

Freight Broker 101 - Sales Strategies

We live in a day and age where **FREIGHT** is everywhere and there is no better time to connect to customers than now. During this recession and pandemic, **FREIGHT** still moves. Here are ways to get off your next **SALES PITCH**:

1. Physically visit facilities, door-to-door. Once you have a NICHE market, visit those NICHE facilities.
2. Cold calls. If you are not in the proximity of physical visits, then cold calling is an option.
3. Prospect to your leads NICHE market.
4. Create referrals, from places you may have serviced in the past perhaps as a driver, now becoming a broker.
5. Email campaigns to prospects (**Active Campaign** or **Mail Chimp**).
6. Go to local TRADE SHOWS in your area related to your NICHE market.
7. Join networking groups (**Meetup**, **LinkedIn**, etc.).
8. Advertising (**LinkedIn**, **Facebook**, **YouTube**, etc.).
9. You may have the capacity to sponsor events to generate perspective NICHE Leads.
10. Host small business events or dinners.
11. Blog.
12. Internet NICHE Targeted Marketing.
13. Magazine or newspaper ads.
14. Collaborate on projects with similar local companies.
15. Leave your marketing materials with CUSTOMERS.
16. Letters of intent to prospective companies.
17. Online forums participation.
18. Business cards, flyers hand-outs.
19. Join Facebook or other social media networking groups.
20. Send mailers to prospective companies.