. "Even a quick update can make a big difference." Do not let silence create doubt.

Phase 3: Make decisions with the information you have. Fast-paced industries do not afford the luxury of perfect data. "You can't wait for things to be perfect. You have to make decisions with what you have," Sloggy explains. Bias toward action, not analysis paralysis.

Phase 4: Show up consistently. One-time heroics do not build lasting relationships. "Anyone can do a good job once. But being consistent every day is what really builds trust." Reliability over time is the true differentiator.

Phase 5: Simplify your approach. Complexity creates friction. "You don't have to overcomplicate it. Do the small things right, every time," Sloggy says. "I stopped focusing on knowing everything and started focusing on doing the basics well. That's what actually moves things forward."

Quick Wins: Apply These Today

Start with these immediate actions to strengthen client trust:

- Send a proactive update before a customer asks for one, even if the news is neutral.
- Identify one recurring task you can standardize to improve consistency.
- Set a reminder to follow up on every commitment you make within 24 hours.
- Replace one detailed explanation with a simple, direct answer.
- Call instead of emailing when a problem surfaces.

Red Flags: When Trust Is at Risk

Watch for these warning signs that relationships are weakening:

- You avoid difficult conversations and hope problems resolve themselves.
- Customers repeatedly ask for updates you should have provided proactively.
- You focus on explaining why things went wrong instead of what you are doing next.
- You wait for perfect information before making time-sensitive decisions.
- You deliver exceptional service sporadically but lack day-to-day consistency.

Apply the Framework This Week

Sloggy's career shows that reliability is not about never making mistakes. It is about how you respond when challenges arise. "In sports, you don't get better unless you put in the time. That mindset stuck with me," he says. The same principle applies in logistics, finance, sales, or any relationship-driven field.

"Fast-paced industries don't give you much time to figure things out. You learn quickly that what matters most is how you perform in real situations," Sloggy observes. "When things change, you can't freeze or wait for perfect information. You have to adjust and keep things moving."

This week, identify one client relationship where trust could be stronger. Apply the five-phase framework. Communicate more proactively. Simplify your approach. Show up consistently. Measure the results not by perfect outcomes, but by whether your clients feel informed, valued, and confident in your ability to handle whatever comes next.

About Blake Sloggy

[Blake Sloggy](#) is a Senior Logistics Account Executive in Chattanooga, Tennessee. He began his logistics career in 2021 in Nashville and was promoted to Senior Logistics Account Executive in 2022. In 2023, he was selected as a founding member of a new Chattanooga office, where he provides coaching and maintains a high-level book of business. Sloggy earned a Bachelor's Degree in Finance from the University of Wisconsin-Oshkosh and previously worked in finance and banking. He is involved with the Okauchee Lions Club and Run With The Cops, supporting Special Olympics Wisconsin.

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