

Carrier Outreach Scripts & Templates

Templates for recruiting, qualifying, onboarding, and communicating with motor carriers.

Carrier communication must be accurate and documented. Verify identity, authority, insurance, safety information, equipment, and signed agreements before tendering freight.

Carrier Recruitment Call

“Hello, my name is [Name] with [Brokerage/Dispatch Company]. We are building relationships with qualified carriers operating [equipment type] in [lanes/region]. Are you currently accepting [brokered freight/new dispatch clients]? I’d like to learn about your equipment, preferred lanes, availability, and onboarding requirements.”

Carrier Qualification Questions

- What is the carrier’s exact legal name and MC/USDOT number?
- Who owns or controls the company, and who is authorized to book freight?
- What equipment and trailer dimensions are available?
- What lanes, commodities, and operating regions are preferred or restricted?
- How many trucks are active?
- Is the carrier factored?
- What is the insurance agent’s contact information?
- Are there recent authority, insurance, inspection, or contact-information changes?
- Who receives rate confirmations and payment documents?

Onboarding Email

Subject: Carrier Onboarding — [Your Company]

Hello [Carrier Contact],

Thank you for your interest in working with [Company]. To begin our review, please complete and return the attached carrier agreement and provide the requested documents through [secure method]. Our team will independently verify authority, insurance, company identity, and other qualification information. Submission does not guarantee approval or a load offer.

Please do not send passwords or highly sensitive information by unsecured email. Contact [Name/Phone] with questions.

Thank you,
[Signature]

Load Offer Script

“I have a potential load for your review: pickup [location/date/time], delivery [location/date/time], commodity [type], weight [weight], equipment [type], special requirements [details], and offered rate [\$]. Please confirm you have available hours, proper equipment, and no restrictions. The load is not awarded until the written rate confirmation is issued and accepted.”

Check-Call Template

Checkpoint	Required Information	Time/Initials
Before pickup	Driver name/phone, tractor/trailer, ETA, hours available	
At pickup	Arrival, loaded time, BOL number, pieces/weight, issues	
In transit	Current city, ETA, delay or temperature status	
At delivery	Arrival, empty time, exceptions, POD status	
Final	POD received, invoice requirements, performance notes	

Document Request Follow-Up

Hello [Name],

Your onboarding file is not yet complete. We are still missing: [documents]. Please submit the items through [secure method]. We cannot approve the carrier or tender freight until verification is complete.

Thank you,
[Signature]