

FREIGHT

HOW TO FIND FREIGHT LIKE THE PROS

TOP INDUSTRY SECRETS

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INTRODUCTION

First off let me start by saying thank you for picking up my eBook.

Now a little bit about myself. My name is Jason, and I have been in the freight business for almost 8 years now. I remember back when I first started it was all a bit overwhelming. I wanted to find all the freight, and I wanted to find it right away. No matter what I was doing I was constantly thinking about how I could apply whatever situation I was in to helping myself find some freight. Most of the time it ended up being a dead end. So I decided to make this eBook for all the newbies, and/or the people just wanting to sharpen their freight searching skills. Keep in mind when reading this, these are the methods that I have found to work for me. I feel this information is priceless, and would have given anything to have it laid out for me when I first started. Also, remember you are a salesperson. Get creative! Apply these steps I'm going to show you, but put your own spin to them.

If you haven't already, you MUST learn to accept the word NO. If your feelings get hurt by someone telling you no then you are in the wrong business! If you aren't willing to do these steps over, and over, and over again then you are in the wrong business. Those that are persistent and WANT to be successful, you will find that everything I'm going to tell you in this eBook is as good as gold. There will also be a link to my most valuable asset that I use to obtain my highest paying freight customers. I have made a video showing you EXACTLY how I go about doing this. For those that are serious about a career in the freight business, I advise you to watch it, and then watch it again. There will be a link in the social media section of this eBook where you can find it or you can click on any LinkedIn logo, and that will take you there as well. I hope you enjoy, now get out there and find that freight!

Linked



GETTING YOUR FEET WET

The first step I think all newbies in this industry should start out doing is cold calling. This should be done throughout your career in this business as well! Now if you have never cold called before this can be very, very intimidating. You will have to learn to accept rejection! Period! Do not take this personal! Pick up the phone and stay on it. The first few calls you may stumble when hit with questions. That is OK! Learn from this and you will be ready next time the question is asked. Make hundreds of calls a day! Those that are persistent and stay with it will succeed with this. The more you do it the more it becomes second nature. What to say on these calls you may ask? The first thing you need to understand is that there is another human being on the other end of the phone. Pretend this person is a friend or someone you may know. Do not come up with some horrible robotic pitch to say to them. This will get you hung up on faster than anything. Ask them how they are doing, be personable.

Make them laugh. Then inquire about their business. Be a listener! Control the conversation, but do more listening than speaking. Listen and understand the customer's needs and/or problems he or she may be having with their current carriers. You may not get the person that has the freight on the first call, however you can dig up some quality information from the person who answers the phone. Here are some helpful tips you might try to ask that can lead to future business.

1. Name of the person who handles the freight will be very important! Also an email address if you can get it.

2. What type of freight the company ships (although you should already have an idea from at least doing a little research before calling).

3. What type of trucks are they shipping their freight on? Van, Reefer, Flatbed, etc...

4. Do they ship FTL or LTL?

5. How much volume do they have? Are they shipping 10 loads a year or 1,000?


6. How are they currently handling their shipping?

Now that you're off to a great start, remember you're trying to create a relationship. The more a customer likes you the better chance you have at getting their freight. Once you have someone on the phone try to keep the conversation as casual as possible. You can check out www.thomasnet.com. It has thousands of business' you can start calling!



USING SOCIAL MEDIA

Social Media is such a big tool. Most social media sites are free. You must take advantage of this! Facebook, Twitter, and LinkedIn to name a few. Facebook can be used in a couple different ways. First you can let all your friends and family know you're in the business. Make a post asking if anyone may be in the business or happen to know anyone in the business that could help you. You'd be surprised at the people who may be able to help you that you had no idea were even in the business. Friends and family can play a huge roll in getting the ball rolling for you. For me personally, this is how I got my first account in this business. I still work this account daily. Other ways I have used Facebook is scrolling through friends of friends. Look where they work. Even if they aren't in your particular field this will still give you ideas of companies that you can call on for business. Twitter can also help in your search. I personally haven't used it as much as the other two, however it can still be valuable. You can find people through twitter search

who are in the business and reach out to them. Create a twitter profile and blast out tweets daily about the freight industry. Use hashtags relating to freight. You will eventually start to link up with people that may be able to get you business. Last but not least is LinkedIn. This has been the most valuable of the three for me. Once you learn how to use LinkedIn this platform is such an amazing tool to help you in your search for freight. I have made endless amounts of money using it. If you want to learn more about how I use LinkedIn to my advantage to find freight click here  and I will show you exactly step by step on how to take advantage of this free tool. Many people are unaware of the many different tricks that can be applied when using LinkedIn.



PICKUP AND DELIVERY

LOCATIONS

Once you get your first account this alone is a no brainer, and quite possible the easiest way to score more freight accounts. I have scored tons of new accounts with this step. Once you start moving some freight, you will learn it requires calling companies and figuring out shipping and receiving hours. Some places may be (FCFS) first come first serve while others will be by appointment only. Either way this is an easy way in. When you're talking with the shipping manager start inquiring about what he/she has going on. Are they shipping freight? If so how can you go about getting setup directly to help out with some trucks. Even if they tell you they aren't bringing on new carriers at the moment (which you more then likely get told that) that's OK! Ask if you can send over your info for when they are. Get their email address! Now you start to build your pipeline. You can shoot out an email each month or so asking how things are running and if you can be of any help.

This is very important. Stay in front of them. When they need help, you want to be the first person that comes to mind. I promise eventually they will need your help, be it a month or a year from now. Stay on it and always check in with them.



Linked  TM

REFERRALS

This is another route that has worked very well for me. You will find when talking to a lot of shipping managers, or whom ever may be handling the freight, that the company's freight is mostly customer routed. This means whoever purchases the freight, also handles getting the freight picked up and delivered. Ask if you can send them your info so they can refer you to their customers. Tell them you have trucks in the area often and could help out. Again stay in front of these guys. I got one of my biggest customers this way. When you start hauling for customers, always remember you are only as good as your last load moved. Do your best with your customers, because word of mouth is a HUGE foot in the door to new customers.



KEEP A NOTEBOOK HANDY

Now that you are in the freight business, you will notice everywhere you go there are companies that ship freight. Write these places down! Do not try and remember them. In a 30 minute car ride you will encounter numerous places you could call on. I promise you will not remember them all. I'm speaking from personal experience. This happened to me all the time! Now I just make a quick note, look them up when I get to the office and give them a call. If you have time pop in and drop a card off with the shipping manager. Then when you're in the office give them a call. Now it's more of a warm call instead of a cold call.



CLOSING

Again, thank you for purchasing my eBook. I hope this information helps you on your career path to finding tons of great paying freight. Guys, there is a TON of freight out there! There is more freight than there are trucks. All it takes is a little leg work. If you put the work in, the results will come. I have laid out the blueprint for you. Now get out there and make it happen. Don't forget to check out my video I made going over step by step the process to gaining customers via LinkedIn. I can't tell you how many great paying customers I have found using this tool, and its all for FREE!

Video link Below

<http://howtofindfreight.wixsite.com/highpayingfreight>

