

# How to Be a Freight Broker Sales Call Rock Star

by Lisa Czapl, Marketing Manager, Logistic Dynamics, Inc.

**W**hen we are about to venture into new territory, we all wish we knew the right way to proceed or a roadmap that led us to a destination of success. In reality, it is never that easy. If you are starting out in the freight sales profession, calling on a prospect is not only a priority—it is a necessity to establish and grow your freight broker business. And as a freight broker, you know that making effective sales calls is the difference between success and failure. You also know it is *not* about getting prospects to just come on board. It is about keeping them actively shipping with you, while offering them great service and the best prices.

So, would it not be great to know the freight broker's secret to making a top class sales call? While it may seem simple, it most certainly is not easy. You will have to persevere through rejection and work

hard day after day, bouncing back from the challenges of calling prospects. As once homeless then turned professional football player in the NFL and now motivational speaker, Eric Thomas says, "All roads that lead to success have to pass through Hard Work Boulevard at some point."

## **85 Percent of Your Financial Success**

Research carried out by the Carnegie Institute of Technology shows that 85 percent of your financial success is due to your personality and your ability to lead, communicate and negotiate. Believe it or not, only 15 percent comes from technical knowledge. This is exactly the opposite of what the world tells you. We are told that the path to take is to go to school, get a degree and get the knowledge. Unfortunately, this only accounts for 15 percent of success! What the world does not teach you is the other

*Continued on page 25*

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*Continued from page 22*

85 percent—how to communicate, negotiate and lead. We are left to figure all that out by ourselves.

### What You MUST Do When Making a Sales Call

Earning a prospect's business by making them feel special and not just being the next name on a long list of sales prospects is the key to being a successful freight broker agent. You need to take the time to learn a bit about your prospect's business and background, be well prepared *before* the call, and **always operate under the conviction that freight broker rock stars consistently do what average freight agents do not or will not.**

### Sales Call Information Sheet

To have a no-fail sales call, you need a no-fail sales call information sheet. A good habit to get into, is having a sales call information sheet that includes these important key details about the company/contact with whom you will be connecting:

- Company name
- Company phone number
- Company fax number
- Main contact name
- First contact name
- First contact date
- Products and services
- Important information
- Email address
- Physical address

Why is this information so important to know, you ask? The answer is simple: because it is these key details that will help you later construct a no-fail sales call script. And yes, it is a given that information gathering is hard work but it will ALL be worth it when you plug your information into your sales call script and become a top-producing, rock star freight broker. Here is a great template to go by to help you create your no-fail sales call script:

### Sales Call Script

- Shipping please! / Who is your shipping manager? \_\_\_\_\_
- (Prospect's name), I am \_\_\_\_\_ with \_\_\_\_\_ (Pause)
- I was referred to you by \_\_\_\_\_ of \_\_\_\_\_ (Pause)

*NOTE: A referral ALWAYS works best when first contacting a Customer!*

I will be really QUICK with just a couple of questions about your Shipping needs.

1. I see that you manufacture / Warehouse / Ship /

Sell \_\_\_\_\_

2. Do you or your customers oversee the freight? Inbound & outbound?
3. Do you ever have to look for additional trucks on your own?
4. Do you keep your options open to additional carriers, at least to see how our prices compare with theirs?
5. May I email you some information?
6. What is your email address?

*After getting their email address, finish the call with this final question below:*

Do you have any freight you are working on today or this week that you need help with?

It may sound basic but, in the freight broker business, perfecting your sales calls is the most important thing you will do in this profession. When you treat this part of your job with the importance it deserves, invest the amount of time that is necessary to obtain the information you need AND combine it with this no-fail sales information sheet and no-fail sales call script, you will possess the weapons you need in your freight broker arsenal that will propel you and your freight broker business to accomplish what you had only ever dreamed of achieving!

*If you have questions about this report visit [www.LogisticDynamics.com](http://www.LogisticDynamics.com) or call us today at 1-800-554-3734. The author may also be reached by e-mail at [lczapla@logisticdynamics.com](mailto:lczapla@logisticdynamics.com).*

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