The Science of Truck Driver Recruiting

For every action there is an equal and opposite reaction. This is an immutable law that cannot be broken.

The real hidden factor is poor hiring and recruiting processes, that do not address what the drivers want, need, and want.

Driver DNA Hiring System

The Collaborative Interview is broken down into 2 parts. To streamline the hiring process, we will use to validate the phone interview. It also gives you all of the important information we'll talk more about later.

Number 1 DRIVER DNA HIRING SYSTEM

FACTOR #1 - The Growing Trucking Industry

FACTOR #2 - The Aging Truck Driver Workforce

FACTOR #3 - The Changing Attitude of the Trucking Industry in The New Economy

Drivers moved up to the 2nd hardest job to recruit for. According to the American Staffing Association, they are the second hardest to replace. Today, demand is on the rise. Trucking is still the preferred method of hauling freight. There's no shortage of drivers to hire.

The drivers you recruit today will have a significant impact on your company's ability to make a profit, as well as the attitude of your employees. And add to that the fact that there are more companies to choose from his family for days, if not weeks at time.

Obesity, and the myriad health issues it exacerbates, are major issues the truck drivers have to deal with. Add to that the work schedules that are often longer than they should be, working conditions, and the attitude of the management, and you can understand the power they have.

Remember the trick I mentioned earlier that driver candidates are using in The New Economy Job Market. Most companies simply don't have a clue what these certain qualifications and background checks each time you try to hire a new truck driver… when they are accepted. Giving you a better choice of candidates to choose from.

Companies who outsource their recruiting and driver services can save a considerable amount of money. Before we get to the details of a hiring system that effectively recruits and retains top driver talent, let's look at what the top trucking companies are spending and what they are doing to try to hire top driver talent.

Companies are spending millions. The real difference, and the biggest benefit of using the Driver DNA Hiring System, is that you are spending your money the right way, you're not alone.

Dear Trucking Professional:

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The Science of Truck Driver Recruiting
The BIG Solution to the BIG Problem

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Whitepaper Sponsored By

The Transportation Guys
About
Jack Whatley
Founder and President, The Transportation Guys
Creator: Driver DNA Hiring System

He's helped small and medium-sized trucking carriers... as well as large companies, including Ryder, NAPA, Kroger, Walgreen's, Lowe's, Chevron, Exxon and Home Depot, to keep their fleets running and drivers in the seats. Even in the midst of the "driver crunch." He's the author of his book for truck drivers called "The No-Bull Guide To Getting a Local Driving Job." And is a recipient of the prestigious Cal/Osha "Golden Gate" Award for Safety in California, due to his intense focus on unique practices, and his proprietary hiring system, "The Driver DNA Hiring System."

Jack Whatley lives in Sacramento, California, and has been a very successful entrepreneur, consulting with trucking companies, 3rd party logistic carriers and private fleets in recruiting and hiring truck drivers. He has built a trucking job board for drivers, and is the founder of two very successful truck driver recruiting and staffing companies over the last 16 years.

His business necessity led Jack to create the most sophisticated and advanced truck driver recruiting and hiring system in the trucking industry, The Driver DNA Hiring System, designed to provide trucking companies with the best qualified truck drivers.

In 2012, Jack opened The Transportation Guys upon the urging of many of his consulting clients. They wanted a done for you truck driver recruiting service they could use to boost the number of drivers hired, without adding additional staff. With a small crew, he grew The Transportation Guys to a leader in truck driver advertising, recruiting and staffing in northern California. This was accomplished with only a few employees due to the use of Jack's proprietary marketing and recruiting system. Which Jack spent the last 16 years adjusting and perfecting it so it generates safety-conscious drivers on demand.

Jack's Driver DNA Hiring System is so different and so effective, because it is based on the science and psychology of human interaction, human behavior, and decision making traits of job seekers, along with behavior and skills-based interview techniques and common sense. With more than 16 years of in-the-trenches experience of hiring top truck driver talent in today's job market, Jack's Driver DNA Hiring System sheds light on The science behind job searching, and The Science of Truck Driver Recruiting, in The New Economy Job Market. Including how truck drivers make career decisions in today's market, revealing a very new perspective on the modern truck driver, and how to recruit them.
Dear Trucking Professional:

I'm Jack Whatley, creator The Driver DNA Hiring System and President of The Transportation Guys, a full-service staffing and recruiting company dedicated to only hiring truck drivers for trucking companies, private fleets and 3rd party logistics carriers that serves all different industries.

