

Driver Recruitment Strategies

Presented by | Rich Moldstad



Cottingham & Butler

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Welcome!

- Questions will be answered by email following the presentation.
- Send your questions to “send privately”.
- Supporting information for this webinar will be emailed out shortly after the presentation.



Presenter

Rich Moldstad, CDS

Safety Consultant

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QUESTIONS

Please send questions to rich.moldstad@cb-sisco.com.

Driver Recruiting - 2015



Objective

Do's and Don'ts of recruiting

Recruiter “salesmanship”

Getting drivers successfully onto our team

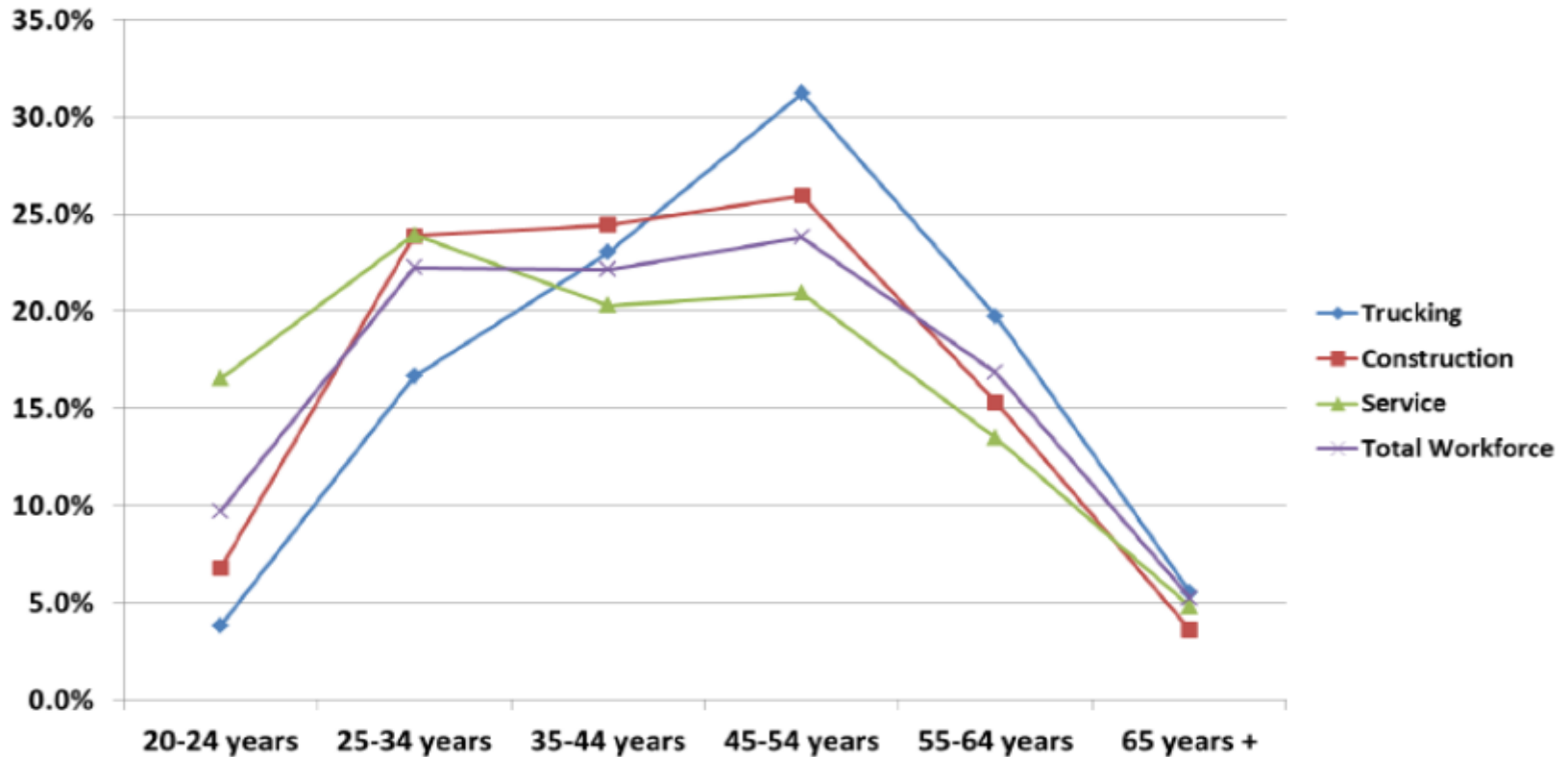


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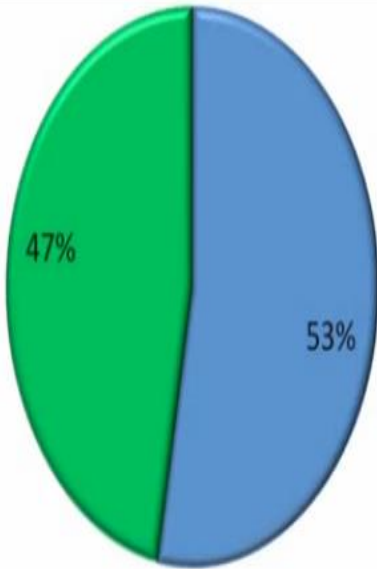
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Demographics

Aging Driver Workforce

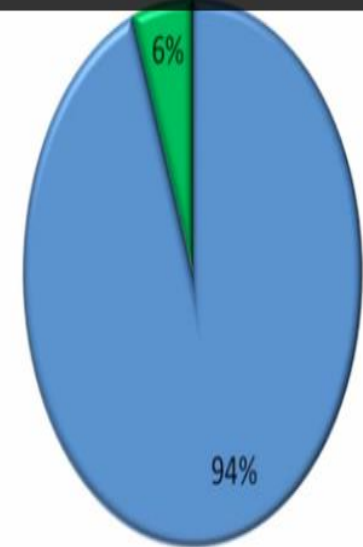


Male vs. Female Driving Demographics



47 %
Of All
U.S.
Workers

6%
of
Truck
Drivers



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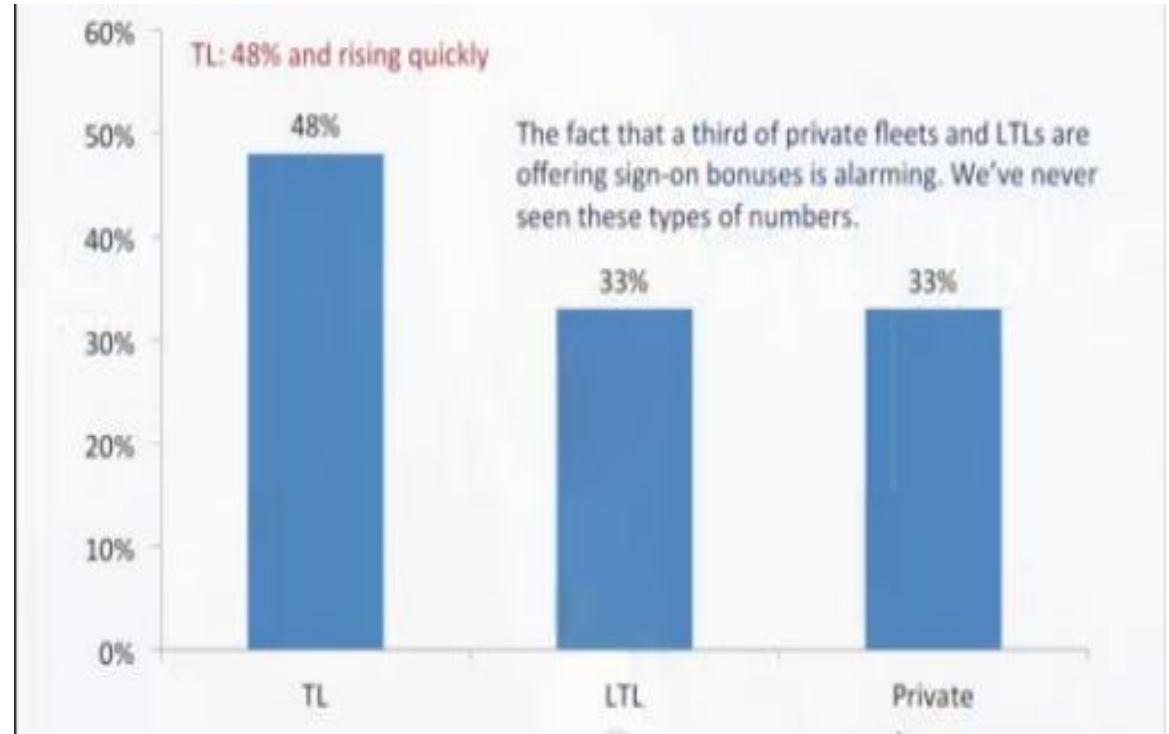
Industry Response

