



CargoQuoter Deployment & Growth Playbook

Version 1.0 | Trial Edition | Patent for Sale | Licencing

Welcome to CargoQuoter

Congratulations, and welcome aboard!

CargoQuoter is a lightweight, instant freight quoting tool designed to **increase conversions**, **accelerate quotes**, and **simplify pricing** for modern logistics providers.

⚙️ This isn't just a calculator—it's a deployable quoting engine with:

- Instant quote results (under 1 second)
- 48-hour locked pricing for users
- No user registration required
- CRM ready data export for warm leads
- Full transparency & license-controlled logic

* Patent Opportunity

🔥 **CargoQuoter is patent-protected and available for acquisition or exclusive licensing.**

Please contact **Steve Symington** (stevesymington@icloud.com) for expressions of interest or negotiation.

What's Inside Your ZIP Package

Your ZIP file includes everything you need to go live:

File Name	Description
<code>index.html</code>	User-facing front-end interface
<code>styles.css</code>	Styling & branding
<code>script.js</code>	Quoting logic engine + license key limiter
<code>config.json</code>	Set your logo, currency, and brand colors
<code>mock-api.js</code>	Placeholder for future CRM/API connection
<code>LICENSE.txt</code>	Trial use license (restrictions apply)
<code>CargoQuoter-Playbook.pdf</code>	This deployment guide

How CargoQuoter Works

- Calculates real-time freight quotes instantly
- Applies distance and modifier-based pricing logic
- Locks prices for **48 hours** after user click
- Optional follow-up call or CRM workflow
- No login or form completion required

This design encourages **frictionless quote engagement** with higher lead conversion.

Hosting & Setup Instructions

Quick Start:

1. **Upload all ZIP contents to a secure HTTPS server**
(e.g., AWS S3, cPanel, NGINX)
2. **Edit `script.js`**
Replace sample route data with your actual freight pricing and routes.
3. **Update `config.json`**
Set your:
 - Logo path
 - Currency (USD/GBP/EUR/etc.)
 - Primary + accent brand colors
4. **Deploy your tool at a clean public URL**, e.g.
<https://yourcompany.com/instant-quotes>

Server Requirements:

- ☒ SSL certificate (HTTPS enforced)
- ☒ Basic DDoS protection
- ☒ API rate-limiting (protects license & spam abuse)

Add a top-menu navigation link or homepage banner like:

“ Instant Freight Quotes — No Signup Required”

Route & Pricing Management

Edit the pricing logic here inside `script.js`:

js

CopyEdit

```
const ROUTE_PRICING = {
```

```
"Shanghai-Los Angeles": { distance: 10500, modifier: 0.95 },
"Rotterdam-Houston": { distance: 9200, modifier: 0.82 },
// Add more routes here
};
```

Use dynamic base rates and modifiers:

js

CopyEdit

```
const SEA_BASE_RATE = 3500;
const GLOBAL_RATE_MODIFIER = 1.15;
```

```
let price = SEA_BASE_RATE * modifier * GLOBAL_RATE_MODIFIER;
```

 Changing the `GLOBAL_RATE_MODIFIER` instantly updates all pricing – no need to adjust each route.

SaaS, CRM & API Integrations

Tool	How to Connect
CRM	Embed lock-in form via HubSpot, Salesforce, Zoho
TMS	Replace <code>mock-api.js</code> with CargoWise/Navis API
Email	SendGrid / SMTP for auto-confirmation
Support	Trigger call center follow-up with webhook

Call Center Conversion Script

Each quote lock is a **warm lead**. Train your agents to follow this proven call workflow:

Timeline Workflow

Stage	Action
Quote Locked	Instant on-screen confirmation

Follow-Up Call	Within 1 hour (ideally <10 mins)
Summary Email	If undecided
Auto Reminder	Before quote expiry (48h mark)
Final Follow-Up	Optional

Sample Call Script

Initial Call:

"Hi [Client Name], this is [Your Name] from [Company].
I see you locked in a freight quote using our instant tool.
Just checking if you had any questions or if you're ready to book?"

Objection 1: "I'm just comparing."

"Perfect — that's why we lock your price for 48 hours. It holds your rate steady while you decide."

Objection 2: "Another provider is cheaper."

"Thanks for letting us know. If you share their rate, I'll recheck our data. We may match or beat it."

Objection 3: "I didn't expect a call."

"After quote lock, our tool confirms we'll follow up. If that didn't show correctly, thanks for flagging it — we'll fix it!"

If ready to book:

"Your quote was \$5,200. If you're happy to confirm today, I can offer \$4,950 to move forward — does that work?"

If not ready:

"No problem — I'll email you the quote summary and expiry time."



Performance Tracking & UX Audit

Core Metrics to Track

Metric	Target
Quotes Generated	Max: 1,000 during trial
Quotes Locked	40%+ of views
Conversion Rate	20–35% of locked quotes
Callback Time	< 15 minutes
Booking Cost	Reduce from ~\$28 → under \$7
UX Score	Increase from ~55% → above 90%

Tools:


- Google Lighthouse (load speed + accessibility)
- Hotjar / UXtweak (heatmaps & session replays)

Promote the Trial (Properly)

1. Website Integration

Deploy at: yourcompany.com/instant-quotes

Add homepage banner:

 Get Instant Freight Quotes – No Signup Required”

2. Email Campaign

Subject: “**New! Real-Time Freight Quotes – No Waiting**”

“We just launched a powerful quoting engine.

No forms. No phone calls. Instant pricing now available online.”

3. Social Media Post

“ Need a freight quote?

Get it in under 1 second — no forms, no signups.

Lock it for 48 hours. Try it at yourcompany.com/instant-quotes”

4. Blog or Press Release

“We’re excited to launch a new instant freight quote tool.

Designed for speed, transparency, and better booking performance — with no customer login required.”

Suggested Promo Video Script (30s)

“Tired of slow forms and back-and-forth emails?

We built something better.

Get an instant freight quote in just 1 second — no signup needed.

Lock it for 48 hours, then our team follows up.

It’s fast. It’s fair. It’s fully transparent.

Try it now at [yourcompany.com](#).”

Trial Launch Checklist

- Deploy ZIP to secure HTTPS domain
 - Customize route data & pricing logic
 - Link CRM / export to CSV
 - Train agents on follow-up script
 - Track quote locks & booking conversions
 - Launch email and social media campaigns
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Legal, Licensing & Patent Notes

This version is protected by a limited **Trial License**.

You May:

- Host on your private server
- Edit branding, colors, and routes
- Connect to your CRM or API tools

✗ You May NOT:

- Remove license key validation from `script.js`
- Sell, sublicense, or rent this tool
- Host for third-party use without written consent

PATENT FOR SALE

CargoQuoter is a **protected and provisional patent filed quoting engine**, available for **exclusive acquisition or long-term licensing**.

To discuss licensing, support, or full commercial rights, contact:

Steve Symington — stevesymington@icloud.com