

The Shipper Pipeline Scorecard

Find the gaps between being discovered and winning a suitable shipper account.

18 checks

6 acquisition areas

3 next priorities

Start with account fit.

Define the shipper your operation can serve well. Capacity and a reliable quote process come before more acquisition activity.

Service area / locations

Order range / minimum account size

Product categories / exclusions

Handling / integration requirements

Onboarding capacity / sales owner

SCORE WHAT YOU CAN SUPPORT

Check the acquisition path.

0 = absent or unknown 1 = partly in place 2 = in place and checked recently

01 Google Ads & search demand

/ 6

Our search campaigns, if used, match the fulfillment services and locations we actually serve.

The landing page matches the search, explains account fit, and offers a clear inquiry step.

We can distinguish suitable shipper inquiries from job seekers, vendors, spam, and poor-fit accounts.

Evidence: Check search terms, the landing page, and a sample of classified inquiries. Not running ads? Score readiness; a zero is not an instruction to spend.

02 Google Business Profile

/ 6

Business details, categories, contact information, and location representation are accurate.

Prospects can find current photos and a clear description of our fulfillment capabilities.

Calls and website inquiries have a named owner and a follow-up path.

Evidence: Check the live profile, destination page, dated interaction reports, and inquiry handoff. Profile interactions are not the same as qualified leads.

03 Google reviews & trust

/ 6

We consistently invite genuine customers to share an honest review, without incentives.

A named person checks and responds to reviews appropriately.

Our website uses accurate claims and authorized material to explain why shippers can trust us.

Evidence: Check the review-request wording, timing, response history, and permissions for testimonials. Keep requests neutral; do not seek only positive feedback.

SCORE WHAT YOU CAN SUPPORT

Check the acquisition path.

0 = absent or unknown 1 = partly in place 2 = in place and checked recently

04 Lead magnet & quote path

 / 6

Researching shippers have a useful next step before they are ready for a full quote.

Initial forms ask for enough context without requiring a full operational specification.

A real test inquiry reaches the right person with the source and submitted information intact.

Evidence: Check the resource, mobile form, confirmation, inbox, and handoff owner. A success message alone does not prove inbox delivery.

05 Lead research & account fit

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Each researched company meets our documented service and account-fit criteria.

Each priority account has a dated source and a specific, relevant reason for contact.

Our list excludes duplicates and people or accounts that should not be contacted.

Evidence: Review ten records with source URLs, fit notes, relevant signals, and exclusions before scaling list volume.

06 Outreach & sales follow-up

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Messages explain a relevant reason for contact and a concrete next step.

Automated follow-up stops on reply or opt-out, and a person owns the conversation.

Qualified inquiry, held meeting, quote, and won account are tracked as separate stages.

Evidence: Check sequence drafts, stop rules, reply handoff, and a recent pipeline view. Put an owner and next action on open inquiries.

YOUR NEXT SEVEN DAYS

Turn the gaps into action.

Choose three actions: one to prevent missed inquiries, one to improve fit or trust, and one to improve measurement. Assign an owner and a way to verify completion.

01 / Prevent missed inquiries

Action			
Owner		Due	
		Verify by	

02 / Improve fit or trust

Action			
Owner		Due	
		Verify by	

03 / Improve measurement

Action			
Owner		Due	
		Verify by	

Keep the scoreboard honest.

Track inquiries, qualified leads, held meetings, quotes, and won accounts separately. Record the period and source. Exclude tests and duplicates. Keep media spend, agency fees, and tool costs distinct.

Want a second set of eyes?

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These scores are planning aids, not a validated benchmark or a forecast of leads, rankings, or revenue. Prioritize using commercial impact and dependencies, not the total alone.