

FREIGHT GENIE'S

8 SALES PRINCIPLES OF SELLING TO SHIPPERS IN THE COVID-19 PANDEMIC



TIP #1: EXTEND YOUR REACH

Extend your reach. What has had several recessions and 2 World Wars and still continues to reach new highs? The American economy. I wouldn't bet against that track record. Now is the time to build your pipeline of shippers. This pandemic will pass, rates will go back up and there will be a reshuffling of contracts and shipper's preferred carrier lists as they recover and have to deal with the pent up demand for their product. Think of the onion shipper who supplies hotels and restaurants (which are closed right now), what will happen when business comes back and his customers are out of stock. You guessed it - A HECK OF A LOT MORE LOADS!

Reach out and start building relationships with shippers today. LinkedIn, email marketing, cold calling, and using Freight Genie for lists of qualified shippers is very important at this stage of the game. Think of the shippers, the ones you thought you'd never get – and reach out to them with a really great idea on how they can operate during COVID-19. They will be more receptive now because they need ways to innovatively break through and adapt to the times.



TIP #2: LIVE AND DIE BY THE NUMBERS

Live and die by the numbers. Now is not the time to slack off on the number of calls you make. It's still a numbers game, even though the field is littered with the bodies of those who came before you.

TIP #3: BECOME AN EFFICIENCY EXPERT

Become an efficiency expert. Your buyers are probably each doing the job of three or four people right now because of layoffs, account losses, and belt tightening. You can be the call they want to take: Have all the information they need and remove all barriers to a sale by doing your research and being courteous – be the answer to their problems. Be the solution, and you'll make your numbers.

TIP #4: RAISE THE CEILING

Try to raise the ceiling instead of hitting the bottom. When the market turns sour, a lot of transportation professionals immediately drop their prices, and make deals that leave everyone feeling disappointed. Why not raise the ceiling instead? Come up with new ways to sell your services or solution that a client needs during COVID-19, and price it accordingly.



TIP #5: TAKE CARE OF YOURSELF

Let's take care of ourselves out there. Do not stop doing things that make you happy and keep you sane now just because you are stressed out about work. Just like athletes, sales teams are more vulnerable to injury when they are tired and beaten up.

TIP #6: PROTECT YOUR BOOK OF BUSINESS

Protect your current book of business. Many brokers and trucking companies know that in these times it's easier to steal a shipper from someone else than get their own. If you aren't paying attention and aren't meeting your customers' needs and metrics (which have now changed with COVID-19), you'll be the weak gazelle that gets separated from the herd and taken down by the lions.

The best defense is a strong offense. Be so strong, so receptive, so keyed into your customers that they wouldn't think of going anywhere else — and pick out a few weak gazelles to take down yourself. Hint: If a large brokerage or trucking company recently went out of business in your area, their customers are up for grabs. Call the shippers, and show that you have what it takes to better meet their needs.



TIP #7: WE EXIST BECAUSE OF THE CUSTOMER

We exist because of the customer. The transportation industry is littered with big attitudes and trucking companies that talk mostly about themselves. They never focused on their customers. If every person in your organization doesn't know who the customers are and what they need, you won't have an organization a few months from now.

TIP #8: SHUT UP AND SELL

Lastly, shut up and sell. Don't join the whiny parade of losers who are demotivated by the endless negative news out there. Don't listen to the opinions of hostile people who want to take you down a peg. Top transportation professionals come out of down markets, true leaders emerge from adversity, and the strong get stronger in tough times. **Shippers always appreciate salespeople and companies that help them solve problems.** Now go get some business.



THANK YOU FOR READING!

If you are confused on where to start or need more shippers and help with your strategy please do not hesitate to reach out to us at **sales@freightgenie.com**

The market's down. It doesn't mean you have to be. Just adhere to these 8 tips and you'll become a model of sales success.



THANK YOU FOR READING!

**VISIT [FREIGHTGENIE.COM](https://freightgenie.com) FOR
QUALITY PRE-VETTED SHIPPER LEADS
TO YOUR INBOX EVERY DAY FOR LIFE.**

