

Truck Dispatcher Cold Call Script

The framework Hashim Mahmood, founder of SellDispatch and working dispatcher, uses to sign owner operators. Use it as a guide, not word for word. Be yourself: the human element is your edge.

1. Opener (first 10 to 15 seconds)

"Hey, this is [your name], how's it going?"

"How's your experience going with your current dispatching solution? How are you managing your dispatch right now?"

Short and friendly, then an open-ended question. Don't pitch yet. Let them talk.

2. Discovery: listen more than you talk

- What kind of loads are you running these days?
- Which lanes do you like to run? Where do you like to end up for home time?
- What's the hardest part of booking loads for you right now?
- What would a good week look like for you?

3. Objections

"I dispatch myself."

"You're a company owner. You can't run your truck and book loads at the same time. The good-paying loads come and go in seconds on the load board, so a dedicated dispatcher at the laptop locks in the most profitable loads while you drive."

"I already have a dispatcher."

"Compare your options. We're extremely responsive and available on weekends. We negotiate, handle the paperwork and pre-book your future loads. Try us for one week side by side with what you have today. If it doesn't make sense, we part ways, no hard feelings."

"What's your percentage?" / "That's too expensive."

"We're super competitive. Tell me what you pay today, we'll be competitive with that and give you more value in return." Still too expensive? Offer the free trial so they can test whether the value beats the cost.

Equipment	Typical fee
Semis	4% to 6%
Hotshots and box trucks	7% to 8%

4. Close: switch straight to logistics

- ☐ Where are you located right now?
- ☐ When will you be empty?
- ☐ What type of trailer do you have?
- ☐ Tools and accessories? Box truck: pallet jack, liftgate. Flatbed: tarps, dunnage.
- ☐ Weight limit? (Always double-confirm.)
- ☐ **Preferred lanes?** The most important one. It shows you're finding loads in their best interest, not just selling.

Carrier packet, W-9 and signed agreement: save them for when you need them, or ask early to get the carrier more committed so they don't ghost you later.

5. Who to call: build a targeted list every morning

- **Pick your states** for the day.
- **Filter by equipment** you know best and are good at selling on.
- **Authority age:** 12+ months.
- **Choose a fleet size** for the day.
- **Work time zones east to west:** Eastern in the morning, then Central, Mountain, Pacific.

Volume: at least 100 targeted dials a day. Expect one to two weeks of dialing to sign one carrier, depending on experience.

6. Follow-up rules

- **"Call me later":** schedule the follow-up right away.
- **No answer:** start the 14-day sequence below.
- Call and email are mandatory. Text is optional.
- Give a two-day break after every call. Never call the same person every day.
- Call at a different time than your last attempt.
- Emails: short, concise, personal. No AI-looking dashes.
- They pick up? The account becomes an Opportunity.

7. The 14-day sequence

Day	Step	Notes	Done
1	Call, then email (text optional)	First attempt	
4	Call, then email (text optional)	Different time than Day 1	
7	Call, then email (text optional)	Different time again	
10	Call, then email (text optional)	Keep the email to a few lines	
13	Call, then email (text optional)	Last call attempt	
15	One-liner closing email	Polite close, door stays open	

Closing email: "Hi [Name], I haven't been able to catch you, so I'll close your file for now. If you ever want help finding better loads, just reply here."

8. The one rule

Give, give, give. Don't take, take, take. Listen, learn their preferences and challenges, and offer a reliable solution. Don't come off salesy. Eventually the world starts paying back.

Run this playbook in SellDispatch: FMCSA carrier leads with state, equipment, authority age and fleet size filters, follow-up scheduling, time-zone call and email sequences, and a pipeline from Prospecting to Customers. Free plan: \$0, no card, 50 leads and 25 emails a day.
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