

# Shipper Outreach Scripts & Templates

*Professional scripts for prospecting, qualifying, and following up with potential shipping customers.*

Personalize every message. Do not promise capacity, pricing, certifications, or performance you cannot support. Focus on learning the shipper's needs and earning the next conversation.

## 30-Second Phone Introduction

“Good [morning/afternoon], my name is [Name] with [Company]. We support shippers with [equipment/service area/specialty]. I’m reaching out to learn how your team currently handles [type of freight or lanes] and whether you maintain backup brokerage capacity. Who is the best person to speak with about transportation?”

## Discovery Questions

- What products or commodities do you ship?
- Which origin and destination markets are most important?
- What equipment is typically required?
- How often do you ship, and are volumes seasonal?
- What service problems are you trying to reduce?
- How are new transportation providers approved?
- Do you need primary, overflow, project, or emergency capacity?
- What information is required before a quote can be considered?

## Voicemail

“Hello [Name], this is [Your Name] with [Company]. We provide [brief specialty] and I’m calling to learn whether your transportation team uses qualified brokerage partners for [lanes/equipment/overflow]. I can be reached at [phone], and I’ll also send a brief email. Again, this is [Name] at [phone]. Thank you.”

## Initial Email

Subject: Transportation Capacity for [Lane, Equipment, or Commodity]

Hello [Name],

My name is [Name] with [Company]. We assist shippers with [specific service] throughout [service area]. I am reaching out to learn whether your team is open to adding a qualified brokerage partner for regular, overflow, project, or recovery freight.

Our approach focuses on [two truthful strengths]. I would appreciate 10–15 minutes to learn about your lanes,

equipment needs, approval process, and current service priorities. Are you available [two proposed times]?

Thank you,  
[Signature]

Follow-Up Email

Subject: Following Up – [Company] Transportation Support

Hello [Name],

I’m following up on my message regarding transportation support for [specific need]. I understand timing may not be right today, but I would value the opportunity to become a qualified backup resource. Please let me know whether I should complete a provider packet, contact another team member, or reconnect during a particular month.

Thank you,  
[Signature]

After a Positive Conversation

Hello [Name],

Thank you for discussing your transportation needs today. My notes show: [commodities], [equipment], [lanes], [volume], [service expectations], and [next step]. I will [specific action] by [date/time]. Please correct anything I misunderstood. I appreciate the opportunity to support your team.

[Signature]

Outreach Tracker

| Prospect | Contact | Date | Method | Need/Notes | Next Follow-Up |
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