Carrier Prospecting Script

(To be used when calling a Carrier that has posted an "Empty" Truck on a Load Board. Can be used if you have a load you need covered right now OR if you are just looking for trucks for future loads)

Have a **BLANK CARRIER PROFILE FORM** ready to use to make notes on.

When someone answers the call….

YOU - Hi, this is _____ with (XYZ Logistics). I noticed you had posted a truck on the (name of load board) load board (earlier today / yesterday / whenever) in (City / State) that was empty and looking for a load. Do you still have that truck available?

CARRIER - If NO, switch to "Truck No Longer Available" Script.
If they say "<u>YES</u>" My/Our <u>Truck is Still Available</u>....

YOU - Great. Was there some place particular you were looking to head to or are you open to heading in any direction? (make detailed notes of whatever they tell you).

YOU - And is this the only truck you have in the area or do you have others you have to get loads for as well?

CARRIER - **If carrier says <u>they have other trucks</u>**, ask how many they have and what type of trailers they haul. Basically, start asking the questions required to complete the bottom half of our Carrier Profile Form.

CARRIER - **If carrier says "this is the only truck I have in the area right now".**

YOU - OK, do you just happen to be passing through or are you regularly looking for loads out of (wherever they are)? (make note of their response).

YOU - OK, well we had several loads we were looking for trucks to haul earlier today from your area. Let me do a quick check to see which ones, if any, are still available and I'll get right back to you. Is this the best phone number (the one you called to reach them at)? And if I need to email you some load details, what's your email address? Oh, and your MC# is?

OK. Give me just a few minutes and I'll get back to you as quick as I can if a load is still available.

Then, get off the phone, compose yourself, look over your notes, check and see if there are any loads posted on our internal load board or in any email distribution lists that we need a truck for - then call the Carrier back within 5 minutes or less if possible.

YOU - Hi _____, this is _____ again from XYZ. Sorry to say we have already gotten trucks for all the loads we had in your area today. But I wanted to call back and see if it would be OK to give you a call next time we have a good paying load coming out of this/your area and see if you'd be interested in hauling it for us? (If YES). Great, well I'll make sure to keep your info handy as a possible truck next time we need someone in this area. Nice talking to you and have a great day.