Congratulations for making the wise decision to download this important white paper. A decision that will pay off for you as you discover… Why it's critical you understand the new job market we find ourselves in… How to position your company successfully in the new job market… What “The Science of Truck Driver Attraction and Recruiting” means to your company… And how using the same methods that worked in the old job market will bring you only frustration, and increasingly poor results.

“I’ve been in the business 34 years, and I’ve never seen the driver situation like it is today. Typically, if we have freight, we can expand. We can’t grow now because of drivers. For the second year in a row, we are projecting zero growth.” -Dave Rusch, CEO of CRST International

Cedar Rapids, Iowa

First the good news. The trucking industry has recovered from the crash. Demand is up. Trucks are rolling again. Things are not nearly as dark as they were.

Some experts say demand in our industry fell 24 percent during those dark times. For several years, we were hemorrhaging profits and jobs. Thousands of drivers were forced out of the industry. Lots of great drivers retired, or got laid off and found other jobs. Now some have no interest in coming back. And who could blame them? (We'll get to that in a minute.)

Today, demand is on the rise. Trucking is still the preferred method of hauling freight. There’s just no better way. The only problem is… there are just not enough drivers to fill the need. So, now the industry is in a real bind. You’re probably feeling it too, or you wouldn’t be reading this right now.

Let’s begin by addressing our first major roadblock (and the BIG solution)…

How will you recruit the skilled truck drivers you must have, in the Great Driver Shortage?

And more importantly…
How will you recruit skilled truck drivers in The New Economy Job Market?

Whether you are running the company as the Owner, Executive-level officer, as Transportation Manager leading a talent acquisition team, as HR Manager or are deep in the trenches as Recruiting Manager, the quality and loyalty of the drivers you recruit will have a significant impact on your company’s growth and survival today, tomorrow and for years to come. You'll soon see…. if you don't get your truck driver recruiting challenges fixed quickly, you will be in deep trouble as you navigate the long and bumpy recruiting road ahead.

We are making this white paper available for trucking industry professionals like you. All to help you understand current truck driver job seeking behavior in The New Economy Job Market. We are showing you how to reach, hire and retain top talent in today's job market. You will gain our insights from more than 16 years of in-the-trenches experience, that sheds light on "the science behind job searching" in The New Economy Job Market. Including how truck drivers make career decisions in today's market, revealing a very new perspective on the modern truck driver, and how to recruit them.

Before we get to the details of a hiring system that effectively recruits and retains top driver talent in The New Economy Job Market, and "new" best practices for survival in The New Economy Job Market, we must look at the current condition and direction of the truck driver job market, that makes this hiring system you're about to discover work so efficiently. We will reveal 6 Factors that have a major impact on the truck driver job market… Including a major impact on your recruiting efforts… and how we use these factors to create our recruiting "Secret Advantage."

First and foremost, let's look at the BIG problem. **There are more truck driving jobs than truck drivers to fill them.**
FACTOR #1 - 30,000 Unfilled Jobs
The Driver Crunch. Some experts estimate there are 30,000 unfilled driver jobs in the US. And others estimate that 175,000 new drivers will be needed in the next 6 years! Most experts say that those numbers are on the low end.

If that wasn’t enough to move “recruit and retain drivers” to the top of every trucking industry manager’s “to do list,” keep reading. Because the ups and downs of the economy is just one of the factors contributing to the “Mystery of the Disappearing Driver” (that really is no mystery at all, in The New Economy Job Market).

FACTOR #2 - The Aging Truck Driver Workforce
The Average Age of an OTR Truck Driver is 49 Years Old
Private fleet drivers have a median age of 52 Years Old

Retirement and industry growth contribute to the bulk of driver demand today and in the future. With an aging population of active drivers, retirement accounts for 45% of future need. The second largest factor is industry growth at 33%... or nearly 300,000 drivers additional drivers needed through 2024 (according to the ATA Truck Driver Shortage Analysis of 2015).

Not only are there fewer young people participating in the trucking industry workforce, many of these young people don’t consider trucking as attractive a career choice as their elders did. Attracting these younger workers to a trucking career is much tougher than it was just a few years ago.

Trucking has a bit of an image problem. It’s a sedentary job. Obesity, and the myriad health issues it exacerbates, are certainly issues in our industry. It’s considered a dangerous job. And it’s a job that can take a driver away from his family for days, if not weeks at a time. Not only are we losing drivers, we’re having a harder time attracting and retaining new ones.

