**COMMON OBJECTIONS & RESPONSES**

**ONJECTION:** We have our own trucks

**RESPONSE:** That’s great. I know maintaining a fleet no matter the size comes with hiccups every now and then. *\*Then try to get as many as the below answered…\**

* + Do they handle both your inbound and outbound?
  + Are they for just your local shipments or do they handle your over the road as well?
  + Do you currently utilize any additional carriers or brokers?
  + How do you handle any overflow/last minute shipments?
  + Do you have any LTL shipments? If so, how do you get those moved?
  + Do you have any Drayage shipments? If so, how do you get those moved?

**OBJECTION:** We are customer routed

**RESPONSE:** Understood. Who can I speak to that handles your inbound shipments for your materials? I have trucks delivering in this area daily and they consistently ask for more volume.

How often is there a need for expedited or hot shipments that require someone to be on site before your customer can arrange a pickup?

**RESPONSE B:** Perfect, most local distributors/ suppliers we work with are as well or they handle local deliveries in-house. Where we fit in with most is handling inbound materials as we are typically more cost competitive and able to schedule shipments with a lot more priority.

**OBJECTION:** We are vendor routed

**RESPONSE:** Understood. Who over there may I ask about how many outbound shipments you all are sending out per week/month? I have carriers asking for loads out of your area multiple times a week.

How often are you in need of materials urgently to where you would need expedited services that your vendors are unable to provide?

**RESPONSE B:** A lot of companies we work with used to be as well and some several are. The reason for my call, specifically today though, is the carrier base I have is looking for reloads out of your city. Any opportunities you may have to keep our carrier rolling would be a huge help.

**OBJECTION:** We are slow

**RESPONSE:** I get that, but what does slow mean to you? What time of the year is the “busy season.” I would love to connect with you once things are about to ramp up but, in the meantime, I don’t want to bother you. What is the best time to reach back out?

*\*Let them know when you will be following up once they tell you a good time, then mark it on your calendar\**

**OBJECTION:** I am busy

**RESPONSE:** No problem, when would be a good time we could put on the calendar to discuss your freight needs/process?

**OBJECTION:** Your rates are too high

**RESPONSE:** I understand you may have received some quotes on the higher end from us in the past, but our carrier base has been growing exponentially, allowing us to be much more competitive in terms of price. I’d love to show you what we can do. Can I get you an up-to-date quote on something you’re working on currently?

I would love the opportunity to review the same lanes we quoted in the past to show you just how much better we’ve gotten on pricing.

**OBJECTION:** We are under contract

**SCENARIO 1**: They contract their freight out to carriers who bid on their lanes to be awarded freight for a period of time.

**RESPONSE:** I understand. When during the year do you conduct your bid(s)? Are they annually or more frequent? I would love to participate in the next event, even if it means starting small so that I can prove our value.

Do you audit your current carriers throughout the bid cycle and replace any that aren’t performing well?

I know you mentioned your contracted freight, but are there any spot opportunities I can get involved with and quote while the current contract period is active? That way we can prove our service and pricing by the start of the next bid period.

**SCENARIO 2:** They use companies like UberFreight, Ryder, Transportation Insight, etc., to manage their entire suite of transportation needs (often called Managed Trans)

**RESPONSE:** That’s great! We are partnered with almost every managed trans company already and a large percentage of our customer base utilizes them. We are very familiar and comfortable with how these operate and have cultivated strong partnerships with them and the customers they service. Who is your contact at (name of managed trans company)? There’s a good chance someone over here might already work with them directly.

**OBJECTION:** Not onboarding new carriers

**RESPONSE:** Is that due to too many carriers in your network currently or is there not enough work to give to your current base?

I understand. What does your network look like in terms of number of carriers (asset/broker)? How often/what points of the year do you evaluate your current providers? What kind of service and pricing obligations are your carriers required to maintain to stay in network? I would love the opportunity to at least take a look at some of your lanes to show you where we would come in at and have a chance of being added at some point.

**OBJECTION:** We don’t use brokers

**\*\*NOTE: This might be a personal preference, and not a company policy! Try to pull out specific reasoning from them. Examples below are common. Also find out if they foresee that policy ever changing.\*\***

1. We’ve had bad experiences in the past
   1. **RESPONSE:** I understand that and I’m sure you know brokerages operate differently and you need a direct point of contact you can trust. With me, you aren’t just another transaction. I’m looking to build a partnership like I have with all my clients over the years. You aren’t just working with Beemac, who has a stellar reputation, but you are working with me. I would love to demonstrate what that partnership looks like and prove myself to you.
2. We've always done it ourselves/don't need a broker
   1. **RESPONSE:** It's understandable that you have managed successfully in the past. However, consider myself and Beemac as a specialist who dedicates time and expertise to navigating the current market. This can free up time and potentially lead to better outcomes by ensuring a wider reach and streamlining the entire process.
3. Brokers are too expensive
   1. **RESPONSE:** Working with Beemac can save significant costs. We have access to a wide range of products and services, allowing for better negotiations with our partner carriers and accurate comparisons to ensure the best value, not just the cheapest option.
4. We don't want to lose control over the process
   1. **RESPONSE:** I don’t want to take control but more so act as an extension of the team, offering guidance and expertise. Transparent communication is prioritized, and our clients are kept informed every step of the way, ensuring that your vision and preferences are respected. You still have the final say on all crucial decisions.

**\*\*NOTE:** **To all responses, always try to include/fit in something similar to the following…\*\***

*“Unlike most brokers out there, we offer legitimate 24/7 support to where you would talk to a real human at any time of day should you need it. GPS tracking is mandatory, and a live tracking link can be provided upon request. You can track your shipments from pickup to delivery, at any time. The relationships we develop with our partners are paramount, so a single point of contact is something we pride ourselves on. When you call, you know who you are going to get on the other line!”*

**\*\*NOTE:** **There is a difference between a blow off and an objection\*\***

Always attempt to identify the actual objection / reason, address the concern, and offer the solution or current model being used within our customer base. Turn their objection into the reason for the follow-up discussion.