



## IMPROVE YOUR DRIVER RECRUITING SALES RESULTS

Working with truck driver recruiters, recruiting managers, and support teams every day has led us to notice several gaps in the driver recruitment sales habits that can hinder success for recruitment rates.

### **EVALUATING AND IMPROVING THE SALES SKILLS OF DRIVER RECRUITERS IS KEY TO CONSISTENT, SUSTAINABLE RESULTS.**

One of the best ways to improve recruiting results is to upgrade the sales effectiveness of the driver recruiters. Two primary ways to measure the sales effectiveness of a driver recruiter include:

1. Calculate the average number of hires a recruiter made in the past 10 weeks.
  - a. This way of measuring smooths out the good weeks and the bad weeks, and gives you a useful productivity numbers. A typical goal per week is three.
2. Listening to actual telephone sales calls. This way you hear both halves of the call and can measure the ability of your driver recruiter to conduct an effective sales call.

This baseline information allows you to create a sales training program that is tailored to the individual recruiter.

**DRIVER RECRUITING IS A SALES PROCESS.  
BECOMING EFFECTIVE AT THIS PROCESS  
WORKS BEST WHEN:**

1. People in this position have behavioral characteristics that are a fit.
2. Recruiters receive sales training that is consistent with the work they do.
3. The sales training is a combination of classroom training, working with actual sales calls and practice to improve specific sales skills.
4. The manager has a solid understanding of their sales skills and their need to develop specific sales skills.

Most driver recruiters have not had sales training and don't have a means to evaluate their sales skills. Based on my many years of managing driver recruiting departments and 20 years of consulting, I have developed effective methods to evaluate sales skills and provide training to improve these skills.

**THIS PROJECT IS DESIGNED TO:**

1. Assess the drivers recruiter's results and sales skills.
2. Provide customized training to each recruiter that factors in their behavioral style and their current sales skills.
3. Train the trainer so a person in your organization has the skills and knowledge to lead ongoing skill development.

**Four phases to the project:**

1. Pre-visit review of the materials based on a "request for information" and recorded driver recruiting telephone calls.
2. An on-site review of all the recruiting department.
3. Onsite classroom sales training and role playing.
4. An on-site Power Point debriefing for management to review findings and recommendations.
5. Ongoing training for the trainer and train the recruiter training via video webinar.

**OUR CLIENTS  
SAY IT BEST**



*"Through Steve Prelipp's guidance, coaching, encouragement and willingness to share his wealth of knowledge on recruiting, we were able to yield a 20% increase in hires for the 2018 year in comparison to 2017. Without Steve, it would have taken me twice as long to succeed, and I would have made many mistakes along the way. Steve is a great leader and an excellent mentor. I would highly recommend him to anyone needing help reaching goals for recruiting and retention."*

**—Mitzi Hartman**  
McLeod Express  
Director of Safety  
& Recruiting



## DELIVERABLES

Steve Prelipp will conduct a recruiting systems audit that will provide the following deliverables for the initial assessment that will be conducted during a business week:

- Listening to recorded driver recruiter sales calls and providing a written evaluation.
- An analysis of the current people, systems, advertising and processes used by your company to recruit drivers.
- A set of recommended actions that will improve organizational performance to reach the driver capacity goals.
- Sales training for the recruiting leader and the recruiters.

The recruiting systems audit is a must-have assessment tool for your recruitment departments. You will receive a valuable tool that analyzes strengths and weaknesses of current driver recruiter sales calls, areas to improve, and action steps that include best-in-industry training for ongoing improvement.

Few things will frustrate a driver more than working with a recruiter who does not know how to handle the sales call. Getting candidates through the process as quickly and as painlessly as possible translates into a higher number of hired drivers! Let's improve your results in 2019.

## OUR CLIENTS SAY IT BEST



*"I have been developing training and education programs for 25+ years. Steve Prelipp is by far one of the best content experts whose services I have had the pleasure of using. Steve provides a high level of professionalism and customer services."*

**—Ron J. Goode, M.Ed.**  
Director of Education  
Truckload Carriers  
Association



Contact Steve Prelipp today for a complimentary consultation on your current recruitment department results.  
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