**PROSPECT QUALIFYING QUESTIONS**

**Purpose – to engage in conversation uncovering type, size, and quality of opportunity at hand and where we can position to close business.**

**Goal – Get the prospect to talk more than we do through asking open ended questions rather than yes or no questions.**

* Most “commodity” customers we ship with see their peak volumes between xxx and xxx. Is that about the same for you and what's the volume shift you see between slow and peak season?
* What’s being slow look like for you? Is it 5 shipments a day, a week, a month?
* What are some of your higher volume lanes? Do you focus on certain regions?
* What are some of your “headache” lanes currently? Which areas are giving you the most difficulty?
* How many carriers / brokers do you currently utilize and what traits separate your top from bottom is it price, communication, technology, capacity?
* Are there multiple people within your location that handles the setting up and or tendering of freight?
* If there are multiple locations that handle freight, I like to ask if they are centrally billed (meaning through the corporate office) and does each location have their own decision making when it comes to tendering freight.
* May I take a look at your routing guide to identify strong areas for us where we could provide service and competitive rates?
* How do you tender your freight? Is it via TMS or Email Distribution List?
* Is your freight contract based via (RFQ), project bid, or just sporadic mainly spot bid and if multiple what’s the split?
* What’s your process for a fall off or load cancellation. Do you give the carrier more time on it or kick it back to the rest of your carrier base?
* Were there any challenges you faced in your industry last year and if so any changes being made this year?

**OPS QUESTIONS – DO NOT MOVE THEIR FREIGHT UNTIL THESE ARE KNOWN**

* What is the typical weight / dims of your shipments?
* What type of assessorial do you require? (tarps, chains, binders, straps, coil racks , pipe stakes )
* What are your hours of operation / loading and is it FCFS or by appointment?
* How long does it take typically to load trucks? (1-3hrs)
* Is your freight time sensitive, meaning it must go on a certain day or time or is it flexible.
* How do you prefer to have eyes on your freight? Emailed updates at pick deliver? Hourly status updates? Live tracking link?

**Verbiage I like to use in my calls**

* The reason I am calling is…
* I am just looking for an opportunity to earn your business
* What are your headaches, what gives you heartburn, what keeps you up at night?
* I am available morning, noon, or night for you
* “Routing guide”
* I am already bumping your docks for other customers I am shipping for (in the event you have van shipments near them)
* I am shipping 10+ flatbeds a week into your area and would love an opportunity to get them reloaded and pass down those cost savings to you in the process.
* The goal is to develop a long-term partnership, I am not interested in being a one-off carrier for you long term.
* I am identified your company as a strategic partner within our routing guide and would like to speak to whomever oversees your inbound and outbound freight.
* I will not always be the cheapest rate but that’s why service is remembered long after rates are forgotten.
* There’s no good news, no bad news, JUST THE NEWS and that’s the way I operate.
* I’ve built most of my partnerships solving a problem, Ill earn the rest of your trust after that.
* Here’s what I’ll do…does that sound fair?
* Transparency is key and you’ll always get the updates in real time.
* This is not my first rodeo; all I’m asking for is an opportunity to make your life easier.
* My friend, help me…. help you.
* Whatever the objection is “that’s the exact reason I’m calling”
* Several of our customers are/were in the exact same boat.