

# Sample Scripts for Freight Agent Training

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If you want to be a successful freight agent or broker agent it is time to stop reading and get to work on those phones. That is what this article is all about. If you are not a freight agent but are interested in becoming freight agent then this is what your sales day will be like.



## Overview:

What is your desired end result of prospecting a client.

1. **Finding the point of contact for transportation. (Freight, Traffic of Distribution Manager).**
2. **Request their email address.**
3. **Find out what type of freight are they moving, so you know what type of trailer(s), are they using. (Reefer, Van, Flatbed, etc.)**
4. **What lanes may they have available to put a quote in.**
5. **Getting the customer give you freight.**

**When speaking to the point person:**

**Introduce yourself.**

***Good morning/afternoon, this is \_\_\_\_\_ with “xyz company”, how are you today? Something like this to break the ice. Try and get the name of the person who you are speaking to. Use their name when you speak to them. People like to hear their name... and it shows you care. Let them know you would like to put trucks on their freight. Joke around – make them relax. DON'T SELL. Make a friend!***

## **A More Aggressive Call / Introduction...**

Good morning/afternoon, this is \_\_\_\_\_ with “xyz company”. I was wondering if you were the person I needed to speak with if I could save you 10% to 20% on your transportation cost? (You do not have to focus on price. You can also focus on service)

**CAUTION:** Do not let yourself get into a habit of negotiating on price. We want to negotiate based on service. Remember... if you do not have your own trucks, you can't set a price on their loads. You have to go to the Carrier Company and ask what they would haul the load(s) for.



The bottom line is you are going to be calling a lot of people, practice and experiment. Find what works best for you and use it. In time you will learn to read the personality of the person on the other line and choose the best approach.

## **The Conversation:**

- Do you ship to the Northeast? Southeast? Midwest?
- What are your toughest lanes?
- What is of trailers are you using?
- What type of freight are you moving?
- Do you ever get last-minute shipments?
- Do you have any lanes/bids I can quote right now?
- Do you have any heavy haul or over dimensional shipments?
- Can we email you some information about our company.
- When can I follow up with you again?

**We recommend 2 books:**

- 1) Go For The No**
- 2) Get That Frog**



When making a cold-calls, you will frequently have to deal with a buffer. This could be a secretary, a switch board operator, receptionist or an assistant. Many times, their job is to keep you from the decision maker. You need to immediately get the buffer on your side.

### **Five steps to working with the buffer:**

- 1. Identify yourself and your company. (This is a professional courtesy)**
- 2. Get the buffers name and make a coach of this person.**
- 3. Ask for help. This way the buffer feels they are in charge.**
- 4. Always expect to be challenged and be prepared to present a viable reason for talking to the decision maker.**

“The reason I want to speak to \_\_\_\_\_ is our company has a program which can reduce your transportation costs, reduce your customer complaints relating to transportation and reduce the overall workload in your transportation department.”

- 5. Thank the buffer for their assistance, make a special note and write down their name for future use.**

**When talking on the phone always use the others person’s name. People like to hear their name and it shows you are listening to them.**

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### **Cold call example #1:**

- Hello, my name is \_\_\_\_\_ with “xyz company”, may I speak with the shipping or traffic manager?
  - What is this in reference to?
- We are a logistics (or trucking) company and I would like an opportunity to introduce myself and the “xyz company”
  - One moment please.
- Hello, my name is \_\_\_\_\_. I am with “xyz company” and would like to take a moment of your time to discuss how we can assist you with your freight needs. Is this a good time?
  - No, I am very busy right now.
- When would be a good time to call back? This will only take a moment.
  - Call back tomorrow morning.
- OK, great thank you. If you do not mind, let me take a moment to make sure I have all your information correct: [Verify their name (and spelling), title, email, and phone number]
- Thank you, I will call you back on \_\_\_\_\_ [day] at \_\_\_\_\_ [time]. In the meantime, I will email you some information about our company.

## Cold call example #2:

- Hello, my name is \_\_\_\_\_ with “xyz company”. May I have the name of the person who makes your transportation decisions? (other questions might be: Who decides carrier selection? Who is the corporate traffic manager? Who is in charge of the transportation department? Who makes policy decisions on transportation?)
  - Yes, that is \_\_\_\_\_.
- Thank you (use the receptionist’s name if you know it), do you mind transferring me to them?
  - Yes, please hold.
- [from here see cold call #1]

## Cold call example #3:

- Hello, my name is \_\_\_\_\_ with “xyz company”. I was calling about your plant in Atlanta, GA. We currently have 4-6 trucks weekly delivering to the Atlanta area and I was wondering if you had any outgoing freight that we could help you with?

## Cold call example #4:

- Hello, this is \_\_\_\_\_ with “xyz company”. Do you have any available freight out of your Birmingham, AL distribution center?

## Cold call example #5:

- Hello, this is \_\_\_\_\_ with “xyz company”. Congratulations on your merger with \_\_\_\_\_, has this created any additional shipping needs for your Nashville, TN facility? Has this changed your bidding process?

## Cold call example #6:

- Hello, this is \_\_\_\_\_ with “xyz company”, I was wondering how your product was shipped from your Memphis, TN location?



## Follow Up Call:

- Hello, this is \_\_\_\_\_. May I speak with \_\_\_\_\_
  - Please hold.
- Hello \_\_\_\_\_ [their name], this is \_\_\_\_\_ with “xyz company”, how are you doing today?
- I was calling you back to follow up on our conversation from \_\_\_\_\_ [day]. Have you had a chance to review the information I sent you? [if you sent something].
  - *If they answer no go over our company information and resend to them. If they answer yes, ask them if they have any questions.*
- As you can see “xyz company” is a full service 3<sup>rd</sup> party logistics provider (or trucking company). We offer a full range of services from single LTL, truckload and intermodal moves to multiple shipments from and to multiple locations. We specialize in helping you to cover difficult lanes and controlling your freight costs. Do you have either of these issues?
  - *Wait for their response and answer accordingly. Always end the call by asking for some commitment on their part.*
- I would appreciate the opportunity to help you with your transportation needs. Do you have anything I could help you with today?

## Questions you can add to your personal script:

- How often do you ship by truck and/or rail?
- What is the average weight of your shipments?
- How many shipments do you have daily?
- What are your major markets?
- What commodities do you ship?
- Do you have any special handling requirements?
- What transportation companies are you presently using and how did you select them?
- Are your current transportation/logistics companies meeting your expectations?
- What criteria do you use to select a transportation/logistics company?
- What do you consider a competitive price level? (need to identify a lane first)

Over time, you should develop your own scripts in order to be a successful freight broker agent or a capacity freight agent. These are just starting points to keep you from staring at the phone wondering what to do next.

As a successful (or potentially successful) freight broker or agent you can use these to get you off your \*\*\* and started making calls.

No more excuses... get to work on those phones.