

# Have the Conversation.

A two minute reference for cold calls, warm calls, and live follow ups. Open with permission, lead with rebill pain, ask one question more than feels comfortable, and earn the next step.

PHONE · 1 OF 2

## 1 OPEN THE CALL

Permission first. Always.

### COLD · NET-NEW

#### Permission-Based Opener → Problem

"Hey {Name}, it's {You}. I know I'm out of the blue. Mind if I take 30 seconds to tell you why I called, then you can hang up on me?"

"I work with LTL shippers running 10 to 100 loads a month who are tired of surprise rebills from Estes, ODFL, R+L. Reclasses, weight corrections, accessorials that show up three weeks after delivery. Sound like your world?"

Wait for permission. The pause earns the next 30 seconds. Don't fill the silence.

### WARM · EXISTING CUSTOMER

#### Disarm → Situation hook → News

"Hey {Name}, quick one. Not a check in. We just turned on something on your account that I think solves a thing your AP team's been griping about. Got 90 seconds?"

"You're running ~{X} shipments/mo through us, and {A}% had a reclass or weight correction last quarter. Typical at your size, but real money. Still a friction point?"

Pull their data first. Specifics beat generalities every time. No data? Skip the situation hook.

## 2 SPEAK THEIR PAIN

Use their language. Don't translate it.

### Logistics / Shipping Manager

"By the time AP sees it, the shipment was three weeks ago. We just kind of eat the rebills."

**Lead with:** Time-suck of disputes & no ammo to push back. Echo "reclass" and "weight correction" verbatim.

### Controller / AP / Finance

"I don't have visibility into what we're paying vs. what we quoted. I need clean data, not another portal."

**Lead with:** Audit trail + margin leak. Tie every payment back to the shipment, clean data into the GL.

### Owner / GM (SMB)

"Are we getting taken? I have no idea. Just send me something simple that works."

**Lead with:** Visibility plus ROI math. "Starts at \$50/mo, self-serve. If it doesn't pay for itself in 60 days, turn it off."

## 3 HANDLE THE OBJECTION

Don't rebut. Ask one question.

### ! "We don't have time to implement."

"That's the whole pitch. Nothing to implement. 10 min in your billing tab. What would make it actually painless from your side?"

### ! "We can't afford another tool."

"Starts at \$50/mo. One reclass covers the year. Want to look at your actual rebill history and check the math? If it doesn't pencil, I drop it."

### ! "We use a 3rd-party freight auditor."

"Smart. Are they pre-payment or post-payment recovery? We sit on the front end, no rev share. The two actually work together."

### ! "We already audit manually."

"Most teams catch 60 to 70%. The 30 to 40% that slips is exactly what this catches. When a rebill sneaks through, what's your dispute process?"

### ! "Send me some info."

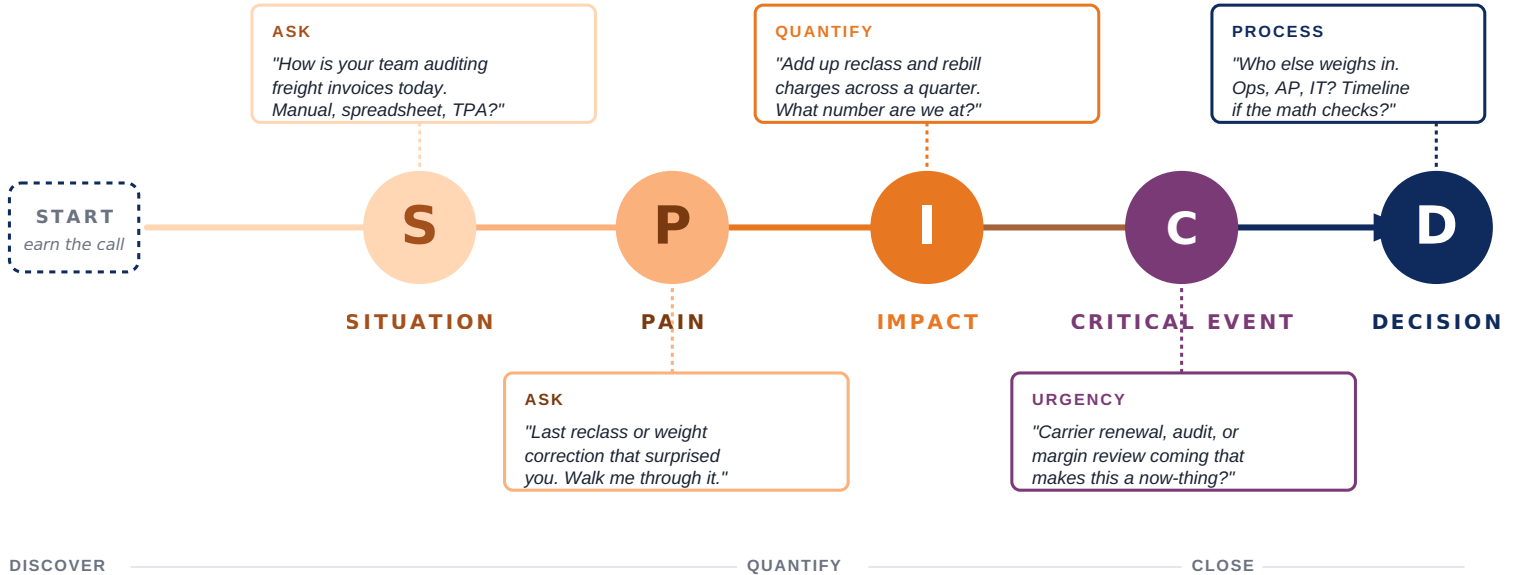
"Happy to. Quick question first: what are you most curious about, accuracy, ROI, or implementation? I'll send that one thing instead of a deck."

### ! "Not interested."

"Totally fair. Just so I don't call you again with the wrong thing, is it that rebills aren't a pain, or you've already solved it?"

# The SPICED Conversation Arc.

Five stages, one job: surface a real cost they can quantify, tie it to a deadline, and learn who else has to nod. Use one or two questions per stage, not all of them.



Move forward only when each stage produces a real, named answer. Not a hypothetical.

## 4 CLOSE THE CALL

Soft. Specific. Reversible.

<p><b>DEMO CLOSE</b> "15 min Thursday or Friday. I'll walk you through the audit workflow live and show you exactly how it flags a reclass the moment an invoice hits. If it's a miss, I drop it."</p>	<p><b>COLUMBO CLOSE</b> "You know what, one more thing before I let you go. If I sent the activation link tonight, what's the real chance you click in by Friday? Just trying to time my follow up so I'm useful, not a pest."</p>	<p><b>REVERSAL CLOSE</b> "What would need to be true for this to be worth a look? Just so I time my follow up right and don't annoy you."</p>
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<p><b>\$50/mo</b> Up to 50 LTL shipments per month</p>	<p><b>\$100/mo</b> 50 to 100 LTL shipments per month</p>	<p><b>0</b> ERP changes, IT lift, or accounting overhaul</p>	<p><b>\$1000s</b> Average monthly catches across beta accounts</p>
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**FIT CHECK** Sold on Starter and Professional plans only. Customers on Professional Plus with ERP integrations need full Invoice Hub with EDI, not Essentials.