

# Outreach Scripts

*Copy-paste scripts for cold calls, emails, DMs, and follow-ups.*

## Cold Call — Owner-Operator

"Hi [Name], this is [You] with [Company]. I dispatch for owner-operators in the [region] — finding loads, negotiating rates, handling paperwork — so you can focus on driving. Are you currently working with a dispatcher, or finding loads yourself?"

## Cold Email — Owner-Operator

Subject: Quick question for [Name]

Hi [Name],

I work with owner-operators running [equipment] out of [region], booking loads at \$\_\_\_\_ /mile and handling all the paperwork.

If you ever want a second set of eyes on the boards, I'd love to send you a sample rate breakdown — no commitment.

— [Your Name]  
[Phone] · [Email]

## Instagram / Facebook DM

"Hey [Name] — saw your truck in the [group/page]. I dispatch for solo owner-operators and help them average \$\_\_\_\_/mile on [lane]. Open to a quick chat this week?"

## Voicemail

"Hi [Name], [You] with [Company] — dispatcher for owner-operators. Wanted to introduce myself and see if you're open to a quick conversation about your lanes. I'll text you too. Thanks."

## Follow-Up (Day 3)

"Hey [Name] — circling back on my message. No pressure, just wanted to make sure it didn't get buried. Happy to send over a one-page overview if helpful."

## Rate Negotiation Opener

"Hi [Broker], I'm calling on load [#]. Our truck is empty in [city] tomorrow — what's your best rate on that lane today?"

## Rate Counter

"I appreciate the offer. Based on the miles and current market for that lane, I need to be at \$\_\_\_\_\_ to make it work. Can you meet me there?"

### **Detention / Accessorial Ask**

"We sat 4 hours past our 2-hour free time at the shipper. Per our rate con, that's [\$X/hr detention]. Can you process that today and resend the con?"