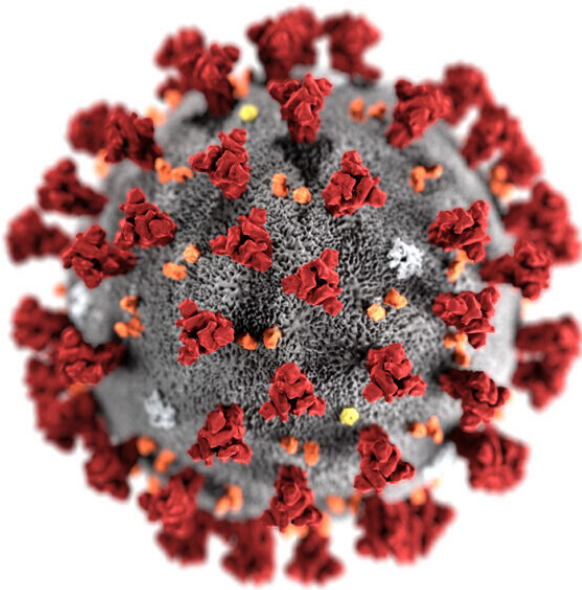
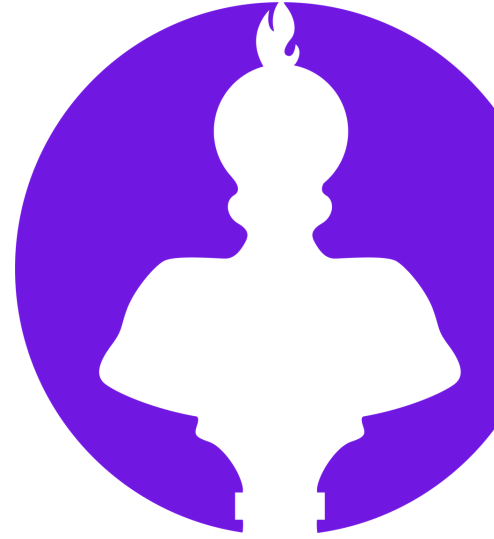


**FREIGHT GENIE'S**

# **PROSPECTING DURING COVID-19**



# PROSPECTING DURING COVID-19

First of all – what a weird time to be a human on planet Earth. Peace, wellness, and sanity to everyone in the Freight Genie sphere and beyond.

This WILL pass, take care of yourself and your family.

It might be a tough time to be selling in the trucking industry, especially cold calling and emailing.

- Spot market rates hit an all-time low
- Some shippers are closed and considered non-essential
- Brokers and dispatchers are trying to work from home for the first time

So what do you do?

**FIRST** don't freak out. Stay calm, be thoughtful.

**SECOND** you DON'T sit on your hands, close your eyes, and hope that everything gets back to normal. This is normal now. Process it, accept it, and go forth. Hope is for amateurs. Pros make something happen.



**FINALLY** DO NOT do things the way you were doing them a couple weeks ago. Adjust your messaging and approach to your current loyal customers. You don't want to come across as tone deaf, calloused, and/or just a jerk.

So what do you do?

**Stop selling / start building relationships instead.** You're going to miss your new business sales targets for the month, and probably your quarter. Accept it and start playing the long game. Start changing your messaging to shippers, your value statement, how you ask for loads, and your sales process.

**Show empathy vigorously.** Your humanity is the only thing you have to sell in times like this, so start showing it. Instead of thinking how can I get more business in the short term from this shipper, think how can I help them out now so that in the future when this pandemic passes and they've got a backlog of high paying loads you can be top of their mind.

Sometimes all it takes is asking a shipper, "how are you doing?"

The Trucking Industry and the American economy have always bounced back from times like this. The only question is when?



Sometimes deceitful or shady practices in the transportation industry cast a shadow over the industry during this time.

Honesty is incredibly disarming and exceedingly rare, even when times are tough. You're trying to figure things out, you're scared, and you still have a job to do. So does your shipper or prospect.

**Email accordingly.** Build relationships with your potential shipper using these conversation pointers:

- I'm at home in sweatpants, you're at home in sweatpants – we should trade tips. (Personally, I prefer Adidas with a skinny leg feel.)
- I don't expect you to look for new carriers for your loads... but I want to be on your list when things get better in the year 2032.
- I'll be honest, I'm trying to figure out how to do my job in a new context – would you be willing to share some perspective that might help me be a resource for shippers like you? What are you experiencing?
- My favorite thing in the world is to talk to shippers about what logistic companies can do to help during the pandemic. Can we chat for a few minutes later this week?



- My goal through all of this upheaval is to grow my network and meet more interesting people like you – can we connect for a short intro call?
- Not sure how you're using what I imagine might be some unexpected downtime, but we have (an education resource) that might be interesting.
- My goal through all of this is to share what we're seeing from the front lines – you can subscribe to my email list here. Be well.

When you get a call, you should be gracious and helpful. Your goal is a 15-minute call to make a friend with the shipper. If you can advance to the next step in your sales process, then lucky you! If you can't get a load, stay in touch and when this is all over your new shipper friend will probably throw you a bone.

I hope all of this has been helpful. If you need help getting qualified leads to practice these tips on contact us at [freightgenie.com](http://freightgenie.com)

Freight Genie



**THANK YOU FOR READING!**

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