

COLD CALL OBJECTION HANDLING

*How to Maneuver and Handle
Prospect Objections and Increase
Your Closing Rates*



COLD CALL OBJECTION HANDLING AS A FREIGHT BROKER



Confidence is key to handling objections. Act as if the objection is normal and not a big deal or problem at all.

This guide is all about handling the objections and not the sales process itself. If you have an objection that you have been hearing a lot that is NOT covered in this guide, please email me and I'll make sure to include it in the full Freight Broker Mastery course.

Don't be afraid of the objection; instead, you want to move towards the objection. They are doing this to every person who calls them, every minute of every day, and when you are able to handle the objection right, they will know they are dealing with someone who is not like the others.



When calling a prospect, always open with the reason why you're calling them today. Afterwards, make a huge claim early in the call and be prepared for objections; if you can handle them properly and without missing a beat, your chances of closing an appointment and/or gaining future business will greatly increase (up to 300%!).

Additionally, it helps immensely to always start your reply to any objection by acknowledging and agreeing with the prospect's objection.

Included below is a list of *shipper* objections and the responses that I use and have consistent success with.

“NOT INTERESTED” OR “I AM NOT INTERESTED IN WHAT YOU HAVE TO OFFER”

Option #1: "Of course you're not interested, how could you be, you don't have enough information to be interested and that is why I'm calling today. The last thing I want to do is waste your time. All I need is forty-five seconds of your time to see if we could be a fit. Is now a good time for you?"

Option #2: "Of course you're not interested, it wouldn't make any sense if you were interested right now and that's why I'm calling you today. Can we take forty-five seconds right now to learn more about your operations to see if this could be a good fit or not? I'll even hang up on myself at forty seconds if you don't see the value by then. Sound good?"

Note: Be positive from the start to the finish of the call, regardless of anything. Keep your interest up when they are not interested. By keeping your interest up, they might become interested

“I’M TOO BUSY RIGHT NOW” OR “I DON’T HAVE TIME TO TALK”

Option #1: "I understand. I know you're busy and that's why I'm calling. Do you have forty seconds to see if this could be a good fit or not? The last thing I want to do is waste your time."

Option #2: "I understand you're busy and don't have time, and I appreciate that. When would be a good time other than now that you can give me forty seconds; forty seconds is all I need. The last thing I want to do is waste your time."

Option #3: "I absolutely understand you're busy and don't have time, and honestly, that's why I'm calling you today. It's the busy people and people who don't have time that I specialize in helping the most. When could you give me thirty-five seconds to see if this could be a fit or not? The last thing I want to do is waste your time."

Note: People who are busy and don't have time tend to have more freight and higher paying freight. And people who tend to have time to talk when you call are more likely to have fewer loads to move and looking to pay cheap rates.

“I’M HAPPY WITH MY CURRENT FREIGHT BROKER I USE” OR “I’M HAPPY WITH THE CARRIERS I USE” OR “I’M ALREADY USING YOUR COMPETITION” OR “I’M HAPPY WITH OUR CURRENT THIRD PARTY LOGISTICS COMPANY WE USE SO WE ARE GOOD, THANK YOU THOUGH” OR “WE ARE ALREADY USING ANOTHER COMPANY”

Option #1: "Hey I understand, almost everyone I talked to today is already working with someone else. My goal here in this call is to simply provide you with enough information so you can see that there might be another alternative...and maybe there's not. I only need two minutes of your time to see if this could even be a good fit or not. The last thing I want to do is waste your time. Would that be okay with you?"

Option #2: "Of course you're already working with someone else. I understand, and if you'll allow it, let me take forty-five seconds and show you why you would want to replace them or consider another alternative. After 45 seconds all you've lost is 45 seconds, and I'll even hang up on myself if you don't see any value. The last thing I want to do is waste your time."

Note: Why not have two vendors to work with or why not have a backup vendor or another option? What is there lose? Stay on the call!*

“JUST SEND/EMAIL ME OVER SOME SOME INFO”

Best Response: "Excellent, I'd be happy to! In fact, I want to email it to you right now (or better yet text it to you) and I'll spend ten seconds going over the information with you so you could really understand it. What is your best email? While I'm sending that over, may I ask you a couple quick questions to learn more about your operation to see if we could be a good fit or not? The last thing I want to do is waste your time."

Note: Be cool, calm, and collected and respond quickly when info is requested from you via email or/and text. The faster you can respond to their request for more information, the more it increases your odds at an appointment/future business.

“OUR CUSTOMERS USE THEIR OWN TRUCKS”

Best Response: "I understand and actually I have a few customers whose customers use their own trucks, and I know there continues to be times when their customers' trucks are not available. Has that happened before? Do you think it would be beneficial to you and your company to have a source of trucks if and when that situation occurs?"



