

Here is your official, concise pricing structure. Put this on a PDF and hand it to the client.

1. The One-Time Setup Fee

Price: \$2,500 (Due upon signing)

- **Includes:**

- Custom Google Sheet Dashboard configuration.
 - Twilio Number procurement & server deployment.
 - Historical data import (Drivers & Active Loads).
 - 1-Hour Training Session for Dispatch team.
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2. The Monthly Retainer (Choose One)

Option A: "The Auto-Dispatcher" (Growth)

- **Price:** \$499 / month
- **Cap:** Up to 15 trucks
- **Best For:** Growing fleets that just need the phone to stop ringing.
- **Features:**
 - Unlimited "Where do I go?" texts.
 - Google Sheet 2-Way Sync.
 - Payroll & Detention lookups.
 - Voice Failover: If a driver calls the bot, it forwards to the Ops Manager instantly (No dead lines).
 - No Safety Alerts (Standard texts only).

Option B: "The Fleet Commander" (Pro)

- **Price:** \$799 / month
- **Cap:** Up to 40 trucks
- **Best For:** Ops Managers who want to sleep at night.
- **Features:**
 - Everything in Option A.
 - "Red Cell" Safety Alerts: Instant escalation for Accidents/Breakdowns.
 - Multi-Dispatcher Routing: Route "East Coast" trucks to Dispatcher Bill and "West Coast" to Dispatcher Ted.

Option C: "The Enterprise Custom"

- **Price:** \$999+ / month
- **Cap:** 40+ trucks
- **Best For:** Big fleets with complex needs.
- **Features:**

- **Priority Support (Slack Channel).**
 - **Custom solutioning/ask consideration?**
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3. The "Fair Use" Clause (The Protection)

Copy-paste this into your contract to protect your margins.

Messaging Capacity & Fair Use: To ensure consistent performance, the Monthly Retainer includes a generous allowance of **3,000 SMS segments per month**.

- **Capacity:** This covers the operational needs of approximately 20-30 active trucks under normal conditions.
- **Overage:** In the event of usage exceeding 3,000 segments, additional messages are billed at **\$0.02 per segment** (billed in arrears).
- **Protection:** We reserve the right to pause messaging in the event of a "runaway loop" (e.g., >500 messages in 1 hour) to protect the client from accidental costs.

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The short answer: **YES. Your numbers are solid.**

Here is the "No Fluff" validation of why this pricing works and how to defend it when you are sitting in front of a trucking owner.

1. Why \$2,500 Setup is Correct

Do not lower this.

- **The Filter:** If they can't afford \$2,500 one-time, they will be a nightmare client who complains about every \$0.02 text message. You want clients who have cash flow.
- **The Commitment:** When someone pays \$2,500, they *will* use the software. If you charge \$0 setup, they will ignore you after a week.
- **Your Time:** You are manually formatting their messy Excel sheets and buying phone numbers. Your time is worth \$2,500.

2. Why the Retainer (\$499 / \$799) is a "No-Brainer"

You are not selling software; you are selling **Labor Replacement**.

- **The Alternative:** Hiring a junior dispatcher assistant costs **\$3,500/month** (salary + taxes + insurance).
- **Your Solution:** You are offering a robot that works 24/7/365 for **\$799/month**.

- **The Math:** You are 20% of the cost of a human, and you don't take smoke breaks.

3. The "Cost Per Truck" Defense

When a fleet owner hesitates at \$799, break it down by truck.

- **Scenario:** They have 20 trucks.
 - **Math:** $\$799 \div 20 \text{ trucks} = \$40 \text{ per truck / month}$.
 - **The Closing Line:** *"John, for \$1.30 a day per truck—less than a cup of gas station coffee—your drivers stop calling you. Is your sanity worth a cup of coffee?"*
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The "Closer" Tactics (Use these during negotiation)

If they push back on price, do **not** lower the monthly fee. Lowering the monthly fee devalues your product. Instead, use these levers:

Lever A: The "Fast Action" Discount (Setup Fee Only)

"The standard setup is \$2,500. But I want to get a case study from a fleet your size. If we sign by Friday, I'll waive \$1,000 off the setup. So it's \$1,500 down, and we start Monday."

Lever B: The Annual Pre-Pay (Cashflow Boost)

"If you pay for the year upfront, I'll give you 2 months free. That saves you \$1,600 immediately." (You get ~\$8,000 cash in hand today).

Lever C: The Risk Reversal (The Guarantee)

"Pay the \$2,500 setup. We run it for 30 days. If your dispatchers don't tell you they love it, I'll refund the retainer and we part ways friends. You keep the organized spreadsheet."

Final Verdict: Go Sell It.

Your product is ready. Your data is ready. Your pricing is fair. Stop coding. Stop planning. **Go get the check.**

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Here is the concise **"First 5 Clients" Acquisition Plan**.

Do NOT offer it for free. Free users do not value the product, they are harder to support, and their "testimonials" are weak because they didn't pay.

Instead, offer an **"Early Adopter" Deal.** It gets you cash, commitment, and a case study.

The "Early Adopter" Offer (Limit to 5 Companies)

- **Setup Fee:** \$1,500 (Save \$1,000 off the standard \$2,500).
 - **Monthly Retainer:** \$499/mo (Standard price, do not discount this).
 - **The Hook:** "I am looking for 5 'Flagship Partners' to build case studies with. In exchange for your feedback and a testimonial after 30 days, I will knock \$1,000 off the setup fee."
 - **The Risk Reversal (Guarantee):** "Pay the setup now. If you don't love it after 30 days, I'll refund your first month's retainer (\$499), and you can keep the custom dashboard I built for you."
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The 3-Step Attack Plan

Step 1: The "Digital Door Knock" (LinkedIn & Email)

Don't post. **Direct Message** owners of trucking companies with 10-40 trucks.

Script:

"Hey [Name], I built an automated text system that handles 'where is my load?' and 'did I get paid?' questions for drivers.

It connects to your existing Google Sheets so you don't have to change software.

I'm looking for 3 local carriers to be my case studies this month. I'd love to set it up for you at cost in exchange for a review. Open to a 3-min demo video?"

Step 2: The "Load Board" Hustle

Go to a free load board (like Truckstop.com or a Facebook Group for "Truck Dispatchers"). Look for companies posting **multiple loads** manually. They are clearly drowning in admin work.

Script (Facebook/Comment):

"I see you're posting a ton of loads. If you're tired of drivers texting you for addresses 24/7, I built a bot that answers them automatically. Looking for beta testers. DM me."

Step 3: The "Referral Engine"

Once you land **Client #1**, deliver insane service. Then, in week 3:

"Who is one other carrier friend you know who is stressed out? If you introduce me, I'll give you **one month of service for free** (\$500 value)."

Summary Rule

- **Price:** \$1,500 Setup + \$499/mo.

- **Constraint:** "Only taking 5 partners at this price."
- **Goal:** Get paid to build your reputation. Never work for \$0.