

# Driver Recruiting

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Trucking Owners Business Roundtable  
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Presented by:  
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## Overview/Purpose

Discuss how you can set yourself up to win in today's challenging capacity development environment

- Things have changed (a lot)
- Not good enough to be "OK" at recruiting
- Selling to a different audience
- Selling in different sales channels
- Need to make recruiting a solid "competitive advantage"

## My Background

- In charge of driver recruiting and retention at Schneider National and Heartland Express
- Consulted with truckload carriers since 1998
- Major focus on driver recruiting and retention

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## What I Do

- Assess the recruiting and retention processes and results
- Recommend actions a company should take to become a high performing company
- Work with the company to become a high performing recruiting and retention company

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## Quick Survey

Do you have all the driver capacity you need to move the quality freight available daily?

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## Quick Survey

Are you confident you can hire the drivers you have in the 2014 business plan?

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## Quick Survey

Do you consider your driver recruiting department to be a competitive advantage?

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## National Recruiting Landscape

- The driver recruiting/capacity development environment is very challenging and will continue to get worse
- The driver population has been reduced by many issues
  - \* The Great Recession
  - \* CSA
  - \* Reduced entry level training
  - \* ELD
  - \* Generation X and Y are not a good fit for driving
- What works in recruiting has changed dramatically

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## What Has Changed

- Who you are recruiting (X, Y not Baby Boomers)
- How people get information— not print media or network news—now Smart Phone, iPad, PC
- What they are looking for— “life/work balance”
- Availability of quality owner operators & experienced drivers
- Inbound phone calls to job boards

## What Has Changed

- Telephone applications to electronic applications (to a data base with an electronic signature)
- Wait for the phone to make it happen—Constant Contact, Pay Per Click, Smart Phone Trucker

## Principles For Successful Recruiting

- Set yourself up to win in today's environment
- Have a well defined recruiting model
- Make that model happen
- DO NOT COMPROMISE
  - Goals
  - People
  - Systems
  - Results

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## Executive Leadership

- Choose the right recruiting leader
- Provide that leader with resources—people, systems, Ad \$ (leads), website, bonus structure
- Set up effective metrics
- Manage (not micro-manage)

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## Recruiting Leadership

- Leadership & management skills
- Sales perspective (not HR)
- Can relate to generation X & Y
- Goal orientation
- Tech savvy
- Social media savvy
- Manages for results
- Makes things happen

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## Recruiters

- Sales skills-select for them, train them
- Tech savvy
- Aggressive
- Make it happen people
- Reward them for hires & retention

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## Recruiting Systems

- Get a contact database that works for you (tenstreet is the leader)
- Use the Tie lead sources to your contact database
- Maximized electronic applications with electronic signatures
- Build management information reports
- Know your lead source
- Data mine/remarket

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## Recruiting Systems

- Write a procedures manual
- Insure recruiters follow the procedures
- Build results oriented management information reports

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## Organizational Synchronization

- Be clear on business plan—what is the goal
- Operations
- Safety
- Maintenance
- CFO
- Orientation

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## Advertising Agency

- Insure they are competent
- High quality front line contact
- Need electronic bandwidth
- Partner with them—they need to be on your system
- Weekly brief results meeting
- They need to provide ideas and analysis

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## Information To Track

- Leads by leads source
- Hires (including upcoming classes)
- Hires by lead source
- Advertising cost per lead (by source)
- Advertising cost per hire by lead source
- Recent Constant Contact campaigns and the results of each campaign

## Information To Track By Recruiter

- Hires by type
- 90 and 180 day turnover
- Orientation show rate
- Orientation drop out rate
- Number of leads worked
- Conversion rate

## Key Lead Sources

- Referrals
- Rehires
- Craig's List

## Daily Management

- Recruiting is a high volume numbers game
- Use the contact system to monitor and manage daily results
- Define, document, train and manage daily processes
- Manage these processes during the day

## Build a Sales & Results Culture

- Measure and display results
- High spirit
- Celebrate individual and group results
- Tie hiring results to overall business results

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