The above examples are some of the most common objections you will be faced with when talking to your shipper prospects. But, shippers are not the only people you will have to call! After all, how do you expect to be able to move their freight if you don't have a network of carriers to tap into and utilize...

The scenarios on the following pages illustrate some of the most common objections you'll come across when talking to **carriers**, as well as how to best handle them and convert the prospect into a carrier you can use for the loads you broker.

“CALL ME NEXT MONTH OR NEXT QUARTER”

Option #1: "Absolutely! I'd be more than happy to! (act as if you are relieved and excited that they said next quarter, because you are so busy). NEXT quarter works great for us, it's actually better than right now. I'm gonna send you everything you need to know so that next quarter we can talk. When are you thinking of in the next quarter? Is it the first month, second month or third month?"

Option #2: "In fact, if you know for sure you want to start this in "x month", and I'm not saying you do or you don't, only you know that, I'll send you over a "shipper setup packet" and we'll date it for "x month". That way when next quarter gets here, we'll be ready to execute. I can send it over email or text, which one works best for you?"

(In how you handle people, you are responsible for how they will respond to you)

Option #3: "I'll tell you what I'll do, I'm gonna send you over the shipper setup packet. Let's date it for "x month and day", and I'll put you in my VIP queue. That way you are set-up perfectly and that will give me the time I need."

(Give the shipper/customer a sense of comfort)

Note: Be willing to waste the lead by pushing it this far, stay on the call, they know what you're doing and will respond positively because they would want their sales people to do the same

“COULD YOU PUT ME ON YOUR CALL-BACK LIST FOR NEXT QUARTER?”

Option #1: "Excellent, absolutely, that works perfectly for me!! *(be and sound positive here!)* Let me ask you something. When can you give me 4 minutes? 4 minutes, not for me to sell you, not for me to change your mind...4 minutes for me to show you something that I can only show you over a video (FaceTime, zoom etc.). I promise you, in 4 minutes I'm going to do everything I can, not to change your mind...but everything I can to show you why you would actually want to start this now."

Option #2: "I definitely don't want to waste your time, give me 6 minutes, make it 4, 3 minutes and 28 seconds is all I need and you can prove me wrong. The last thing I want to do is waste your time."



Option #3: "I agree, I knew you had a lot going on when I called, I knew doing something right now would be virtually impossible and that's why I know this will work for you. There's never going to be a good time for you to call. The companies that I call, the business owners I talk to, the shippers I work with are so busy that they are always putting things like this off until next quarter. Give me four minutes and I'll show you why and how we can fit this in and make it work, and make it work for you where it's worth 100 times your time, your energy, and your resources. The last thing I want to do is waste your time."

"WHAT IS YOUR PRICING?" OR "HOW IS YOUR PRICING STRUCTURED?" OR "WHAT IS YOUR RATE PER MILE?"

Best Response: "I understand completely that price is important and I'm glad you asked. What shipments do you currently need to get covered today, or this week, and I'd be glad to quote it right away. Thanks for the opportunity!"

"YOU ARE TOO EXPENSIVE, THAT IS CRAZY"

Best Response: "Of course it is too expensive and crazy, you know what is even more crazy? Most companies I work with were spending nearly double that before I called them and didn't even realize it! Once we added the time and labor costs of a shipment and the hours of time spent by company employees chasing down paperwork, scheduling the shipment, chasing down drivers, dealing with issues or changes, late shipments, truck issues and more, we soon realized my company would save them 20% in revenue the first month while freeing up employees and business owners so they could focus more on their business and increase revenue. I don't know if we can do the same for you, but that's why I'm calling. The last thing I want to do is waste your time."

"WE ARE SLOW RIGHT NOW"

Best Response: "I understand completely, that's exactly why I'm calling you today. I know when it picks up again, we won't be able to have this call. Would you be okay with taking advantage of this slow time now if you have 4 minutes?"

(If yes, start your asking your sales questions to gather great info. If no, then ask if they have 4 minutes tomorrow right before lunch)

"I HAVE TO TALK TO THE DECISION MAKER, IF IT WAS UP TO ME I WOULD TRY YOU FOR SURE"

Best Response: "Excellent! Great great great!!" *(clearly be excited here with high, positive energy)* Let's set them up with something they can look at, how many people are we talking, what are their names and titles?

Note: If you are presented w/ the names then ask the prospect what each one would say or feel about this so far, get any insight on whose opinion matters most to narrow it down if there is more than one decision maker. Find out which ones would not like this? Which ones would? Have them guess if they don't know. If it's narrowed down to one person, ask what their biggest pain point is lately.

And there you have it! Like I said, these are some of the most common objections that you'll run into on calls with both shippers and carriers, as well as my tried and true methods for maneuvering them and best handling them.

Of course, you'll come across more once you start making these calls, but the important thing to remember is to be **confident**, agree with their objections, and help walk them through the objection to bring them to the sale or a future appointment/call to discuss further.

