



# Trucking Dispatch Bot - Demo Script

## Pre-Demo Checklist

Before the call:

- Reset google sheets dates locally.
  - Run `python scripts/sync_all_tabs.py` to push to Google Sheets
  - Verify bot is online: <https://trucking-bot-fss.onrender.com/>
  - Have Google Sheets open: "Realistic Master Truck Board"
  - Set Zoom share to 150% for readability
  - Know your Twilio SMS number
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## Phase 1: Diagnosis (Labeling the Pain)

- I bet you're a busy person so I appreciate you attending the call.
- A bit about myself, I am Jerico Esguerra, I've helped numerous businesses automate various parts of their business with the primary goal being to increase operational efficiency and reduce noise for employees to focus on what really matters.
- I don't want to take up too much of your time than necessary, but before I get into the demo, I'd like to understand a bit about your company and your pain points. Is it ok if I ask you some questions?
- On a scale of 1 to 10, how chaotic is driver communication right now?
- Is it a 1, where everything's absolutely smooth 24/7, or a 10, where the phone's never stop ringing?"

[Wait for answer]

- Got it. So when a driver calls and asks 'Where's my pickup?' or 'What time is my delivery? Does that interrupt your dispatcher, or do you have a dedicated person handling that?"

[They answer: "It interrupts us."]

- Okay, so you're paying a dispatcher (say \$60,000/year) to answer questions coming in from drivers on top of other job duties.
- Have you ever had the SAME driver call to ask the SAME question, maybe even multiple times before?

[They answer: "Multiple times, easily."]

- Right. Because drivers forget, or they're anxious, or they're just bored on the road. And every single time, someone has to stop what they're doing, pull up the load board, read it out loud..."

[Pause for effect]

- "Now imagine 90% of those calls just... disappeared?"
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## Phase 2: The Magic Trick (Proof of Concept)

### Setup (30 seconds)

- I'm going to share my screen. You're looking at our Google Sheet - this is the quote unquote "live" dispatch board.
- Every row is a load, every column has pickup times, delivery addresses, driver phone numbers, status... the usual."

[Share screen: Google Sheets "Active\_Loads" tab, zoom 150%]

- "Now, I want you to experience this from the driver's seat."

### Add Prospect to System (1 minute)

- "If you don't mind, do you have your phone?"
- Great. Are you able to share your cell number? I'm going to add you to the system real quick so you can test it yourself."

DO THIS:

1. Open Google Sheets → "Authorized\_Drivers" tab
2. Add new row with their details

3. Go to "Active\_Loads" tab
4. Find Jerico Esguerra's row (Load 40922)
5. Give it to them

- Okay, you're in. You've got a load assigned to you - Load 40922. The system thinks you're a driver."
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## Demo Act 1: Information Retrieval (NO interruptions)

- "Pretend you just woke up, you're about to start your shift as a driver, and you can't remember where your pickup is. What would you normally do?"

[They say: "Call dispatch."]

- Exactly. And dispatch has to stop what they're doing, pull up the sheet, and read it to you. Instead, open your text messages and text this number: 218-496-6727. Just ask: 'Where is my pickup?'"

[Prospect texts: "Where is my pickup?"]

- Mind reading the response out loud?"

[Prospect reads response]

- No need for me to pick up the phone or even touch my keyboard"
- Zero interruptions. Now let's go deeper. Now ask: 'What am I hauling?'"

[Pause]

You: "Questions get instant answers. Zero phone calls. That's 90 seconds your dispatcher and driver just got back. Multiply that by 50 drivers, 5 times a day. You just saved 7 hours of phone time per day."

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## Demo Act 2: Real-Time Data Entry (The "Magic" Moment)

- Now here's where it gets interesting. I'm gonna zoom in on the screen on YOUR assigned load.
- See the Status column? It says 'Dispatched' right now."

[Point to Status column on screen]

- Let's say you just arrived at the pickup location. Often we've had drivers call dispatch.
- Instead, text the bot: 'I have arrived at the pickup"

[Prospect texts: "I have arrived at the pickup"]

- Now look at the sheet. What does the Status column say now?"

[Status changed from "Dispatched" → "Arrived @ PU"]

- You see that? Real-time. The driver just told the system what's happening, and the system logged it.

