

Shipper Prospecting Scripts by Industry

1. Food & Beverage / Reefer Industry

Ideal Freight: Produce, dairy, frozen goods, grocery

Cold Call Script:

“Hi [Customer’s Name], this is [Your Name] from [Your Brokerage]. We specialize in managing temperature-controlled freight like yours, ensuring on-time deliveries while protecting your product integrity. I wanted to see if you’re currently working with a broker or if you’re open to exploring ways to improve reliability and reduce claims on your shipments?”

Objection Handling:

- **“We already have a broker.”** → “I completely understand. Many of our clients tried multiple brokers before seeing consistent performance. I’d love to offer a no-risk test shipment so you can compare service and rates firsthand.”
- **“We manage in-house.”** → “Totally. Our goal is to supplement your capacity during peak seasons or unexpected delays — no disruption to your current operations.”

Close / Next Step:

“Would it make sense to schedule a 15-minute call this week to review a few of your key lanes and see if we can improve efficiency or reduce costs?”

2. Manufacturing / Industrial (Flatbed)

Ideal Freight: Steel, machinery, construction materials

Cold Call Script:

“Hi [Customer’s Name], [Your Name] here from [Your Brokerage Name]. We specialize in moving heavy industrial and construction materials safely and on time with our vetted flatbed carriers. I wanted to see if you’re open to exploring how we can help with reliable capacity for your outbound shipments?”

Objection Handling:

- **“We have regular carriers.”** → “That’s great. Our focus is ensuring you never have a missed shipment due to capacity issues. Many clients use us as a backup or overflow partner — at no risk to your current process.”
- **“Rates are too high.”** → “Understood. Our carriers are fully vetted and insured, which reduces risk and avoids hidden fees — saving you money on claims or delays.”

Close / Next Step:

“Can we schedule a quick lane review? I can show you a few options that improve delivery consistency without adding complexity.”

3. E-Commerce / Retail (Dry Van)

Ideal Freight: Pallets, retail goods, packaged products

Cold Call Script:

“Hi [Customer’s Name], this is [Your Name] with [Your Company Name]. We help e-commerce and retail companies streamline outbound shipments with dry vans across the U.S., improving delivery speed while keeping costs predictable. Are you exploring ways to optimize your freight operations?”

Objection Handling:

- **“We already have multiple brokers.”** → “I understand. Many clients found that consolidating or using an additional broker for certain lanes reduces headaches and improves reliability. I can show you where we’ve created extra capacity and faster reload times.”
- **“We’re happy with our current service.”** → “That’s great. Even if it’s just a test lane, we can provide a benchmark to see if you’re getting maximum efficiency.”

Close / Next Step:

“Would you be open to a 15-minute call next week to review a few of your high-volume lanes and discuss potential improvements?”

4. Furniture / Appliances / Big Box Retail (Dry Van)

Ideal Freight: LTL or full truckload for bulky goods

Cold Call Script:

“Hi [Customer’s Name], this is [Your Name] with [Your Company Name]. We specialize in moving large, heavy freight like furniture and appliances efficiently, minimizing damage and late deliveries. Are you open to exploring ways to improve delivery reliability for your outbound shipments?”

Objection Handling:

- **“We already have a carrier network.”** → “Great, many clients found adding a dedicated broker like us ensures backup capacity and faster response for peak demand.”
- **“We’re happy with our current logistics.”** → “Totally. Even a single test lane can provide data on efficiency and cost savings without changing your current network.”

Logistics is the process of **planning, managing, and moving (transportation)** goods from one place to another **efficiently**. It ensures that the **right product** gets to the **right place**, at the **right time**, in the **right condition**, and at the **lowest possible cost**.

Close / Next Step:

“Could we schedule 10–15 minutes to review a couple of key lanes and see if we can enhance reliability or reduce claims?”

Notes for Brokers:

1. Always focus on **reliability, risk mitigation (with the carrier and then yourself), and capacity (trucks/trailers)** — this is what shippers pay for.
2. Tailor the script to the **lane type and shipper volume (or how many loads/shipments available)**.
3. Use **soft CTA (call/meeting) instead of pressuring for immediate commitment**.
4. Track responses and **follow up within 24–48 hours**.