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THE 5 LAWS OF SELLING TO SHIPPERS



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LAW OF RELATIONSHIPS

Build one on one relationships over time with your shipper. This will open the door to them liking you and when they like you they will give you a shot on their loads.

When they do and you deliver their loads immaculately they will start to trust you and give you better rates for the fine work that you do. Do not expect great rates from the shipper or their loads if you haven't earned them. and reach their full potential is rewarding.



THE LAW OF GIVING VALUE

It's an act of service. You always have to give more than you receive. Do good onto the shipper and the shipper will repay you in kind.

Teach the shipper something new that solves a pain they didn't know they had and watch as the loads come flooding in.



LAW OF EMOTION

People don't buy things they buy on their emotions. If they feel you do not understand them, or are just looking to make a quick buck off them, they will feel it in their gut and guess what. No load for you!

On the other hand If the shipper genuinely senses you are trying to help them out of a jam, or they feel happiness because you are always a pleasure to deal with, professional, reliable and helpful when talking to you. Guess what? More loads for you!



THE LAW OF BELIEF

Believe in what you're selling, believe in your service, your company yourself. It's your job to transfer this certainty to the shipper.

If you don't believe in your ability to service the customer and move their loads then you shouldn't be in this industry period.

The shipper cannot and will not go with someone that has no belief that they can help them.



LAW OF FEAR OF MISSING OUT

Use it as a tactic, provide deadlines, and rewards for going with you vs who they currently use. Use customer testimonials.

Let the shipper understand what they are missing out on when they choose not to go with you.

SELLING TO SHIPPERS SALES TIPS BASED ON THESE LAWS



1.The next Yes - Law: Law of relationships.

What makes sales move forward in the logistics industry? Getting to the next yes. You have to earn the right to help the shipper.

Every single yes you get from the shipper is a nudge in the direction of working together. If you are not hearing yes you're not approaching getting their lanes to quote or being able to close them.

2. Give 10x more than you receive (The law of Giving value)

You cannot pull out of your ATM machine what you never deposited. Sales in this industry is a giving profession. Every single time you talk with a customer (email, phone, social media, text) you have to ask yourself, what am I GIVING? The answer should be:

- Industry information
- Insight and knowledge
- Tips that will make a shippers job easier
- A solution to a problem they've stated they have

IT SHOULD NEVER BE MORE
INFORMATION ABOUT ME OR MY
COMPANY SALES IS ABOUT THE
SHIPPER

3. Every sale starts with a problem (The law of relationships)

If a problem does not exist and the shipper's operations, are exactly how they want it to be, and you do not uncover any with your questions and rapport building,. There will be no sale ever.

Nobody cares what a logistics sales person thinks. You have good intentions, but every time you pitch a shipper without immediately focusing on the needs or challenges of that shipper, you are no different from the 90% of the brokers and carriers who have no sales strategy shoot from the hip, talks entirely of themselves and pray the shipper is desperate for the load.

3. Every sale starts with a problem (The law of relationships)

You cannot sell anything to anybody without first understanding their current situation and challenges

Understanding ahead of time the problems your shippers could be dealing with today is crucial to selling them a better tomorrow.

EX:

Current situation & problem statements: If you are prospecting and a shipper tells you that their brokers are overcharging and are always late.

Now you can sell the shipper on their desire to work with a broker who values service and pricing and what benefits that can bring them.

4. ASK WHY ? (The law of relationships)

Every step of the sale- you closing the shipper on them giving you a shot on their loads is Contingent on you giving the right information. How you work to understand and try to help the shipper solve their problems will result in success or failure.

Every time you ask why, what, how you breakdown the problems the shippers are facing and get to what the truth of the matter really is. The whole reason why they ever gave you the chance to talk to them in the first place. If you don't know what will motivate the shipper to use you, you'll rarely get them to accept that changing their warehouse operations to include you on their carrier list has enough value and is worth the risk.

5. Every sale is about change (The Law of Emotions)

You are not selling your service of moving something from point A to B, you are selling change to you and your company.

Every sale is about change. Change is emotional. Therefore every sale is emotional. Emotions are complicated. Which explains why sales are hard and why so many people are bad at it.

When selling change- all sales logistics sales people are selling the change of getting the shipper to use them- the shipper has a deep seeded loyalty to the relationships with the carriers he has used in the past. This poses a challenge.

5. Every sale is about change (The Law of Emotions)

The only time a shipper or any human being is compelled to let go of the old, put their reputation at the company at risk, and stomach and embrace the change of using you is when they can see a brighter future (more productive, less worry, better service, better cost over the long term) over what they currently have, and when they believe that the benefits of that future using you outweigh the cost or hurdles of getting there, the effort it will require or the possible pain they will experience using you (a relative unknown broker). By the way this is true about all human behaviour.

THANK YOU !