[Pause for effect]

- Now you loaded the cargo. Text: 'I am loaded'"

[Prospect texts: "I am loaded"]

[Status changes: "Arrived @ PU" → "Loaded"]

- Status just updated again. See it? 'Loaded'. That's a huge part of a dispatcher's job being automated"

## Phase 3: The Business Case (Value Quantification)

### ROI Breakdown (3 minutes)

You: "Okay, let's talk numbers. How many drivers do you have?"

[They answer: e.g., "50 drivers"]

You: "And how many times per day does the average driver call dispatch for these types of questions?"

[They answer: e.g., "3-5 times"]

That's X drivers, being conservative, X calls per day, each call taking ~2 minutes. Some can be quick ('Where's my pickup?'), some are longer (certain updates, detention logs).

[They agree]

You: "So that's (2 \* X drivers \* X calls) minutes per day = (value/60) hours. If your dispatcher makes \$30/hour, that's (30\*Xhours) /day, (per day \*31)/month of their time spent answering questions a bot (available 24/7) could handle."

[Pause]

You: "But it's not just about the money. It's about focus. Every time the phone rings, your dispatcher loses their train of thought. They were in the middle of negotiating a rate with a broker, or optimizing a route, and now they have to stop and tell a driver something that's already written down."

You: "This system doesn't replace your dispatcher. It removes the noise, saves them time, so they can focus on what actually requires a human brain: problem-solving, negotiation, exceptions."

## **Addressing Objections (2 minutes)**

Objection 1: "What if the driver doesn't have a smartphone?"

You: "In 2026? Show me a driver without a smartphone and I'll show you a unicorn. But even if you have one guy with a flip phone - he can still call. This isn't all-or-nothing. Every driver who DOES use it is one less interruption."

Objection 2: "What if the bot gives wrong information?"

You: "The bot only reads what's in your dispatch board. If the data's wrong, a human would give the same wrong answer. The difference is, you can fix it in the sheet and the bot instantly has the correct info. No re-training, no 'I didn't get the memo' - it's always synced."

Objection 3: "Our drivers are old-school, they won't use it."

You: "Fair. But here's the thing - drivers are incentivized to use this. Why? Because it's FASTER than calling. You're on hold for 30 seconds, then you wait for dispatch to pull up your load, then they read it to you. Or you text 'pickup' and get an answer in 3 seconds. Which would you rather do when you're trying to make miles?"

Objection 4: "What about emergencies? Breakdowns?"

You: "Great question. The system detects emergency keywords - 'breakdown', 'accident', 'flat tire', etc. When it sees those, it automatically alerts your dispatch team. Let me show you."

[Text from your phone: "I have a flat tire on the highway"]

EXPECTED BOT RESPONSE:

⚠️ Emergency logged. Dispatch has been notified.  
Where are you located? Are you in a safe spot?

[Check Dispatch\_Team tab or show alert notification]

You: "See? The bot knows this isn't a routine question. It escalates immediately. Your dispatcher gets a text alert with the driver's location, load info, and the issue. That's FASTER than a phone tree."

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## Phase 4: The Close (Next Steps)

**You:** "Would you be opposed to moving forward with a pilot?" (*Wait for the "No, not opposed." response*)

**You:** "Perfect. Let's keep this simple so it doesn't add to your plate. Here is exactly how we roll this out:

1. **I handle the setup:** You don't need to format anything. Just email me a copy of your current load sheet or schedule—however messy it is. I'll look at it and build the configuration to match *your way of working*.
2. **The 'Safe' Pilot:** Once I have it ready, we'll pick just **3 to 5 of your most tech-savvy drivers**. We won't touch the rest of the fleet yet.

3. **The Test:** We'll run it for one week with just those guys. If it saves you time and the drivers like it, we roll it out to the rest. If you hate it, we stop.

Does that sound fair?"

**Client:** "Yeah, sounds good."

**You:** "Great. I'll send over the invoice which includes the simple pilot terms right on it today. As soon as that's taken care of, I'll get to work on the configuration. What's the best email to send that to?"

### **Copy/Paste This into Your Invoice "Notes" Section**

Here is a plain-English agreement that protects you but feels friendly to them.