The veterans who are still with us know they are in the driver seat. They are demanding higher wages and better working conditions. And they are willing to “job hop” to get what they want. (Another hidden roadblock of the New Economy Job Market.)
FACTOR #3 - Government Regulation

Even though the restart rule reverted back to the simple 34-hour restart in effect from 2003 to June 2013… Which permits drivers to restart their weekly hours by taking at least 34 consecutive hours off-duty, regardless of whether or not it includes two periods of time between 1am and 5am... And that a driver can also utilize the restart more than one time per week if necessary…

How long will this change really last? And what changes will come next?

These terms expired at the end of FY2015, which was September 30, 2015. During 2015, the ATA has continued to pursue strategies in an effort to keep the simple 34-hour restart rule in place for a longer period of time. Thank god we have strong trucking association looking out for us.

Even though we’ve seen progress on this matter, we’re not out of the woods yet. This is a temporary situation, which could very well come back to haunt trucking industry productivity and wages for drivers.

With increased government regulation and required reporting/monitoring, the trucking industry is now a less desirable profession for many people. Big brother supervision and extra “paper work” do not make a career in truck driving more attractive. And if that was not bad enough, there is also…

FACTOR #4
Loss of Recruitment Expertise and New Employee Funnels

During the Great Recession, many businesses cut operations to the bone. If it wasn’t essential to day-to-day operations, it was gone. And during the recession, recruiting new employees was not exactly a top priority. No one was thinking about hiring, so why have a department or personnel focused on recruiting properly? The trucking industry was no exception. Many carriers scaled back HR departments and many ceased recruiting efforts altogether.

Little or no change in recruiting strategies with most carriers over the last 5 or 6 years has resulted in most recruiting practices being out of touch with the ever evolving truck driver job market. This is causing the stream of incoming prospects to all but dry up. Many in our industry today still find themselves caught with their pants down when it comes to recruiting top driver talent in The New Economy Job Market.

Which leads us to the next contributor to the Driver Shortage problem…
FACTOR #5 - Staggeringly High Turnover Rate

High turnover in trucking is nothing new. We have been dealing with it for years. The problem is that turnover has not slowed down. "Job hopping" is a factor in high truck driver turnover. And It just seems to be getting worse.

Today, industry insiders consider the high turnover rate to be affecting their ability to retain drivers. (Because today's drivers in The New Economy Job Market have a trick up their sleeves, which we'll talk more about later.)

All the previous factors contributed to our high turnover rate (especially the hidden factor of poor hiring and recruiting processes). But one factor has remained constant in our industry over the years: It's never been difficult to leave a trucking job. It's not expensive for the driver to move from company to company, or even to another career altogether. But it is expensive to replace the drivers who leave you...

All this wouldn't be so bad if the cost of recruiting and hiring new drivers were affordable for all. It's not.

**Truck Driver Replacement cost can be as high as $8,000.00 per driver.**

All this wouldn't be so bad if the risk of hiring the WRONG driver was low and sustainable. It's not. A recent Careerbuilder.com survey estimated the cost of a bad hire at $50,000 for most US corporations.

All this wouldn't be so bad if carriers had plenty of lead time to scale up before customers start demanding delivery. We don’t. Just-in-time inventory delivery programs require us to go from 0 to 60 FAST.

All this wouldn't be so bad if labor costs were a small fraction of operating costs. They're not. Try 70% by most estimates! Commercial Truck Drivers are calling the shots. They know and understand the power they have.

There are more jobs than qualified truck drivers to fill those jobs. We are in a talent driven economy. The tables have turned. …The rules have changed. We are now in The New Economy Job Market. Where the old tactics and strategies from the old economy don't work anymore. Which brings us to the "root cause" of recruiting troubles…
FACTOR #6 – The Job Market Has Changed!

Truck Driving jobs are the hardest jobs to fill.

In 2014 Truck Drivers were ranked as the 3rd hardest job to recruit for. And in 2015, Truck Drivers moved up to the 2nd hardest job to recruit for. According to the American Staffing Association, if nothing changes, it’s looking like we will be moving up again this time to the top spot the #1 hardest job to fill.

Times have changed…

At the time I am writing this, unemployment is at 5%. The President is on all of the news channels bragging it up, hoping to help their nominee get elected. But what they don’t tell you is… we are in the lowest labor participation rate since the 1970’s. They just stopped looking for work…they gave up.

