

FREIGHT BROKER MASTERY

COLD CALL SCRIPT



PRODUCED BY:

ALEX KHASTEDEL - AK LOGISTIX



HOW TO USE THE SCRIPT

Once you have a lead, be it a shipper or a carrier, you're more than likely going to have to get on the phone with them on a cold call. This guide will help you best maneuver these cold calls and increase your chances of converting the prospect into a client for your brokerage.

1) GREET THE CUSTOMER

"Hey "John" my name is Alex I'm with AK Logistix, did I catch you at a good time?"

(If yes, then proceed to the reason for calling. If no, then ask, "No problem at all, when would you have 3 ½ minutes available next? I promise not to waste your time.")

Note: This part will be simple & quick; be confident, saying company name is optional. **Don't ask how they're doing!**

2) GIVE YOUR REASON FOR CALLING

"The reason for my call today is that I specialize in working with "X" companies like yours, saving you up to 40% on shipping costs usually within the first month, but I don't know if I can do the same for you and that's why I'm calling. Do you have 4 minutes for me to learn a little more about yourself and your company to see if this could even be a fit? I promise not to waste your time."

If yes, then proceed to your written out questions you want to ask or use some of the below questions as a guidance. If no, then say, "I know you're busy, does this afternoon work better? Say 2pm? Or would tomorrow morning work better?" If still no, then ask, "When would be the best time for you, all I need is 1 minute and 40 seconds of your time."

3) QUALIFYING QUESTIONS

At this point, proceed to ask the prospect qualifying questions to learn more about them and their business. I recommend using 10-12 questions; below are some that I frequently use:

- Tell me a little bit about yourself and your company. Your industry must be challenging.
- What are your main responsibilities?
- What is important to you and your main priorities when moving freight?
- What type of equipment are you mostly shipping out and receiving? (*hopefully you have done research and already have a good idea of what they ship or receive*)
- What cities and/or states do you mostly ship “X” to and from?
- How many loads are you shipping and/or receiving each week using third party vendors?
- What qualities do you look for in a great transportation partner?
- Is there anything about your preferred list of transportation partners that you would improve?
- What do you like most about your current transportation partner(s)?
- What do you wish other freight brokers would do that they don’t?
- Who else, besides you, makes your shipping decisions?
- Do you keep your options open when using transportation partners?
- What is your criteria for bringing in a new freight broker?
- If I could solve just one problem that keeps you up at night, what would it be?
- What is your email and I can send you my info.
- What shipments are you working on today and tomorrow that I could help quote for you?



4) FIND WAYS TO BE IN AGREEMENT WITH THE PROSPECT THROUGHOUT THE CALL

Throughout the entire call, take every opportunity to be in agreement with the prospect; phrases like "I agree with you", "I'm with you", "I understand sir/ma'am", "I agree sir/ma'am", "I absolutely agree", "you're right, I agree", "I think we both can agree to/on", etc.

ANY OBJECTIONS?

When an objection comes up, first and foremost ALWAYS, always, always agree with it...

"I agree sir/ma'am", "Absolutely", "I completely understand", "You're right", "I agree with you"

Prospect: "I'm busy right now"

You: I understand you're busy and don't have time, that is why I'm calling you.

Prospect: "I'm already using someone."

You: "I know you're already using someone else, that is why I'm calling you, to show you that there might be a better option, or might not be but that is why I'm calling, look the last thing I want to do is waste your time"

SEE "COLD CALL OBJECTION HANDLING" FOR THE NEXT STEPS IN HANDLING OBJECTIONS.

THINGS TO AVOID

- **Never** handle a call when you're preoccupied or distracted
- **Never** tell a buyer that you don't have what they want
- **Never** handle a call without your script and some background research
- **Never** give one price for one service (truck)
- **Never** say you can't, you won't, you don't know, not until, etc.
- **Never** say that you're not available or you/we can't do that
- **Never** argue with the prospect about anything
- **Never** avoid asking for name, number & email (always get this information)

And there you have it! A complete step-by-step guide to help perfect your cold calling skills and increase your cold-call conversions. Refer to this guide before and during every cold call, and feel free to message me or post in the group with any questions!