

# Objection Handling Cheatsheet

*The five objections you'll hear most — and exactly what to say.*

## **"I already have a dispatcher."**

"Totally fair. Most of my best carriers had one before me. If you ever want a second look at a lane or a backup, I'd love to stay in touch. Mind if I follow up in 30 days?"

## **"What's your percentage?"**

"I charge \_\_\_% of gross line-haul — billed weekly. No fee on detention or accessorials, and you keep 100% of fuel surcharges. Most of my carriers net more with me than they did dispatching themselves."

## **"How do I know you'll get me good rates?"**

"Great question. I work [lanes] every day and target \$.\_./mile minimum. I'll send you a sample week of loads I've booked — if the numbers don't make sense, no hard feelings."

## **"I've been burned by a dispatcher before."**

"I hear that a lot, and it's why I run things differently. Every load goes on a rate con before I commit. You see what I see. And we have a 14-day out clause — no contracts trapping you."

## **"I'll think about it / let me get back to you."**

"Of course. Can I ask — what would need to be true for this to be a clear yes? That way I know if it's worth following up or if I should just get out of your hair."