

# More Bookings. Less Hassle. Guaranteed.

Leads 2 Loads is your full-service sales floor— we book jobs under your DOT while you focus on running trucks.

- **Full-service sales team** – No hiring or training required
- **Quality leads + proven process** – Jobs ready to dispatch

Get started in days – no long-term contracts







# Who We Are & What We Do

Leads 2 Loads is your plug-and-play sales floor.

We book jobs under your DOT authority while you focus on running trucks and delivering freight.

- Full-service sales calls – inbound & outbound booking
- QA calls 3-5 days before pickup – upsell space or services for more revenue
- Customer service pre-pickup – manage date changes, retention, and resolve concerns to keep jobs on schedule
- Jobs processed directly in your CRM (Granot) – reduces extra admin work







# How It Works

**Carrier  
Profile Interview**

**1**

We start by learning exactly what you want in a job – from pricing per cube to lane preferences – so we book to your liking

**Leads Hit  
Our Sales Floor**

**2**

We work from your lead source or ours, handling inbound calls, web leads, and live transfers

**We Book  
to Your Specs**

**3**

Our reps close deals under your DOT authority, making sure every booking meets your profitability requirements

**Dispatch  
Ready**

**5**

Job is processed directly in your CRM (Granot) and available to dispatch immediately by your team





# Why Carriers Choose Leads 2 Loads

## Bigger payouts

We take less of your deposit than other booking options, leaving more in your pocket.

## Jobs booked to your specs

Every booking follows your pricing per cube, pickup/delivery states, and job preferences

## Full pre-pickup customer service

We handle retention, date changes, and concerns so jobs stay on schedule

## Proven sales process

Experienced reps close high-intent leads quickly and professionally

## No overhead

Instant sales infrastructure; no hiring or training needed

## Admin-free dispatch

Jobs processed directly in your CRM (Granot) and ready for your team to dispatch immediately



# What It Costs & How You Get Paid



## Carrier Direct

- You cover the cost of leads.
- 60% of the booking deposit is retained by us.  
*40% of the booking deposit is credited toward your future lead spend.*
- You keep your **credited deposit** amount + 100% of carrier balance



## L2L Advantage

- We cover the cost of leads.
- We keep 100% of the booking deposit.
- You keep 100% of the carrier balance.

All Quality Assurance deposits are retained in full to grow your carrier balance.





# What You Provide

- Active DOT authority & insurance
- Fair web presence (reviews, website, etc.)

*We book under your DOT — carriers must be fully compliant and ready to dispatch immediately.*



**Ready to Start?  
Let's Load Up  
Your Schedule.**

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