There are more people on public assistance than ever before. Why work when the government will give you money. Times have changed. I grew up on welfare. Back in my day it was embarrassing to receive government handouts. Now there is no shame in it. Times have changed…

Never in my lifetime would I have dreamed a self-proclaimed socialist is winning primaries, in the land of the free and the home of the brave. Free stuff for all… Are we still in America? Times have changed… so has the truck driver job market… and the attitude of the truck driver job seeker. The fact is… In The New Economy Job Market, employers must understand their talent pool to attract top talent, or perish.

The attitude of the truck driver job seeker has changed. They know that there is a shortage of qualified truck drivers. When they are looking for a job, they are approaching the job market from a different perspective. They are no longer submitting an application to a few companies, hoping to be hired.

These days in my office, we are talking to drivers who tell us they are applying for up to as many as 8 jobs. They now have the power, and they are exercising that power. They are shopping for the company who offers them the best compensation package, the type of run they want, and whatever else is important to them. Drivers know there is no such thing as employer loyalty. Or at least they feel that way. Can you blame them after the way they have been treated over the years?
With technology, drivers are getting their revenge.

"Truck Drivers are hedging their bet on the job they have."

Welcome to The New Economy Job Market.

There are two new alarming trends that have been confirmed by the world’s largest job board research team at Indeed.com.

Troubling Trend #1
The never ending job search.
Truck drivers are leveraging job board technology to set "Job Alerts" for all new truck driver jobs. This means they get a never-ending stream of your competitors job openings right to their smart phones daily...

Why do you think they are doing that? They are passively shopping for a better job while they are working for you. Not long ago it was looked down upon if you had too many jobs in a short period of time. Now "job hopping" is commonplace for truck drivers. As you can see, and may already know… Times have changed.

Troubling Trend #2...
Take a look at this: Over 50% of job seekers that were hired and out of the job market are back on the job boards actively looking for a new job within 2 weeks of starting their new job. You may want to read that line again. Because that number increases to over 70% within the first 90 days of starting a new job.

Welcome to The New Economy Job Market. THE root cause of your recruiting headaches. There are more jobs than drivers. Hiring good drivers is getting harder and harder. The rules have changed.

Drivers are hedging their bets on the job they have. They are passively staying in the job market with "Job Alerts".

70% of newly hired drivers are actively on the job boards looking for a new job within 90 days of starting a new job.
In fact, the job search never really ends.

**Times HAVE changed...**

In a time of massive change like we are experiencing now, **standing still is the worst course of action for you to take**. If you do not make good transitions in your hiring, and embrace how to deal with this change in the driver job market, you will be left behind.

**Your First Critical Steps For Turning The Great Driver Shortage Into "Your Secret Advantage"**

We have covered a lot of challenges facing our industry today... happening now and what's to come in the future. What we have covered so far has been plaguing the trucking industry for years. It's not new. The difference now, it is finally catching up to us and affecting how we run our businesses. Some of the problems we face are out of our control and forced on us. Some problems we can do something about. And some problems can actually be your Secret Advantage to Truck Driver Attracting and Recruiting Success.

**Problems we face now, that are out of our control.**
The fact that there are more jobs than truck drivers available to fill them. The fact that many young people are not choosing truck driving as a career, and many drivers are close to the retirement age. Not to mention Government regulation. All of these issues affect your company and are out of your control. There is nothing you can do to change them.

**Problems we can do something about.**
Loss of recruitment expertise and new employee funnels are something you can definitely fix. All you have to do is study human behavior and apply it to your recruiting and hiring practices. Or find someone who has already perfected a proven hiring system and follow their system to shortcut your success.

**Truckings Hidden Opportunity, Your Secret Advantage**

Now, some problems are not really problems at all, they are really "Your Secret Advantage" to Recruiting Success. I'm talking about Trucking’s Hidden Opportunity. The challenge we have is not only hiring drivers, it is keeping them. Turnover in trucking is alarmingly high. That means a lot of truck drivers entering the job market or remaining in the job market, looking for a new company to work for. Looking for a better job.
"For every action there is an equal and opposite reaction. This is an immutable law that cannot be broken" - Isaac Newton, Newton's Third Law

With so much turnover, with so many truck drivers going in and out of the job market, there is no shortage of drivers to hire.

Unless all you do is hire newly graduated drivers from truck driving school.

Every dark cloud has a silver lining.

Companies that have advanced recruiting skills see driver turnover as a windfall of drivers they can hire. And it is.

We're talking about all the drivers who are looking for a better/different job and a better/different opportunity. And all you have to do is show them you have what they want. Did you catch that?