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### **TERMS OF SERVICE - PILOT PROGRAM**

1. **Scope:** [Your Company Name] will configure the SMS dispatch system and onboard up to 5 drivers for a 7-day Pilot.
  2. **Payment:** The One-Time Setup Fee is due before configuration begins. The Monthly Subscription starts only after the Pilot is deemed successful by the Client.
  3. **Cancellation:** You may cancel at any time during the Pilot with no further obligation.
  4. **Data Privacy:** We respect your business. Your load data, driver numbers, and rates are strictly confidential and will never be shared, sold, or used for any purpose other than this service.
  5. **Liability:** This system is an aid for dispatch. [Your Company Name] is not responsible for missed loads or driver delays resulting from carrier network issues.
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## Post-Demo Follow-Up

### Send Within 1 Hour:

Email Template:

Subject: Trucking Bot Demo - Next Steps

Hi [Name],

Great call today! As promised, here's a quick recap of what you saw:

- Real-time driver communication (no phone calls)
- Automatic status updates (drivers update the board from their phones)
- Multi-load intelligence (bot knows context)
- Emergency detection (auto-alerts dispatch team)

ROI for your operation (50 drivers):

- 150 calls/day eliminated
- 5 hours/day saved
- \$4,500/month in productivity gains

Next Steps:

1. You: Export your current load board (CSV or Google Sheets share)
2. Me: Configure system with your branding (2 hours)
3. Us: 15-min training call with dispatch team
4. Go-live: Monday morning with 10 pilot drivers

Let me know when you want to schedule the training call.

Thanks,  
Jerico

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## Key Talking Points (Memorize These)

### Value Props:

1. "Zero interruptions" - Drivers get answers without calling
2. "Real-time data entry" - Status updates happen automatically
3. "24/7 availability" - Bot never sleeps, never takes a break
4. "Context-aware" - Remembers conversation, handles multi-load scenarios
5. "Emergency detection" - Auto-escalates critical issues

## Pain Points to Echo:

- "You're paying dispatchers \$60/hr to answer questions a computer can handle"
- "Every phone call breaks focus - that's where the real cost is"
- "Drivers call multiple times for the same info because they forget"
- "Your dispatch team is doing data entry instead of problem-solving"

## Objection Handling:

- Tech resistance: "Drivers prefer this - it's faster than waiting on hold"
- Accuracy concerns: "Bot reads your sheet - same data humans would give"
- Emergency worry: "System detects and escalates emergencies automatically"
- Cost: "Less than one tow truck call per month"

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## Quick Reference: Expected Bot Responses

Driver Message	Expected Bot Response
"Where is my pickup?"	"Your pickup is at [Location], scheduled for [Time] today. Address: [Address]. Be there 15 minutes early."
"What time is my delivery?"	"Your delivery is at [Location], today at [Time]. Address: [Address]. Contact: [Phone]."
"What am I hauling?"	"You're hauling [Commodity] for Load [ID]. Weight: [Weight]. [Special instructions if any]."
"I have arrived"	"Got it! Marked you as arrived at [Location]. [Next instruction based on status]."
"I am loaded"	"Perfect! Drive safe to [Delivery Location]. ETA [Time]. Text me when you arrive."
"I am empty"	"Great work! Load [ID] marked complete. [Next load info if available, else 'Contact dispatch for next assignment']."
"I have a flat tire"	"⚠️ Emergency logged. Dispatch has been notified. Where are you located? Are you in a safe spot?"
"What loads do I have?"	"You have [N] active loads: [List of loads with status]. Which one do you need info about?"

Here is a professional, Canadian-style invoice template tailored exactly for your trucking clients.

You can copy and paste this directly into Excel, Google Sheets, or a Word document.

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# INVOICE

[YOUR COMPANY NAME]

123 Tech Avenue

Markham, ON L3R 5M1

Email: [your-email@example.com]

Phone: (905) 555-0199

Website: [your-website.com]

BILL TO:	INVOICE DETAILS
<b>Company:</b> [Trucking Co. Name]	<b>Invoice #:</b> 001
<b>Attn:</b> [Dispatcher/Owner Name]	<b>Date:</b> Feb 16, 2026
<b>Address:</b> 100 Diesel Dr, Brampton, ON	<b>Due Date:</b> Due On Receipt

## SERVICES

Description	Qty	Rate	Amount

<b>SMS Dispatch System - One-Time Setup</b>	1	\$500.00	\$500.00
<ul style="list-style-type: none"> <li>- Configuration of SMS flows for [Trucking Co Name]</li> </ul>			
<ul style="list-style-type: none"> <li>- Import of initial load data</li> </ul>			
<ul style="list-style-type: none"> <li>- Onboarding &amp; Testing for 5 Pilot Drivers</li> </ul>			

<b>SUBTOTAL</b>	<b>\$500.00</b>
<b>HST (13%)</b>	<b>\$65.00</b>

TOTAL CAD	\$565.00
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(Note: Only include HST if you are registered. If not, remove that line).

