

GOAL OF THE CALL

Not to get the freight on the first call — but to **start a relationship** and **learn about their shipping needs**.

You're selling *trust*, not just trucks.

1. Basic Cold Call Framework (Simple & Proven)

Step 1: Introduction

“Hi [Name], this is Charles with CM Freight Logistics. How are you today?”

Wait for a quick response, sound calm and friendly.

Step 2: Establish who you are & your value

“I’m a freight broker specializing in [your freight type — e.g., flatbed and dry van shipments] for manufacturers and distributors in [region]. I help companies like yours move freight reliably and cost-effectively.”

If you know what they ship:

“I understand you guys ship a lot of [product/commodity]. We’ve been helping a few similar companies keep their lanes consistent, especially when capacity tightens up.”

Step 3: Ask an open-ended question

This is key — it gets them talking about their **pain points**.

Examples:

- “How are your lanes looking right now — any tough areas or overflow freight?”
- “Do you handle your logistics in-house, or do you work with outside brokers?”
- “What’s been your biggest challenge with shipping lately — rates, capacity, or reliability?”

Listen carefully.

Take notes. Don’t rush to sell.

Step 4: Offer help, not pressure

“I’m not asking you to switch carriers — I’d just like to be a backup option for when you’re short on trucks or need some rate comparisons.”

“If you ever get stuck or your regular carrier is booked, I’d love a shot to prove myself on one of those tough lanes.”

This makes you sound confident and non-pushy — it’s the tone that wins trust.

☒ □ **Step 5: Close softly & set next step**

“What’s the best way to send over my info — email or LinkedIn?”

“Can I follow up next week with a few sample rates on your common lanes?”

Then immediately send a short follow-up email:

“Thanks for your time today, [Name]. Here’s my info and what we specialize in. If you ever need a reliable carrier for [lane/product], don’t hesitate to reach out.”

□ **2. Example Full Script (for Manufacturers)**

You: “Hi [Name], this is Charles with CM Freight Logistics — we’re a Virginia-based freight brokerage that helps manufacturers move full truckloads and LTL across the Southeast. How are you today?”

Shipper: “I’m good, what’s this about?”

You: “I’ll be quick — I work with a few local manufacturers that ship [similar products], and I wanted to introduce myself in case you ever need help covering overflow or last-minute loads. Do you handle your shipping internally?”

Shipper: “Yeah, we do. We have a few brokers we use.”

You: “Totally understand. I’m not looking to replace anyone — just to be an extra set of hands when those other guys are booked or a lane gets tough to cover. Out of curiosity, do you guys run more dry van or flatbed?”

Shipper: “Mostly dry van.”

You: “Perfect — that’s right in our wheelhouse. We cover a lot of Southeast and Midwest lanes. Would you mind if I send over my info and a couple of example rates so you have it handy when something pops up?”

Shipper: “Sure, go ahead.”

You: “Thanks, [Name]! I’ll send that now — what’s the best email for you?”

□ **3. Power Phrases That Work**

- “Just looking to be a *reliable backup option*.”
- “I’m not trying to replace anyone, just to *earn a chance to prove myself*.”

- “We specialize in *handling tough or overflow freight*.”
 - “We help companies *cut down on detention and missed pickups*.”
 - “We focus on *communication and reliability — no surprises on delivery day*.”
-

☐ 4. Things *Not* to Say

- ☐ “Do you have any freight I can move today?” → Too desperate.
 - ☐ “We have the best rates.” → Everyone says that.
 - ☐ “I just want to introduce my company.” → Too vague — they hang up fast.
 - ☐ “Can I be put on your load list?” → That comes *after* trust is built.
-

🗨️ 5. Follow-Up Message (After the Call)

Subject: Great speaking with you — CM Freight Logistics

Hi [Name],

Thanks for taking my call today. As mentioned, we specialize in [type of freight] across [region]. I’d love to be a backup option when you need coverage or rate comparisons.

Here’s my info and our capabilities sheet.

Best,
Charles M.
CM Freight Logistics
[Phone] | [Email] | [Website]