

YOUR 10 FREE

TOOLS FROM:

“FREIGHT

SALES

SUCCESS

GUIDE”

Apply These 10 FREE Tools Today!

Freight Sales Success Guide

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Freight Sales Success Guide

YOU'RE ABSOLUTELY MOVING FORWARD!

Hello and Welcome! You've just taken a huge step moving forward by acquiring my successfully tested and proven

“FREIGHT SALES SUCCESS GUIDE”

This manual is the result of my own 25+ years of successful entrepreneurial experience rolled across several industries and neatly packaged to apply directly to your success in the freight sales agent profession, which you're now a member.

Follow it precisely. It'll assist you from lead generation to getting past the gatekeepers to overcoming all objections to contacting your first 20 prospects to quoting freight rates to posting loads on load boards to negotiating carrier rates to covering your loads and providing the service you promised.

It's a diverse collection of documents to not only motivate and educate, but also to actually move your freight as well.

Every topic is separated so you can pull it out of the guide and post it on your office wall to give you added incentives.

Want to learn & earn with THE "Top Freight Agent Team" at a Christian based office? We're searching for a self-starter, who's motivated and ready to take direction and action now!

Call Me At 323-697-5490 Right Now.

We deliver TOP NOTCH Freight Training to you, then you deliver your services to the freight marketplace.

**[00 / TedKeyesOnline.com](http://TedKeyesOnline.com)
*The Top Freight Agent Training Expert!***

BROKERING

FREIGHT

Is

Not

For

SISSIES!

FREIGHT GOALS

Must Be:

1. Written Down

2. Clear & Concise

3. Measurable

4. Attainable

5. Viewable

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FREIGHT SALES LEAD GENERATION

- * **Companies & Industries Familiar With**
- * **Acquaintances & Friends In Shipping**
- * **Company Info On Packaging Labels**
- * **Go To: www.ThomasNet.com**

Type in Product Search / Select Supplier Type

*

*

- * **Drive By & Stop In Companies**
- * **Sources Above Are Before First Load Is Shipped***
- * **Customers' Credit References**
- * **Referrals From Others**
- * **Referrals To You**
- * **Companies Picked Up From**
- * **Companies Shipped To**
- * **Companies In Same Industry Shipped**
- * **Company Drivers / Owner Operators**

FREIGHT SALES WORD CHOICE

WORDS TO AVOID:

I'm Sorry
To Tell The Truth...
To Be Honest...
I Might / I May
Maybe
Probably
Possibly
I'll Try
I'm Trying
OK
Hoping
Hopefully
Help
I Need
Could Be / Should Be
Umm, Ahh, Well...
I Think
I Can't
I Want

WORDS FOR SUCCESS:

Stop Apologizing!!
The Truth Is...
The Truth Is...
I Will
Really
Definitely
Absolutely
I'll Do
I'm Doing
Yes / Absolutely
Doing
Actually
Assist
I Require
Will Be
Yes / Exactly
I Know
I Can
I'll Have

(Add Your Own Words To This List At Any Time)

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The Top Freight Agent Training Expert!

TO WHOM AM I SPEAKING?

4 Freight Prospect Personality

Facts And Figures:

- 1. No Personality Type Is Better Than The Other Types.**
- 2. We're ALL A Combination Of The 4 Personality Types.**
- 3. We ALL Have 1 Prevailing And Dominate Personality.**
- 4. All Personality Types Have Their Upside & Downside.**
- 5. All Freight Prospects Fall Into 1 Of The 4 Types.**
- 6. The Sooner You Figure Their Personality, The Better.**

There's a high probability that you see yourself in more than 1 group. There's also a high probability that your friends and family fills the spectrum of personalities. Knowing that there are differences between each will assist you to appeal to all.

Mix up your messages so that there is a little something for everyone and tailor your interactions when possible. We live in this crazy world of a four ingredient stew where nurturing is a required necessity. This is your recipe, along with your cooking utensils and instructions, to bake the masterpiece.

