

# Dispatcher 101 Training for Beginners

## Carrier Cold Calling Script

Hello this is (your name) with (your Dispatch Services here), can I speak with (name of the owner of trucking company).

I wanted to extend a courtesy call to you today in hopes of establishing a relationship with (company name).

We are a transportation service and dispatch throughout the United States. We are currently operating and dispatching in your area. Do you own a Dry van, Flatbed or Reefer?

*Remember this is an introductory call. You are going to follow up at least 6 more times so the objective is to get an email address, and that is it! Be sure you are talking to the person in charge! If nothing else, get the name of the person and the next time you call you will be able to speak with the correct person.*

## Possible Rebuttals

### 1. I already have a dispatcher.

*a. Amazing, I am glad that you have found someone that you are happy with. Is there any way that I can get an email address and send you some information about our company in the case that you may need our services down the road? We want to be there in case you need us.*

### 2. We are good for now.

*a. Understandable. Is there any way that I can get an email address to provide you with information about our company in the event things change?*

### 3. What kind of loads do you do?

*a. I would need to gain a little more information:*

*\*What type of truck do you have?*

*\*What states will you run?*

*\*How often do you want to be home?*

*Thank you for providing this information. Can I get your email address and send you a sample week of what it would be like to have (your dispatch company name here) as your dispatcher? I will follow up when I send the email to you.*

### 4. We already have dedicated lanes.

*a. This is the goal to have dedicated lanes. Would it be okay to get your email address and check back every few months?*

## Voicemail Script

Hi, (contact person or their business name), this is (your name) with (your dispatch company name). We are extending a courtesy call in hopes of establishing a relationship with your company. My phone number is xxx-xxx-xxxx. Please give me a call back at your earliest convenience.

## Questions to ask

What equipment type do you have?

Where do you reside - ship city & state?

How often do you want to be home?

Ideally, where would you like to run?

What type of commodities (or freight/cargo) do you prefer NOT to haul?

What is your min. cents per mileage (cpm)?

Any specifications you have?

## Goals

Obtain 5 new email contacts DAILY.

Call 40+ prospects DAILY.

Add 10 new contacts to your contact list DAILY until you have a sales funnel of at least 100-150.

Use the telephone as much as possible rather than just sending emails.

Be aware that your potential carrier clients will eventually leave at some point, so be prepared by adding to and diversifying your contact list.

Growing business is a must. Referrals are the best way to grow your business.

Be prepared to always use email campaigns and voice calls simultaneously.

Build your list. Only 2% will say yes to you.

**GOOD LUCK TO YOU!!!**