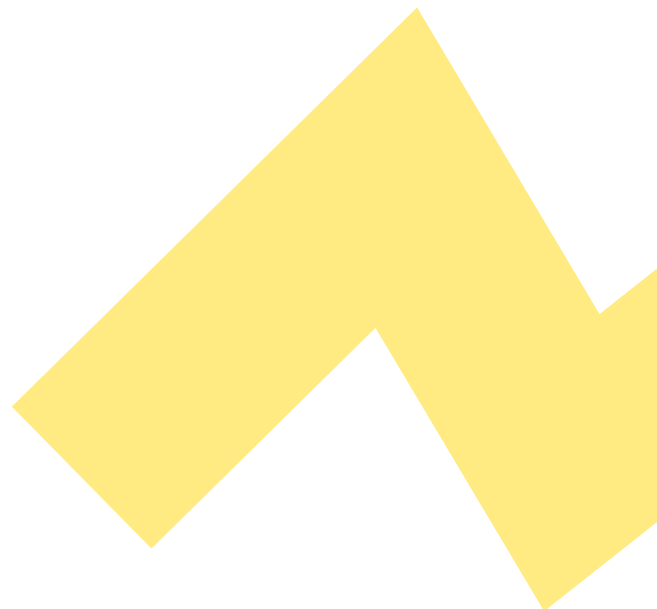
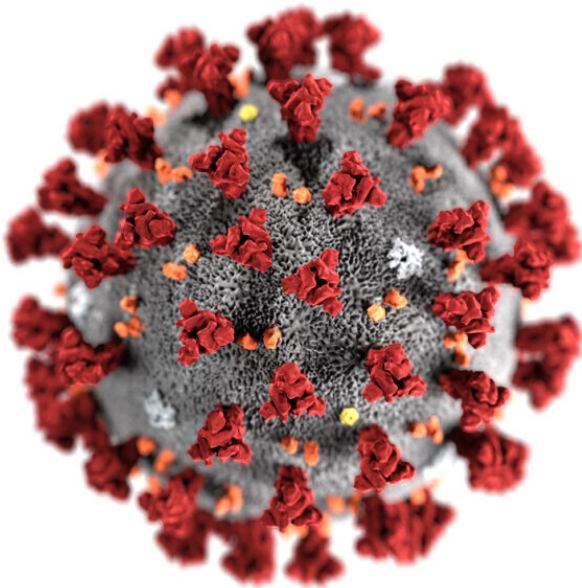
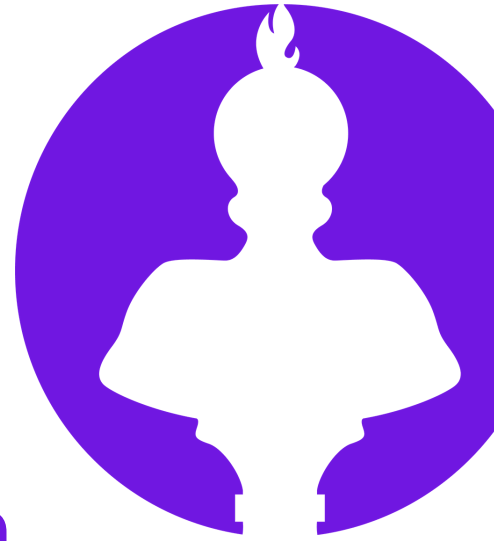


FREIGHT GENIE'S

**HOW TO BOOST
YOUR SALES AND
ORGANIZE YOUR DAY
DURING COVID-19**



BOOST YOUR SALES DURING COVID-19

As a lead generation company for the transportation industry, we have the opportunity to talk with transportation salespeople, from a wide range of industries. Based on their feedback, we find that while most transportation professional sales people are challenged in this difficult COVID-19 economy, some are doing quite well.

While there's no "magic bullet" for selling in a down market, there are several key steps you take right now that will have an immediate impact on your business.

Here are four tips Freight Genie would like to share with you that we've gleaned from the top producers we supply shippers to who have learned to adopt new strategies and prosper during tough economic times.

- **Don't relax at home, make appointments.** Monitor your activities and take a critical look at how you spend your day. Is your day filled with cold calls to shippers and prospecting opportunities or are you reading the newspaper, surfing the Internet, playing solitaire, filling out administrative paperwork and taking long lunches? (cont'd on next page)



- (cont'd) In other words, respect your time and delegate all administrative tasks that keep you from your two primary functions... making appointments and closing sales.
- **Accomplish daily prospecting goals.** Schedule time each morning to make a minimum of 25 shipper prospecting or customer service calls per day. Daily prospecting activity is the single most important ingredient in determining business success.
- **Enhance customer service.** Make it a priority to speak to your existing customers. Try and get a sense about what they are worried about and how you can help - understand when they project to increase their production again. Look for opportunities for referral business. This is not only a sound business decision, but it also allows you to promote client loyalty and generate additional referrals.
- **Be prepared to address common objections.** It will serve you to develop a well-thought out response to the three most common shipper objections; "It costs too much," "I can get it cheaper elsewhere," and the classic stall, "we're all set with our carriers" It's important to take the time to rehearse your responses until you sound smooth and natural. When it comes to building confidence, there is no substitute for rehearsal.



Seasoned salespeople have learned to accept the fact that economic market conditions will fluctuate up and down just as predictably as winter follows fall. By incorporating these powerful best practices into your daily activities, you'll not only improve your business now, but also hone your business skills so that as the market recovers, and it will, you will be in position for even greater income than previously experienced.

"Tough times never last, but tough people do!"

~ Robert H. Schuller

If you need help getting qualified leads to grow your book of business please contact us at freightgenie.com



THANK YOU FOR READING!

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

