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STOP SCARING YOUR SHIPPERS AWAY BY TRYING TO MAKE A SALE



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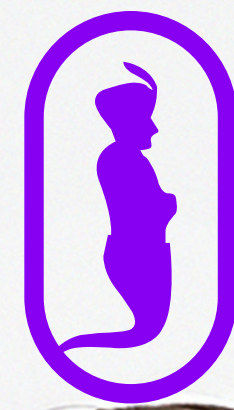


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TRYING TO SELL IS HURTING YOUR SALES



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**YOUR SHIPPER
PROSPECT'S
DEFENSIVE WALLS
GOES UP WHEN
THEY FEEL THEY'RE
BEING SOLD**



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**THEY DON'T
WANT TO TELL
YOU ANYTHING
BECAUSE THEY
DON'T WANT TO
BE SOLD.**

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**HOW DO YOU FEEL
WHEN SOMEONE
IS TRYING TO SELL
YOU SOMETHING?**

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**ARE YOU EAGER
TO TELL THIS
SALESPERSON
EVERY DETAIL
ABOUT YOURSELF?**

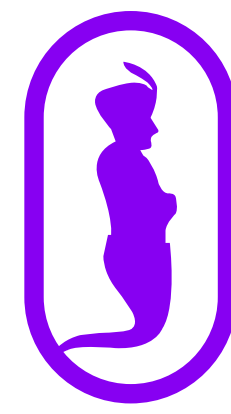
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**OR DO YOU WANT
TO GET RID OF
THEM AS FAST AS
POSSIBLE?**

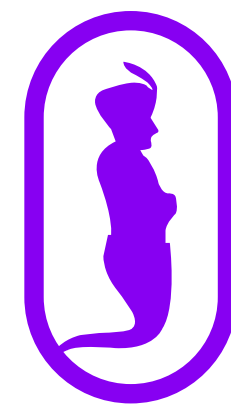
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WHEN YOU FOCUS ON JUST **SELLING:**

- **You come off as a stereotypical broker/carrier who is only after the sale and that repels to your shipper prospects**
- **Your shipper prospect's defensive walls go up and they become annoyed.**
- **Your shipper prospects becomes closed off and does not want to tell you anything.**
- **Your shipper prospects gives you objections to get rid of you as fast as possible.**



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WHEN YOU FOCUS ON **DISCOVERING:**

- You focus on your shipper prospect genuine curiosity and this peaks your shipper prospect's interest.
- Your shipper prospect is excited to engage with you because you're not trying to sell them something that doesn't make sense to them.
- Pro tip: here is how to disarm a defensive prospect:

"I only recommend my services if it makes complete sense to my shipper clients. I don't do business with people who don't want to do business with me."

THANK YOU!

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