This CAN be done… even if you are not the highest paying company or offer a sign on bonus.

My company and the companies I work with do it every day.

This CAN be done… by showing them your company is the best career choice for them… during the Collaborative Interview process. (More on this later…)

With turnover like we have today in trucking, there is always a steady stream of drivers for hire. You just need to know how to recruit truck drivers in The New Economy Job Market. It just goes to show you that the driver shortage is a myth…That’s if you know how to recruit truck drivers in The New Economy Job Market, that is.
**Why Your Truck Driver Recruiting Has the Biggest Impact on Your Business Than Any Other Activity**

*(In the Good Times and the Bad)*

The drivers you recruit today will have a significant impact on your company’s survival today, your growth tomorrow, and for years to come.

*“The secret of my success is that we have gone to exceptional lengths to hire the best people in the world”* - Steve Jobs, Apple

The world of recruiting has changed. In the old days, all you had to do was put an ad in the helped wanted section in your local newspaper.

Then the internet changed recruiting forever, in "The New Economy Job Market."

Now there are hundreds, maybe even thousands of places you can advertise on the web. (And with the Internet also came smarter candidates with more choices and more technology at their fingertips.)

Your dilemma is… you only have so much money to spend on recruiting. So your BIG new reality is…

As The New Economy Job Market for drivers becomes even more competitive, and drivers have more online tools to keep them connected with the latest openings... How are you going to compete for top driver talent?

*"Human resources isn't a thing we do. It's the thing that runs our business"* - Steve Wynn, Wynn Hotels

Think about how important this is, with all the time your company spends looking for top driver talent.

Think about how important this is, when you're trying to find the right driver. Think of the money it costs to hire the right driver. Yet with all this considered, instead of the results you want, most companies find themselves worse off.

All because they didn’t seek out and receive proper training and guidance on how to hire a truck driver in today’s job market. And add to that the fact that there are more companies to compete with for top driver talent than ever before. And it's only going to get more competitive.
Truck drivers are getting flooded with job offers from companies who are hoping to hire them. Most companies do the same thing to hire these drivers. They use the same "old ways" as everyone else is using. Thinking if they do it longer, faster or more of it than anyone else, and work harder than anyone else, they’ll have an advantage.

That’s not an advantage…Just doing more of what everybody else is doing to hire top driver talent is not an advantage.

**Let me ask you a question…**

What do you really know about recruiting top driver talent? Or specifically, where did your knowledge come from? And how sure are you that knowledge is accurate and up to date? You see, every single struggling company I meet tends to have false information or inaccurate knowledge about how to hire top driver talent. And what it takes to succeed in today’s New Economy Job Market.

**The sad part is… most companies follow the crowd. They do what everyone else is doing to try to hire top driver talent.**

Most people are so focused on the how to do something, they never take the time to think about "What are really the right things we should be doing?" You don't have to know how to do a hundred different things to hire top driver talent, you just need to know what the right things are... and do them consistently. There are certain skills you'll need to hire top driver talent in today's New Economy Job Market. Most companies simply don't have a clue what these certain skills are, or how to develop them.

Let me introduce you to our Recruiting "Secret Advantage" for The New Economy Job Market…

**The DRIVER DNA Hiring System…**

"The Science of Truck Driver Recruiting"

I created the first version of the DRIVER DNA Hiring System in December 2000. When a driver faked a back injury, my workers comp insurance went through the roof. I went from a profitable company to not. I have spent the last 16 years adjusting and perfecting my hiring system so it will crank out safety-conscious drivers on demand.
The DRIVER DNA Hiring System is divided into three parts:

Marketing, Recruiting and Retention.

Marketing is everything we do to provide a steady stream of qualified drivers. Recruiting is the system we use to on-board new truck drivers we hire. Retention is the process we use to reduce the turnover of our driver team.

In this white paper we are covering the “Truck Driver Recruiting” part of the three trainings that make up the DRIVER DNA Hiring System. We’ll focus on the recruiting of top driver talent. Because if you don’t have a system for recruiting qualified drivers, you will have no drivers. Your trucks will be parked and deliveries will not be made. Creating unhappy customers and causing lots of headaches and financial loss for you.

Our DRIVER DNA Hiring System has been designed so more of your company’s job offers are accepted. Giving you a better choice of qualified candidates to hire. Our system is so different and so effective, because it is based on the science and psychology of human interaction, human behavior, and decision making traits of job seekers. Along with risk management principles, behavior and skills-based interview techniques, and common sense.