Increasing pay

Sign-on bonus

Trainee programs

Hiring our Heroes



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Attributes Of High Performing Recruiters

Extrovert or introvert?

Quieter

More serious

Precise

Knowledgeable

Organized

Good listener

Needs focused

Attributes Of High Performing Recruiters

Wealth of knowledge

“You get what you pay for”

Focused on task at hand

Third party call center

QUESTIONS

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Self employed

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Self employed

Understand the challenge

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Self employed

Understand the challenge

Credibility

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Self employed

Understand the challenge

Credibility

Conversational recruiting

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7 Steps of Effective Conversational Recruiting

1) Prospecting

- Pain
- Need
- Goal
- Prospects vs. Suspects

7 Steps of Effective Conversational Recruiting

2) Establishing rapport and trust

- Ask questions
- Listen closely
- “Telling is not selling”

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7 Steps of Effective Conversational Recruiting

3) Identify needs accurately

- “Doctor of Recruiting”
 - Examination
 - Diagnosis
 - Prescription
- “Telling is not selling”

7 Steps of Effective Conversational Recruiting

4) Making the presentation

- Repeat information discovered
- Explain how you will solve the need
- Ask for feedback
- “Well, it sounds pretty good, let me think it over.”

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7 Steps of Effective Conversational Recruiting

- 5) Answering objections
 - Prepare like a lawyer

7 Steps of Effective Conversational Recruiting

6) Closing the sale

- Invitational close
- Directive close

Practice makes perfect

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7 Steps of Effective Conversational Recruiting

7) Agree on plan of action

- What needs to be done
- When it needs to be done by

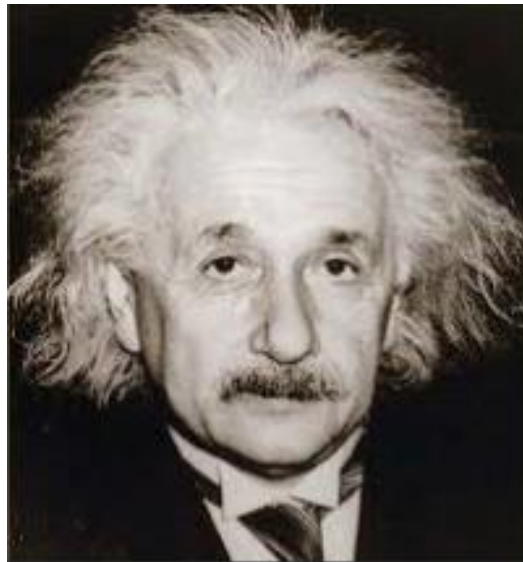
“I am going to do this and you are going to do that.”

“I want you to call me at this time”

7 Steps of Effective Recruiting

“You have to learn the rules of the game, and then you have to play better than anyone else.”

