



3 Steps to Measure the Effectiveness of a Driver Recruiter



How do you measure the effectiveness of a driver recruiter? How good a salesperson are they?

The ability to sell is one of the most important skills needed to be an effective driver recruiter.

There are numerous ways you can measure the effectiveness of the recruiter as a sales person. Consider these:

1. **What is the average number of drivers they hire per week.** "Hire" means they come to orientation and become a driver for you. Use a ten-week average hired to smooth out the highs and lows.
2. **Listen to taped phone calls.** Most ad agencies route driver inbound telephone calls through a call recording system. This tells you the length of the call, the ad they are responding to, time of day, etc.
3. **Their "conversion rate."** The conversion rate is the percentage of leads that are converted into a hire by the recruiter. This is often in the 3% range. If the recruiter's conversion rate is low, you are paying advertising money for leads without enough hires.

Our experience shows that listening to taped calls with recruiters is a very effective way to coach sales skills. Prelipp Consulting recommended practice is to give every recruiter the password for this call data base. Then they can listen to calls and do self-coaching.

This process is more effective if it is preceded by classroom sales training. The classroom training provides the recruiter with a better understanding of the sales process.

The on-to-one coaching using taped sales calls builds on these sales concepts. This gives specific examples of things that are done well and things that could be done even better.

It can cost hundreds, even thousands of dollars to find and recruit a new driver for your company. That's why it makes sense to have a fine-tuned process up front in the initial steps of vetting candidates. This is just a glimpse of some steps in the process.

Prelipp Consulting has a strong track record of success in developing highly effective recruiting departments. Steve Prelipp has lead recruiting departments at leading trucking companies, including Schneider National and Heartland Express. He also has worked with companies on this issue as a consultant the past 20 years. Let our experience and proven track record work for you.