

Freight Broker 101 – Qualifying Questions

1. **Tell me a bit about your business.**
 - This is just a conversation starter. It is assumed that you would have already done your homework on the company, but you could also be looking for feedback.
2. **What is your role with the company?** (Determine whether you're speaking with the decision-maker)
 - Are you the decision maker as it relates to final movement of freight?
3. **Is there someone else aside from you that are involved with the decision-making process?**
4. **What is the biggest challenge in your shipping operation?** (Identify the areas in which you can add value to their process)
 - Here is your opportunity to add value by solving a problem for prospect.
5. **What type of freight do you move?** (Time-sensitive, oversized, temperature-controlled, etc.)
 - You may know this already from your initial research, but not a bad idea to gather more specific data. May help you down the line when it is time to lane quote.
6. **What characteristics are most important to you when working with a logistics provider (BROKERS)?** (Find out what's important to them and offer a solution)
 - Communication
 - Delivery on time
 - Good quotes and price points
7. **What do you like most about your current freight broker?** (Copy the good, fix the bad.)
 - Make note of the good points, possibly add to your brokerage
 - Leverage the bad points as a way to solve prospect's issues/problems
8. **Do you keep your options open when it comes to transportation providers (BROKERS)?**
 - This may be a possibility if their current broker is not meeting their requirements.
9. **What does the process look like for bringing on a new freight broker?**
 - Assuming they are in need of a new broker
 - Broker/Shipper packet
 - Credit application
 - Formal meeting if within locale
10. **How do you measure success with your current freight brokers?**
 - Performance of requirements
 - Frequency of that performance
 - On time delivery
 - No issues with workflow/processes

11. *What lanes are you currently shipping?*

- You may know this already from your research, but not a bad idea to get more specific at this point.
- Equipment type, etc.
- How frequent do you move in those lanes, etc.

12. *What's your best email so that I can provide you quotes on your lanes that need coverage?*

- At this point, you should know whether this prospect/customer/shipper is a good fit or not.