Albert Einstein



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Self employed

Understand the challenge

Credibility

Conversational recruiting

Evaluate

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Self employed

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Strategize

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Self employed

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Conversational recruiting

Evaluate

Strategize

Social media



Industries That Had To Change

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CABLE TV INDUSTRY
1976-2014



BIG BOX RETAIL INDUSTRY
1962-2012



RECORD INDUSTRY
1889-2003



TRAVEL PLANNING
INDUSTRY
1758-2007



TELEPHONE INDUSTRY
1876-2008



BROKERAGE INDUSTRY
1801-1997



NEWSPAPER INDUSTRY
1605-2000



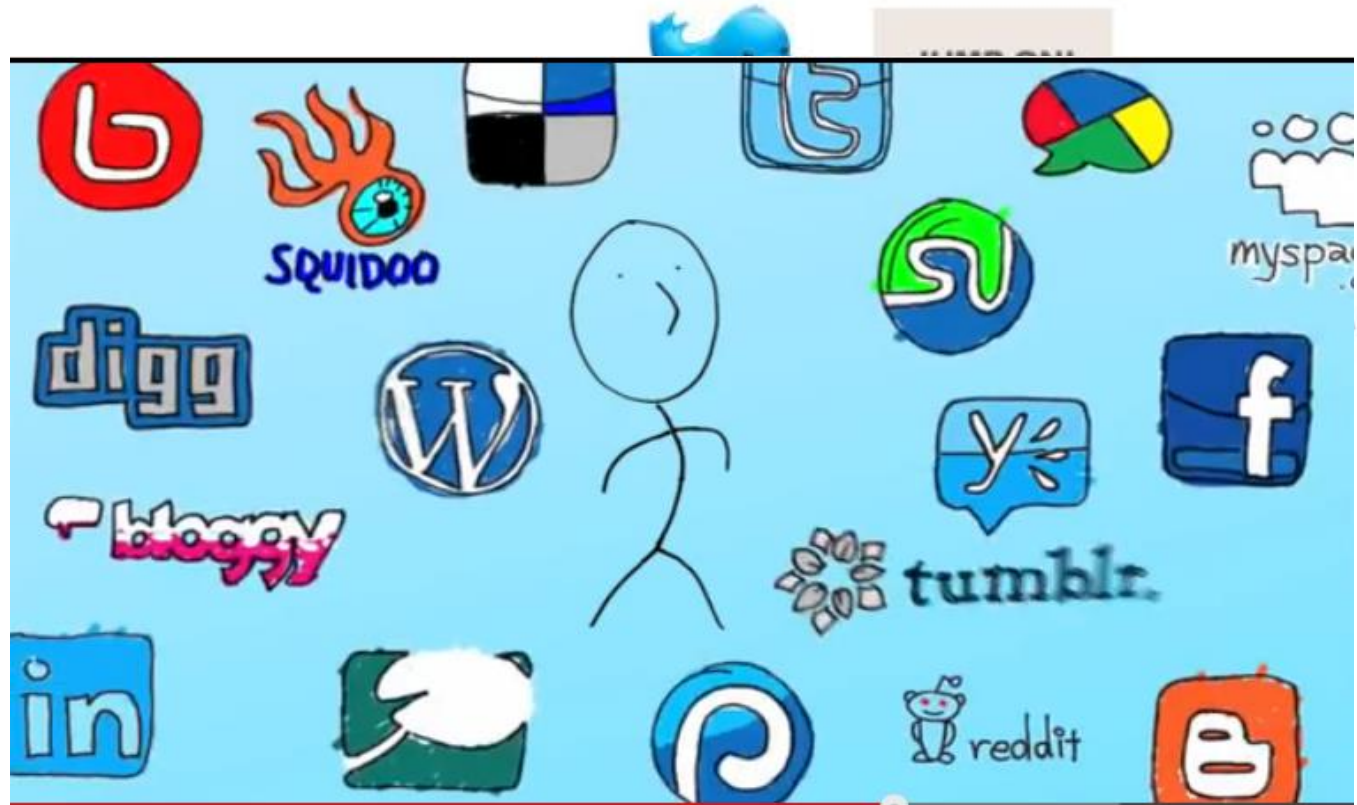
BOOK INDUSTRY
1439-2011

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Social media

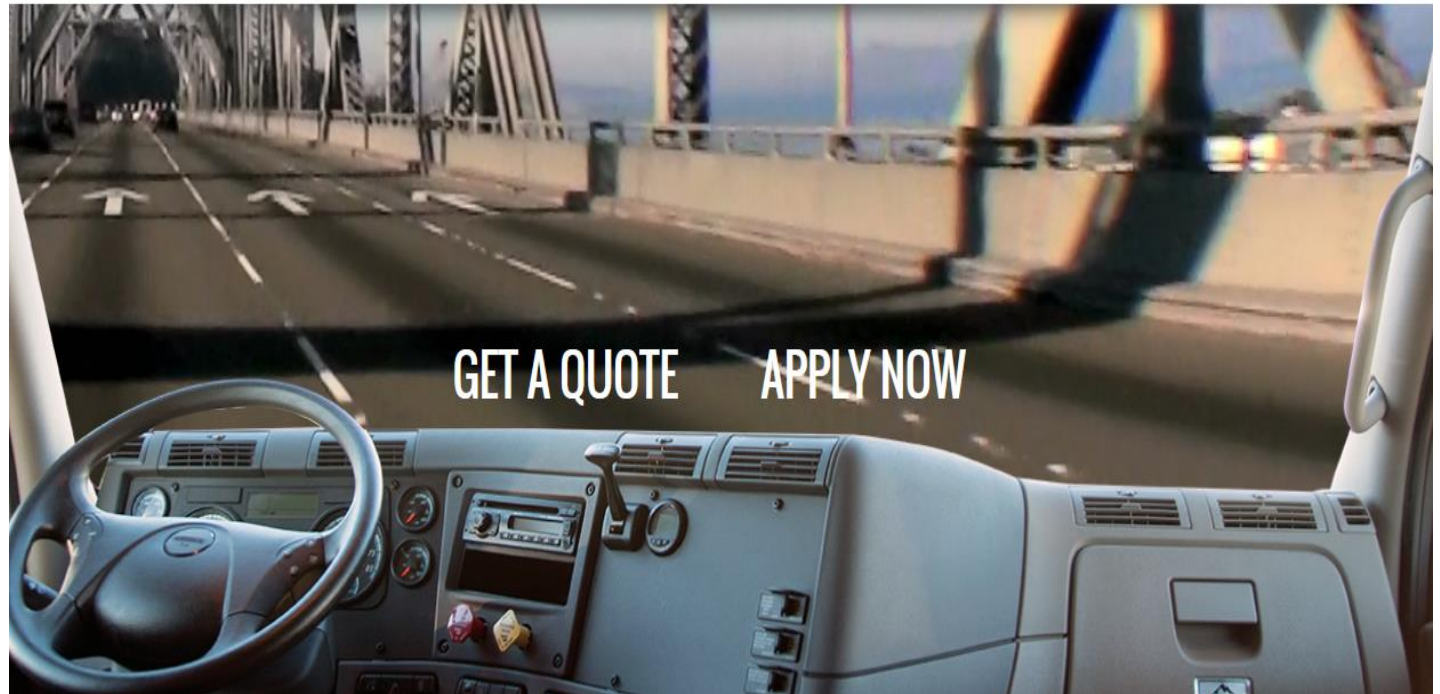
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Recruiting Success

Social media

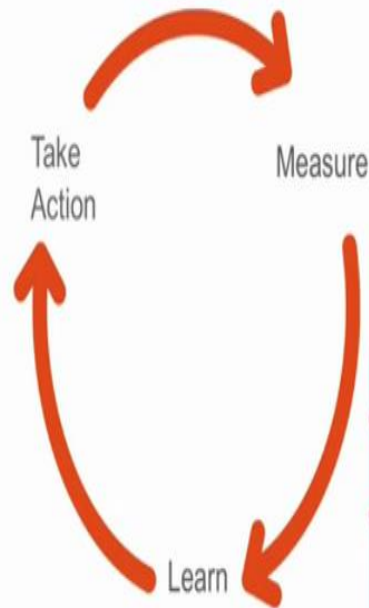
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Social media

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The analytics process



Business owners want to know

A: How do visitors find my website?

B: Am I creating effective content?

C: How does this impact my bottom line?



Let's try to answer these questions.

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Questions?



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