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10 Common Freight Sales Objections You'll Hear When Calling A Shipping Decision Maker:

- 1. We're real slow right now.**
- 2. We're not looking for new contacts right now.**
- 3. We're happy with our contacts right now.**
- 4. We have our own trucks to ship our products.**
- 5. We only use asset-based carriers. No brokers.**
- 6. We only use “_____” to ship our freight.**
- 7. We only ship boxes, packages, crates, etc.**
- 8. All of our freight is set up by our customers.**
- 9. We're already working with your company.**
- 10. I don't have time. Call me back next week.**

Your response to any of these objections is:
**“When you ever have to search for another truck, Do
you keep your options open to other carriers?
Yes? What's your email to send you my info?”**

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Weekly Follow Up Email Template

This is a sample email you'll forward to your contact list weekly
(This template will change weekly and is provided by Ted Keyes every Monday)

Subject Heading:

XXXX, What Early January Freight Is Moving This Week?

(Change XXXX to your prospect's first name every time)

Body Of Email:

XXXX,

(Change XXXX to your prospect's first name every time)

Good Morning!

WHAT EARLY JANUARY FREIGHT IS MOVING THIS WEEK?

Send us **Your** loads info & we'll get you the rates & trucks.

Thanks for **Your** business and referrals!

Regards,

TED KEYES

Logistic Dynamics

Freight Solutions Specialist

P: [626-309-9141](tel:626-309-9141)

C: [323-697-5490](tel:323-697-5490)

F: [626-309-9166](tel:626-309-9166)

TedKeyes.LogisticDynamics@gmail.com

<http://TedKeyesOnline.com>

<http://LogisticDynamics.com>

"I Can't Believe That GOD Put Us On This Earth To Be Ordinary!" Lou Holtz

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The Top Freight Agent Training Expert!

GUIDELINES FOR QUOTING FREIGHT RATES

6 VITAL GUIDELINES:

Prospects And Customers Continually Request Freight Rates

You MUST Quote Them Rates Every Time They're Requested

You MUST Quote Them Rates to Gain & Keep Their Business

You MUST Master THIS Skill To Gain Success In The Industry

Freight Rates Vary For ALL Freight Lanes Across US & Canada

Take The Following ACTIONS To Obtain ALL Your Freight Rates

VARIABLES REQUIRED WHEN A FREIGHT RATE IS REQUESTED

Variables Required From Your PROSPECT / CUSTOMER:

- **Weight Of Load** - **Commodity** (Items Transported)
- **P/U City / P/U State** - **P/U Date** (Use Today's Date)
- **Del. City / Del. State** - **Del. Date** (Use Tomorrow's Date)
- **Equipment Type & Length Of Trailer** (48' or 53' Lengths)
 Dry Van / Flat Bed (Tarp With Height / No Tarp) / Reefer (Temp.)
- **Trailer Length** (How much Length of trailer will load take up)

FTL = Full Trailer / Partial = 8 to 30 feet / LTL = 1 to 4 pallets

Variables Required From You:

Miles (Use 'Google Maps / Directions' to obtain this #)

Start 'PAY' (Use 'Start PAY Calculator' next page to obtain this #)

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REQUIRED LOAD INFORMATION

Send Us The Variables Below To Assist In Entering Your First Loads:

Company Name _____

Load # (If Required) _____

Carrier Name _____

Carrier MC # (Must Be GREEN) _____

Dispatcher Name _____

Dispatcher Number _____

Pick Up Date _____

Pick Up Time _____

Delivery Date _____

Delivery Time _____

Pick Up Address _____

Delivery Address _____

Driver Name _____

Driver Number _____

Commodity _____

Loaded Weight _____

Loaded Miles _____

Trailer Type / Length _____

Price To Customer (AR) _____

Price To Carrier (AP) _____

5 Ways Freight Agents Increase Carrier Capacity

1. Focus On Building Relationships

Ask carriers how You can help them grow their business and always think long term while balancing your short term needs.

2. Utilize Technology To Leverage Your Time

Let technology do the heavy lifting by allowing you to cast a wider net to communicate your value and needs more efficiently.

3. Tell The Truth & Be Upfront With Your Carriers

No one likes to be misled, including you. So, revert back to the saying, “Do unto others as you would have them do unto you.”

4. Focus On the Solution, Not On The Problem

When there’s a challenge, always take ownership and always, always focus on the solution, never, never on the problem!

5. Network With Other Carriers & Drivers

Use social media tools to make industry connections.