Cold call script

Use this as a map, not a speech. Say it in your own words. Owner operators can hear a script in the first five seconds. Listen more than you talk.

1. Opener (10 to 15 seconds)

Be short and friendly. Ask a question. Do not pitch yet.

- "Hey, this is [your name]. How's it going?"
- "How are you handling dispatch right now?"

2. Learn what they need

- What kind of loads are you running?
- Which lanes do you like, and where do you want to be for home time?
- What is the hardest part of booking loads right now?
- What would a good week look like?

Write down the answers. You will use them at the end of the call.

3. "I dispatch myself."

You are the owner. You cannot drive and watch the load board at the same time. Good loads disappear in seconds. A dispatcher sitting at a laptop can grab them while you drive.

4. "I already have a dispatcher."

That is fine. Compare. We answer, including weekends. We negotiate, handle paperwork, and pre-book the next loads. Try us for one week next to what you have. If it is not better, we stop. No hard feelings.

5. "What is your percentage?"

Ask what they pay today. Match it, and give more value. Do not drop your price on the spot.

- Semis: usually 4% to 6%.
- Hotshots and box trucks: usually 7% to 8%.
- If they still say it is too much, offer a free trial so they can see the value first.

6. Close by planning the next load

Do not ask for a signature. Ask logistics questions:

- Where are you right now?
- When will you be empty?
- What trailer do you have?
- What gear do you carry? Pallet jack and liftgate for a box truck. Tarps for a flatbed.
- What is your weight limit? Confirm it twice.
- What lanes do you want? This is the most important question.

Save the carrier packet, W-9, and signed agreement until you actually need them.

7. Who to call each morning

- Pick states in Find Leads.
- Filter to equipment you know well.
- Authority age: 12 months or more.
- Pick a fleet size for that day.
- Call east to west: Eastern, then Central, then Mountain, then Pacific.

Plan on about 100 targeted dials a day. One carrier often takes one to two weeks.

8. If they do not answer: 14 days

Call and email every step. Text is optional. Wait two days after each call. Call at a different time than last time. Keep emails short.

- Day 1, 4, 7, 10, 13: call, then a short email.
- Day 15: one closing line. Example: "I have not been able to catch you, so I will close your file for now. Reply if you want help finding loads."

If they said "call me later," schedule that follow-up right away. When they pick up, go back to the questions in steps 2 and 6.

The mistake to avoid: talking the whole time. Give first. Learn their lanes. Book loads that fit them.