

**FIXING THE  
MARKETING-TO-SALES  
BREAKDOWN IN FREIGHT  
BROKERAGE**



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## WHO'S AT THE FRONT OF THE ROOM

LEAD  
COVERAGE



**Kara Brown**  
LeadCoverage  
*Marketing Perspective*

More Than Miles  
CONSULTING



**Mike Riccio**  
*Sales Perspective*

More Than Miles  
CONSULTING



**Drew Cherba**  
*Sales Perspective*

Marketing perspective + Sales perspective. In one room.

# **WE HAVE MORE DATA THAN EVER. WE'RE STILL RUNNING THE OLD SALES PROCESS.**

The industry has invested more in technology in the last 5 years than any prior period. Yet reps still pull out an old list, send an email, and wait for the phone to ring.

# THE NEW DATA LANDSCAPE

The front end of the funnel has changed dramatically.

Intent Data

Signal-Based Outbound

AI Account Enrichment

Clay-Style Stacks

HubSpot-Connected Workflows

# THE BREAKDOWN: LEADS FROM INTENT DATA ≠ REALIZED BUSINESS

## OLD SALES PROCESS

- Lead Generation (by Sales & Marketing)
- Pre-Call Research (by Sales)
- Making the Call (by Sales)
- Probing Questions (by Sales)
- Qualify or Disqualify the lead

## NEW SALES PROCESS

- Lead Generation & Lead Qualification via intent data (by Marketing)
- Making the Targeted Call (by Sales)
- Establishing Rapport Quickly (by Sales)
- Intentional Probing Questions (by Sales)
- Get the Discovery Meeting (by Sales)

### Do both groups agree on the ICP?

Marketing and Sales perceptions are out of alignment.

Define the Ideal Client Profile together to clearly define and recognize a qualified lead.

A lead from intent data is not a buyer ready to close. The sales process still exists.

# **WHEN A MARKETING-QUALIFIED LEAD LANDS IN YOUR SALES TEAM'S HANDS, WHAT ACTUALLY HAPPENS?**

What are the primary drivers/reasons/factors for the breakdown between Marketing & Sales?

# TACTIC I: CADENCE

28 TOUCHES IN 90 DAYS.

☐ You haven't worked the lead until you've worked it 28 times.

Speed

Follow Up

Sales Process

Behaviors

Marketing creates a hand-raise. That hand goes down within 24 hours. Most brokers respond in 3–5 days.



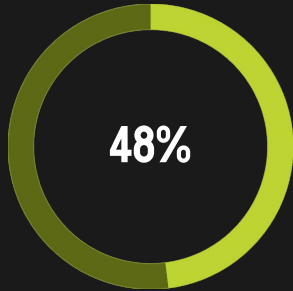
## TACTIC 2: MINDSET

**"YOU DON'T GET TO DECIDE WHAT'S ANNOYING FOR THE PROSPECT."**

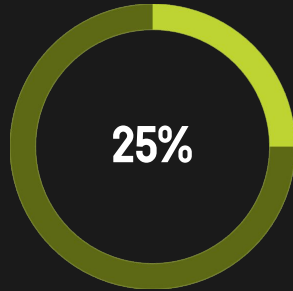
- Kill the self-limiting belief: "That's annoying"
- No is the second-best answer you can get
- Stopping at touch 3 is a confidence problem, not a strategy problem
- Intent data is a signal, not a shortcut
- Success requires reps to work the process and overcome the fear of being annoying

# WHY PERSISTENCE WINS

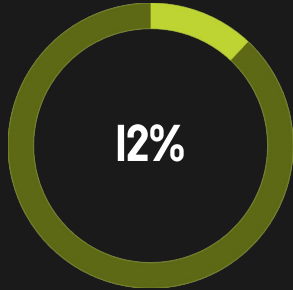
## WHERE SALES REPS STOP



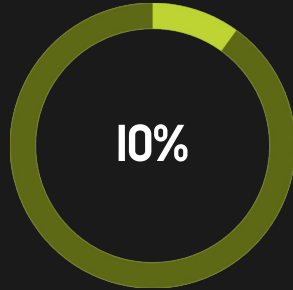
Never follow up with a prospect



Make a second contact and stop

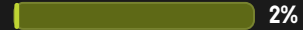


Make three contacts and stop



Make more than three contacts

## WHERE SALES ACTUALLY HAPPEN



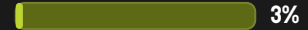
Sales on the 1st contact



Sales on the 3rd contact



Sales on the 5th-12th contact



Sales on the 2nd contact



Sales on the 4th contact

# TACTIC 3: APPROACH

## CONNECT, DON'T SELL.

Everyone in this industry claims the same on-time delivery, the same integrity, the same culture deck. What sets you apart is your people.

- Develop a primary purpose for the call based on intent data
- Construct a loose structure for probing questions and rapport
- Frame thoughtful questions based on intent data (e.g., ask about a global challenge tied to their intent signal)
- Ask how the prospect typically sources and qualifies new providers
- Use your Personal Brand to build rapport — people buy from people they like
- Your prospects don't want to be sold by you. They want to buy from you.

## RECAP & THE 30-DAY QUESTION

- Problem 1: The data is there. The process hasn't caught up.
- Problem 2: Cadence is broken. 28 touches in 90 days.
- Problem 3: Mindset and approach are holding reps back.

**WHAT'S ONE THING YOU'LL  
CHANGE IN THE NEXT 30 DAYS?**

**HOW WILL YOU MEASURE IT?**

# THANK YOU

## QUESTIONS & CONVERSATION

**KARA BROWN**

LeadCoverage



**MIKE RICCIO**

More Than Miles



**DREW CHERBA**

More Than Miles