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## PAYMENT METHODS

### OPTION 1: Interac e-Transfer (Preferred)

- **Send to:** [your-email@example.com]
- **Security Question (if needed):** What do we move?
- **Answer:** trucks

### OPTION 2: Credit Card (Secure)

- **Pay Online:** [Insert your Stripe Payment Link Here]
- (*Click the link above to pay via Visa, Mastercard, or Amex*)

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## TERMS OF SERVICE - PILOT PROGRAM

By paying this invoice, the Client agrees to the following terms for the Pilot Program:

1. **Scope:** [Your Company Name] will configure the SMS dispatch system and onboard up to 5 drivers for a 7-day Pilot.
2. **Payment:** The One-Time Setup Fee is due before configuration begins. The Monthly Subscription starts only after the Pilot is deemed successful by the Client.
3. **Cancellation:** You may cancel at any time during the Pilot with no further obligation.
4. **Data Privacy:** We respect your business. Your load data, driver numbers, and rates are strictly confidential and will never be shared, sold, or used for any purpose other than this service.
5. **Liability:** This system is an aid for dispatch. [Your Company Name] is not responsible for missed loads or driver delays resulting from carrier network issues.

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## How to use this:

1. **The "Due Date":** I set this to "**Due On Receipt**." This is standard for setup fees. It politely tells them: "*I am ready to work, but I don't start until the money is there.*"
2. **HST:** If you have a GST/HST number, you *must* charge the 13%. If you are a small supplier (under \$30k/year revenue) and haven't registered yet, delete the HST line and just charge the flat \$500.
3. **The PDF:** Always "Save As PDF" before emailing it. Never send the Excel file (it looks unprofessional and they can edit it).

Would you like me to help you write the email body to send this invoice to your first lead?

**Example Data: "Mid-Sized Trucking Co."**

Field	Example Value
<b>Legal Business Name</b>	<b>John Doe Logistics Inc.</b> (Must match tax docs exactly)
<b>Business Address</b>	<b>123 Freight Way, Dallas, TX, 75001</b> (Physical office, no PO Boxes)
<b>Business Type</b>	<b>Corporation</b> (or LLC / Partnership)
<b>Industry</b>	<b>Transportation</b>
<b>Tax ID (EIN)</b>	<b>12-3456789</b> (Must be the US EIN or CA Business Number)
<b>Website URL</b>	<b><a href="https://www.johndoelogistics.com">https://www.johndoelogistics.com</a></b> (Must have Privacy Policy & Terms)
<b>Authorized Contact Name</b>	<b>John Doe</b> (The actual owner/manager)
<b>Authorized Contact Email</b>	<b>john@johndoelogistics.com</b> (Use the business domain!)

<b>Authorized Contact Phone</b>	+1 (214) 555-0199 (Their direct business line)
<b>Job Position</b>	CEO / Owner

## Pro-Tips for Passing Vetting First Try

- The Website Requirement:** Carriers now check the website for a **Privacy Policy**. If the website doesn't explicitly state: "*No mobile information will be shared with third parties/affiliates for marketing/promotional purposes,*" they will reject the application.
- The Representative's Role:** Twilio's "Authentication+" process might send a **verification email** to that representative. You need to tell the client: "*I am submitting your registration; you will receive a verification link from Twilio. Please click it within 24 hours so we can go live.*"
- Your Role:** You are the **Technical Contact**, but in the A2P Brand Registry, you stay behind the scenes. You are simply the one *submitting* the data they provided.

### 1. The "Google Doc" Method (Easiest & Fastest)

Surprisingly, many carriers will accept a publicly shared **Google Doc** or **Notion** page as the "website" URL, provided it contains the necessary business information.

- What to do:** Create a Google Doc titled "[Company Name] SMS Policy."
- Include:** Company Name, Address, Phone Number, and a clear "SMS Privacy Policy" (I'll provide the text below).
- Setting:** Set the sharing to "Anyone with the link can view."
- Twilio Entry:** Paste that Google Doc link into the "Website URL" field.

### The "Must-Have" Privacy Policy Text

Regardless of which method you choose, the "website" **MUST** contain this exact paragraph. If this is missing, the campaign will be rejected:

**SMS Privacy Policy:** > "Mobile information will not be shared with third parties/affiliates for marketing or promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."