



HOW CAN A CARRIER BUILD THEIR DRIVER FLEET IN 2018 AND BEYOND?

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The long-awaited date the Federal Government mandated the use of Electronic Logging Devices (ELDs) has past. Many larger carriers got a head start implemented ELDs. They and their drivers have learned from experience how to optimize efficiency (AKA miles) in an all ELD fleet.

These carriers have generally experienced a 7% drop in miles. After a period of time they recoup about 2% of these lost miles. This means that if you have a 1,000 truck fleet before ELDs you will need 1,050 trucks and drivers to run the same miles!

There are thousands of trucks and drivers working in small fleets. Very few of these fleets use ELDs. The estimated number of trucks that do not have ELDs now is estimated at 50% of all over the road trucks.

The average age of over the road truck drivers is about 53 years old. About 50% of the driver population is 53 years or older.

What does this all mean for driver recruiting?

POTENTIAL IMPACTS TO THE 2018 TRUCKING ENVIRONMENT:

1. A substantial number of the small fleets will not go to ELDs and will get out of trucking
2. A substantial number of the older drivers will say “not in my lifetime” to driving truck and will leave the business
3. The miles per truck for the companies just adopting ELDs will decrease by 5% to 7%

The net impact is that to move the freight will require more trucks and drivers. However, there will be less drivers and they will drive less miles per driver. Carriers are already struggling to grow their driver fleets. The capacity development job will be more difficult in 2018.

To overcome this industry problem driver recruiting departments need to get better driver recruiting results. Some tactics to help include:

- Advertising
- Social media
- Applicant tracking systems (normally tenstreet)
- Vetting
- Hiring for retention
- Telephone sales

There is no “silver bullet.” However, there are things that need to be very well to hire drivers.

In our experience, one of the most effective way to excel at driver recruiting is through telephone sales.

Most advertising agencies use unique 800 numbers for each advertisement. When a driver responds to the ad by phone the call is routed though a third party call recording service. This provides you with an electronic call that includes telephone number, the ad they are responding to, length of call and other information. This is a rich source for learning the sales skills of your recruiters and coaching for skill improvement.

The Seven Steps on the following page will bring you back to basics with the nuts and bolts guide to give your team or re-cruiter tips and best practices for call planning.

Contact us today.

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SEVEN-STEP RECRUITING CALL

THE INITIAL GREETING.

- Greet warmly with enthusiasm
 - Identify the company, department & yourself.
 - Establish positive rapport.
 - Redirect pay or benefits questions.
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DEVELOP THE CALLER'S SITUATION.

- Ask the basic qualification questions.
 - Obtain the lead source.
 - Assess the caller's knowledge of the company.
 - Ask open-ended questions.
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IDENTIFY & CLARIFY THE CALLER'S PROBLEM/ NEED.

- Use active listening to discover the real issues.
 - Respond with both the caller's content and the feeling they expressed.
 - Inquire if current situation causes problems.
 - Look for specific personal concerns.
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DEVELOP THE CONSEQUENCES & IMPLICATIONS OF THE CALLER'S PROBLEM (INCREASE DISCOMFORT).

- Identify the real impact of the problem to the caller.
 - Help increase the caller's discomfort with the current situation.
 - Use active listening & responding to communicate understanding.
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PRESENT THE COMPANY PROGRAM BY MATCHING FEATURES & BENEFITS TO THE SPECIFIC NEEDS OF THE CALLER.

- Present features of your program that match specific needs.
 - Use active listening and responding skills to confirm and clarify.
 - Demonstrate thorough knowledge of your program.
 - Use general industry knowledge if appropriate.
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OBTAIN COMMITMENT.

- Ensure there is a good match.
 - Ask commitment questions to confirm the level of interest.
 - Define the exact next steps that must be taken to move forward.
 - Make sure driver's data is captured in your CRM system.
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FOLLOW UP & FOLLOW THROUGH.

- Set a specific follow-up time & date.
- Make sure all required steps are taken to process the application.

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