

# Objections

## **1. I already have a broker**

### **a. I knew that**

- b. Who are you working with?
- c. What are they doing that you like?
- d. What areas could they improve in?
- e. If you could design the perfect solution, what would it look like?
- f. Wouldn't it be a good idea to have something to compare to keep them honest?
- g. - I realize you have enjoyed a long-term relationship with your present broker, and it's my goal to establish that same kind of relationship. Put me in competition with him, and down the road, based on performance, you can make the decision who you want to work with

## **2. Only work with asset-based companies**

- a. Give reasons from Why you need a Broker
- b. We have a dedicated fleet that operates exclusively for 360 Freight Solutions.
- c. \_\_\_\_\_, let's put this in perspective. All we're trying to do is build a relationship based on confidence and trust. I'm just looking for the opportunity to make you some money. We're on the same side of the fence. Do me a favor, level with me, what's holding you back? What's your real concern?

## **3. Don't use brokers**

- a. Why? – Give reasons from Why you need a Broker
- b. We have a dedicated fleet that operates exclusively for Premier Logistics.

## **4. Too expensive**

- a. We get buy rates from carriers due to our collective buying power.
- b. Give reasons from Why you need a Broker
- c. What kind of car do you drive? Why don't you drive a Honda civic? Because quality is important. You're in trusted hands, just let me make you money through excellent service.

## **5. Not adding more carriers at this time**

- a. Why?
- b. We are an asset based 3PL with a dedicated fleet.
- c. Some of the best opportunities present themselves at the most inappropriate times. I'm looking to make you money and build a relationship for the next 10-11 years There are plenty of things in my life \_\_\_\_\_ that I did not want to do. In hindsight they were some of the best decisions I ever made What holding you back? These situations are far and few between, when they present themselves. I would like to see my clients as well as my potential clients to take full advantage of them.

#### **6. Just finished or have an RFP coming up**

- a. Room for 1 more? - Say in a joking kind of way
- b. Offer to be a spot rate backup.
- c. We had to assume that you were working with one or more people and I'm certain you're in good hands. However, I've got to believe if we can increase your capacity and save you money, for you and your boss, he's not going to be too upset and neither are you!

#### **7. Customer routed**

- a. Why did you choose to go in that direction?
- b. Are you open to me showing you how to turn your traffic department into a revenue generating department?
- c. Are you open to me showing you how your traffic department can generate up to \$100k in additional revenue?
- d. I'm a successful broker, and I make a very good living. Do you know why? It is because my clients are successful. They are successful because they listen and move on my recommendations. I guide them.

#### **8. Have own fleet**

- a. What do you do when your business exceeds your fleets abilities? – Cite UPS, FedEx, Amazon
- b. What is it you do for a living? If you're doing my job who's going to do yours? That's what you hire a broker for. Take my lead and let me help you with your spot market loads. The ones that your trucks don't want. FAIR ENOUGH?!

#### **9. Too busy to talk. Send an email**

- a. Just call back. They will not reply to your email. When you get them back on the phone, they will probably not remember you from before anyway.
- b. \_\_\_\_\_, your intention will be to get back to me, I know, but the last thing on your mind an hour from now will be \_\_\_\_\_ at \_\_\_\_\_, and \_\_\_\_\_. I know this because I've been in transportation long enough to know. Why? Because you run a business, and more compelling situations will be at the front of your mind, while Premier Logistics moves to the back. The best time to decide, as you know, is when the idea is fresh in your mind. I know you like the idea.