

Freight Broker 101 – Cold Calls

Cold calling is one of many sales strategies used in order to attract leads/prospects and convert those leads into Customers/Shippers. Freight Brokers need to know how to effectively cold call in order to gain new business. Some prospects may not be within driving distance, where you could easily visit them, so cold calling is an alternative in order to acquire new customers.

Whether you're just starting out as a freight broker or have prior experience, the most difficult part of your job will usually be getting new business/customers. Especially customers that will provide you with enough freight to keep your operation profitable through a sufficient number of shipments each month. That is why we have listed ways different sales pitches/strategies that freight brokers can use in order to attract and secure new business.

Focus on these aspects/outcomes when cold calling:

1. Getting past the gatekeeper.

- The gatekeeper is someone, such as a receptionist, who initially answers the phone and can forward you to the right person based off of your inquiry.

2. Building a rapport.

- Based off of your performance will determine how you build your rapport with the prospect once they are converted to a customer/shipper.

3. Highlighting the company's strengths.

- This comes based off of research of prospect prior to call.

4. Unveiling weaknesses in the company through qualifying questions.

- Assuming prospect discloses this information during cold call.

5. Provide solutions to those weaknesses in order to turn into strengths.

- Leverage your skillset and what you can do as a problem solver or logistics provider.

6. Inquire about prospect possibly using your services going forward.

- Assuming conversation has continued and is going well, you would at this point ask or inquire about how to provide your services to their company in order to solve their problem(s)

Cold Call example script:

Hello (**Prospect Name**), my name is (**YOUR NAME**) and I am with (**YOUR COMPANY NAME**).

PAUSE

I hope your day is going well. I just had a few questions regarding your company's shipping/logistical operation and I wanted to see if you were the right person to speak to about that.

WAIT FOR RESPONSE

Great. I noticed that your company (**COMPANY NAME**) specializes in (**SERVICE**) and (**SERVICE**). I have always been very intrigued (interested) by companies with an operation similar to yours and wanted to see if you could speak more about how you became involved in (**SERVICE**)?

WAIT FOR RESPONSE

Great. Well, I am very impressed on what your company (**COMPANY NAME**) has been able to accomplish. Could you please tell me a bit more about your role with the company (**COMPANY NAME**)?

CONTINUE ASKING MORE QUALIFYING

QUESTIONS. HAVE QUALIFYING QUESTIONS IN

FRONT OF YOU READING, SINCE THIS IS A COLD

CALL!