



WORKSHEET

Freight opportunity acceptance worksheet

Freight Lead Generation Agencies: 5 Inbound and Outbound Compared (2026)

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Fill one row per enquiry or delivered lead, then compare providers on accepted opportunities, not on lead counts.

EXHIBIT 1

Field	What to write	Your answer
Buyer	Company, and whether it is a shipper, consignee, forwarder or carrier	
Mode	Road FTL, LTL, tank, temperature controlled, air, sea or other	
Route or use case	Origin and destination, or the service the buyer needs	
Shipment need	Cargo, volume, equipment, ADR class if any	
Timing	First load date and whether it repeats	
Decision maker	Who can award the work, and whether they were in the conversation	
Source	Search, ad, email, outbound call or referral, and which provider	

Field	What to write	Your answer
Sales acceptance	Accepted, rejected with reason, quoted or booked, with the date	

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