

RATE NEGOTIATION SCRIPT FOR OWNER-OPERATORS

YOU: “Good morning/afternoon, this is *[insert name]* with *[company]*, and I am interested in your load going from *[insert pickup destination]* to *[drop-off location]*.”

BROKER: [The broker will usually give you more information on the load, like exact pickup location, temperature requirements, etc.]

YOU: Is that the best rate you can offer?

BROKER: Yes, that’s all I have in that load.

YOU: Well, according to Truckstop.com’s 7-day average data, I see that this specific lane is averaging about *[insert number]* per mile. Can we get closer to that? I need at least *[insert number]* to get this load delivered on time for you.

BROKER: [They will either say yes or no here.]

If they say no:

YOU: I am looking to make the average on this load, so if you change your mind or have any loads in the future, please feel free to contact me at *[provide contact information]*.