

# Freight Broker Training

“How to Get an  
Endless Supply of  
Shipper Leads and  
Referrals”



# Referral Marketing Statistics

## *Did you know?*

- *84% of B2B decision makers start the buying process with referrals*
- *82% of sales leads say that referrals are key to success*
- *75% of sales leads say referrals have a higher conversion rate*
- *70% of sales leaders say referrals close faster*

# How to Get an Endless Supply of Shipper Leads and Referrals

- 1. Create an Ambassador Referral Program*
- 2. If referral becomes a client you agree to pay referer a fee in form of \$ per load or % of sales.*
- 3. Share the program with friends, family, drivers, dispatchers, shippers, customers, etc.*