

Build cold-call scripts for different shipper types

Below are **proven cold-call scripts tailored to different shipper types**, written the way **decision-makers actually talk**. Each script includes **what to say**, **why it works**, and a **soft close** so you're not pitching blindly.

You can read these verbatim or adapt them to your style.

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## **1. MANUFACTURER (Consistent Volume, Tight Appointments)**

### **Opener (10 seconds)**

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

I work with manufacturers who have **tight pickup windows and zero tolerance for missed appointments**.

I'm not calling to quote — just to understand how you currently manage overflow or late carrier issues.”

### **Discovery**

“Which lanes cause the most service problems for you?”

“Are missed pickups more common than late deliveries?”

### **Value Statement**

“Where we help most is **appointment compliance and proactive communication** — we don't wait until a load is already late to speak up.”

### **Soft Close**

“Would it make sense to let us cover a **problem lane or overflow load** and see how we perform?”

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## **2. DISTRIBUTION CENTER / WAREHOUSE (High Volume, Turn Time Matters)**

### **Opener**

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

We help DCs reduce **dock congestion, detention disputes, and late arrivals**.”

### **Hook**

“Most warehouses call us when drivers miss check-in times or don't follow dock procedures.”

## Discovery

“What causes the most disruption at your docks — late arrivals or early check-ins?”

“Do drivers regularly show up without correct reference numbers?”

## Value Statement

“We pre-qualify drivers on **arrival times, paperwork, and dock rules** before dispatch.”

## Soft Close

“If I sent over our carrier expectations sheet, could we try one inbound load?”

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## **3. FOOD & BEVERAGE SHIPPER (Strict Compliance, Claims Sensitive)**

### Opener

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

We work with food shippers who need **on-time, compliant deliveries without temperature or paperwork issues.**”

### Discovery

“Do you see more issues with **OS&D** or appointment compliance?”

“Are carriers clear on your seal and temperature requirements?”

### Value Statement

“We document temperature, seal numbers, and arrival times — so if there’s ever a claim, you’re protected.”

### Soft Close

“Would you be open to testing us on a **non-critical lane** first?”

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## **4. RETAIL SHIPPER (Chargebacks, Service-Level Pressure)**

### Opener

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

We help retail shippers avoid **chargebacks from late or non-compliant deliveries.**”

## Hook

“Most of our retail customers come to us after paying penalties that had nothing to do with product quality.”

## Discovery

“Which retailers give you the toughest delivery requirements?”

“Are late appointment fines a recurring issue?”

## Value Statement

“We track retailer-specific SOPs so drivers don’t get rejected at the dock.”

## Soft Close

“Could we cover one **retail-sensitive lane** and prove consistency?”

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## **5. CONSTRUCTION / INDUSTRIAL SHIPPER (Time-Critical, Jobsite Deliveries)**

### Opener

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

We support industrial shippers with **jobsite-specific deliveries and time-critical loads.**”

### Discovery

“Do delays shut down crews on your jobsites?”

“Are drivers clear on site access and unload procedures?”

### Value Statement

“We confirm site instructions with the driver **before dispatch**, not at arrival.”

### Soft Close

“If a time-critical load comes up, would it be okay to give us a shot?”

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## **6. SMALL–MID SIZE SHIPPER (Overworked, Price Sensitive)**

### Opener

“Hi [Name], [Your Name] with [Company].  
We help smaller shipping teams that don’t have time to babysit every load.”

## Discovery

“Do you usually handle freight yourself or through brokers?”  
“What’s the most frustrating part of shipping for you right now?”

## Value Statement

“We take communication off your plate — you get updates without chasing anyone.”

## Soft Close

“Would it help to have a **backup broker** when things get hectic?”

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## **7. WHEN YOU GET PUSHBACK (“Not Interested”)**

“Totally understand.  
Before I hang up — is there **anything** that consistently goes wrong with your freight today?”

(If they answer, you’re back in.)

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## **8. HOW TO END EVERY CALL (Professional Exit)**

“I appreciate the time. I’ll send a short follow-up with my info — if something comes up, you’ll know who to call.”

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## **Pro Tip (This Separates You from 90% of Brokers)**

Never say:

- “We’re reliable”
- “We have great carriers”
- “We’re cheaper”

Always say:

- “Here’s how we prevent problems”
- “Here’s what we do **before** something goes wrong”