

6 TIPS FOR COLD CALLING



MINI EBOOK



**freight
genie.**

**FOLLOW THIS STEPS TO
GET BETTER AT
COLD CALLING**



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#1. DO YOUR RESEARCH

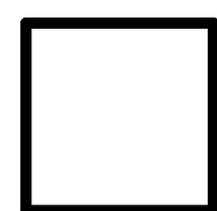
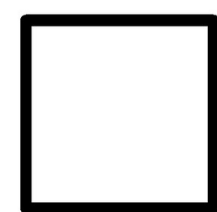
- **know who you are calling before you make a call.**
- **make sure you understand your shipper prospects business.**



#2. PLAN OUT YOUR QUESTIONS

- **Structure sells, you don't want to be stuck not knowing what to say**
- **Be Prepared and plan out a general outline of questions you intend to ask your shipper prospect.**

CHECKLIST



#3. DON'T ACT OVEREXCITED

- **Don't be that overly excited typical broker / carrier who just obviously wants to make a sale. Do not rush the sale process.**
- **Speak with a calm and confident tone**



#4. GET TO THE POINT

- **Value shipper prospects time.**
- **Explain the reason for your call within the first 20 seconds**
- **Keep in mind that they are busy so get to the point quickly.**



#5. STAND UP WHEN TALKING

- **Motion creates emotion**
- **Stand up when making your cold calls. This will help you sound and feel confident**
- **Nobody wants to do business with someone who seems like they do not know what they are saying.**



#6. SMILE WHEN TALKING

- **You can hear a smile, even over the phone.**
- **Smile when you can while talking to your shipper prospects and they will be receptive to your energy.**



THANK YOU!

**WE HOPE THIS WILL HELP YOU WIN
MORE BUSINESS FROM SHIPPERS!**