

To earn a shipper's business, a freight broker needs **clear value positioning, credibility, and risk reduction** — not generic “we move freight” talk.

Below are **proven scripts, talking points, and positioning angles** you can use with **potential shippers/customers**, depending on the situation.

1. Short Cold-Call / First Contact Script (30–45 seconds)

“Hi [Name], this is [Your Name] with [Company].

We specialize in helping shippers **move freight on time while lowering exposure to service failures and claims**.

I'm not calling to quote anything today — I just want to understand **where your current carrier network breaks down** so we can see if we're a fit.

Who currently handles your outbound freight?”

Why it works:

- Not salesy
 - Focuses on problems, not price
 - Invites conversation
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2. Value-Driven Pitch (When They Ask “What Do You Do?”)

“We act as an **extension of your transportation department**.

Instead of just covering loads, we **vet carriers, manage risk, monitor shipments in real time, and step in before small issues become service failures**.

Most of our customers come to us after dealing with missed appointments, poor communication, or claims.”

3. Differentiator Pitch (Why You vs. Other Brokers)

“Most brokers compete on price.

We compete on **execution, visibility, and accountability**.

If something goes wrong, you don't chase carriers — **we own the problem** and resolve it.”

4. Objection: “We Already Have Brokers”

“That makes sense — most of our customers did too.

We don’t replace your current providers. We usually start as a **backup or overflow broker**, prove ourselves on a few lanes, and earn more volume over time.”

Key: Low-risk entry.

5. Objection: “Just Send a Rate”

“I’m happy to quote lanes, but before I do, I want to make sure we price it **correctly and sustainably** — so service doesn’t fall apart later.

Can I ask a few quick questions about pickup windows, appointment requirements, and volume?”

Shows professionalism, not desperation.

6. Risk & Compliance Positioning (Big for Shippers)

“Every carrier we use is fully vetted for:

- Active authority
- Insurance compliance
- Safety ratings
- Claims history

We don’t just book trucks — we **protect your brand and freight.**”

7. Cost Control Without Racing to the Bottom

“Our goal isn’t the cheapest rate — it’s **predictable transportation costs with consistent service.**

That usually saves money long-term by avoiding claims, late fees, detention disputes, and customer chargebacks.”

8. Relationship Builder (Trust-Based Close)

“Give us one or two loads — no contracts, no pressure.

If we execute the way we say we will, you’ll know quickly whether we’re a good fit.”

9. Email Outreach (Short & Effective)

Subject: Quick intro – capacity support for your lanes

Hi [Name],

I'm [Your Name] with [Company].

We help shippers cover freight reliably when primary carriers fall short — without service headaches.

I'd love to learn more about your lanes and see if we can support overflow or hard-to-cover loads.

Would a quick 10-minute call this week make sense?

Best,

[Your Name]

10. What Shippers REALLY Care About (Say This)

Instead of:

- “We have great rates”
- “We’re reliable”
- “We move freight nationwide”

Say:

- “We communicate before problems happen”
 - “We protect your brand and delivery commitments”
 - “We don’t disappear after the load is booked”
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Power Tip (This Wins Business)

Ask **better questions** than other brokers:

- “Which lanes give you the most trouble?”
- “Where do carriers usually fail you?”
- “What happens internally when a load is late?”
- “What would ideal service actually look like?”