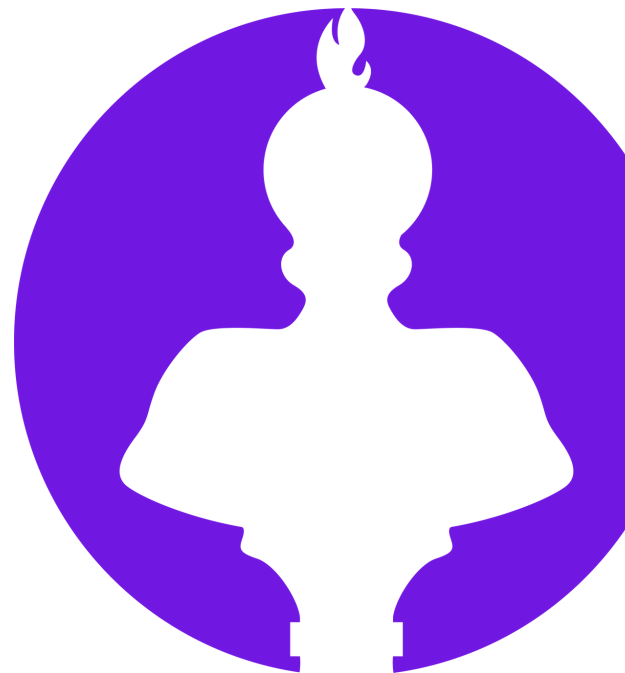


FREIGHT GENIE'S

**3 FACTS YOU
SHOULD
KNOW
BEFORE YOU
CALL A
SHIPPER**



FACT #1: SHIPPERS ARE BUSY

You know the guy you want to talk to, the manager of a large plastic, steel or lumber manufacturer, the guy who has 1000 FTL and LTL shipments a week and spends 5 million on freight in a year. You know the guy who has the power to give you repeat business for life if you manage to make it on his preferred carrier list. Yes, him. He is busy! He has to manage his team of employees from material handlers, clerks and administrative personnel.

The company has chosen him to overlook his employees and take care of a variety of activities such as: order verification and processing, picking, packing, shipping, receiving, storage, inventory management, and record keeping - not to mention making sales with his end customers.

It is important to keep this fact in mind when preparing for the call. You need to differentiate yourself so that you are worthy of your shippers time.



FACT #2: SHIPPERS GET BOMBARDED WITH CALLS

Shippers get bombarded with calls from companies just like yours, pitching the same exact services, in the same way, with the same points.

Things that your competition says, that you should never say (at least right off the bat):

“We have the best customer service” (everyone says this, they rarely do) You will never have a problem with the loads we deliver for you (people are not stupid. Problems are inherent in the transportation industry. One day a truck breaks down, the next there is an accident, or you run late. The point is if you promise nothing will happen 100% of the time shippers, will know you are full of it and perceive you as being unrealistic, lying or disingenuous. It is better to just say problems in this industry will always arise but you can count on me to do everything I can to make sure things get back on track as fast as humanly possible and minimize the risk to you and your business.



FACT #2: (CONT'D)

“We have been around for 50 years”

Okay and... what do you want a medal or something? That's all about you and tells the shipper nothing about how you can help them with their challenges - it sounds pitchy.

Advice: do not say this in the beginning of the conversation wait until the shipper asks you about your experience in the trucking industry and with his product. It's more impactful because the shipper is asking you. He's trying to find reasons to rationalize going with you. Now you can give him a reason to trust you (timing is everything for effective sales transportation professionals).



FACT #3: SHIPPERS EXPECT EXCEPTIONAL SERVICE

If/When you finally break through the noise. You better realize that we live in the time of Uber and Amazon. The times of worry free shipping with live tracking. Shippers need to have this level of transparency with their orders, their expectations have changed. You can't win business and stand out if you're using fax, making 100 check calls a day and updating shippers via track and trace calls. Not to mention that it is not the most efficient use of your time. It's a dying strategy, get with the times, because technology is changing this industry and like blockbuster if you fail to adapt you will fail to exist.



THANK YOU FOR READING!

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