This reliable system was created from more than 16 years of in-the-trenches experience of hiring top truck driver talent in today's New Economy Job Market.
This is the same recruiting system I use in my Truck Driver Recruiting business.

That has enabled me to hire 10’s of thousands of over the road, regional and local truck drivers serving all different industries... And bill 10’s of Millions of Dollars in recruiting fees over the last 16 years.

There are only "3 Pillars" you need to know to make it in The New Economy Job Market.

They make all of the difference, whether you will succeed or fail... whether you will spend endless time and money trying to find qualified truck drivers to accept your job offers... or whether you have top drivers waiting to get started today.

These 3 Pillars will take you from where you are now to where you want to be... with a good driver team making deliveries like a well-oiled machine.

These 3 Pillars are not often talked about, yet make all of the difference in your search for qualified truck drivers. They are different than what you have been sold on and told what to do. They are different from the methods you have been using up till now.

They are the keys to hiring and retaining qualified truck drivers in The New Economy Job Market.

I know, because my company uses these 3 Pillars every day... to hire over the road, regional and local truck drivers serving all different industries in The New Economy Job Market.

The "Truck Driver Recruiter" System, part of our DRIVER DNA Hiring System, is divided into three critical parts:

Market, Message and Method.

**Market**

“Market” is the wants, needs, fears and frustrations truck drivers deal with when looking for a job. It's what a truck driver looks for a job. It's how truck drivers “job-seek”… and the companies you are competing with for top talent. We do all of this research to make sure our message will resonate with our target driver we are trying to hire. It lets us know how to get our message to them. And what is important to them so we can tailor our Message to what they want in a job.
**Message**

“Message” is how you create your company messaging and what you say. So you have a consistent way that your company’s career opportunity is presented to your target driver. We use it to let the drivers you are recruiting know you have the top 5 job requirements they are looking for in a job (If you don't know the top 5 job requirements, watch our webinar).

**Method**

“Method” is the most important of the "3 pillars," all about how you deliver your company messaging. Using a powerful process we call "The Collaborative Interview." The Collaborative Interview is designed to leverage internal decisions that align your driver recruit’s values to your company’s values. Building a common bond that fosters company loyalty and reduces employee turnover.

Get any of these "3 Pillars" wrong, and your efforts will be more difficult than necessary. Our "Truck Driver Recruiter" Coaching Program, (part of The Driver DNA Hiring System), has a lot going on under the hood. It’s "the science" behind why what we do. And what we do works well. It includes psychology, human behavior, how job seekers make career decisions, and more. To explain all of the details of our hiring system here would turn this white paper into a mammoth book. So instead, I will give you the 30-thousand-foot overview of how it works, in the interest of saving you time.

**Pillar #1 – Market... In Depth**

The market dictates what we do, so we make sure we listen to what it is telling us. We then exploit what it is telling us to create our "Secret Advantage" over our competitors. There are two areas we focus on:

The first one is what truck drivers want in a job, and why they leave you to go work for a competing company. We have identified the 5 Top Requirements experienced, qualified truck drivers want from a company and a job. Not only that, we identified the two main reasons a truck driver would leave you to go work for your competition.

The second is a combination of two factors: The first is how competitive the job market is (or how many companies you are competing with for the top truck driver talent). The other is how those companies compensate their driver team.
Being armed with this knowledge enables us to script our company’s answers to the 5 most important job requirements truck drivers want the most in a job.

This gives us the ability to stand out in the crowded truck driver job market, by focusing on what is important to the truck driver job seeker.

We know when we understand what drivers really want, "what's in it for them", and weave in how our company’s career opportunity gives it to them in our job offer, we crack the code to enjoying a "Secret Advantage" in recruiting top driver talent. While making the Driver Shortage a non-issue.

**Pillar #2 – Message… In Depth**

This is where we take all of the information we learned from researching the truck driver job market and use it. We use it to set up and create the communications we will share with all of the driver recruits who will be responding to our job advertising. We script out what to say in our company offering, based on the top 5 job requirements our truck driver recruit told us they want. This enables us to talk to the driver recruits in words and concepts they can understand and relate to. All by talking about what is important to them in a job.

Then we take the Message one step further, creating another Secret Advantage over your competitors. As we create our Company Story… which is wrapped around the benefits and other factors that make our company and our job offering different than the rest. This all leads your truck driver recruit to the next step, setting up the interview in such a way, that working for our company is the obvious choice. Then we take what we’ve already accomplished and created, to build the framework for our next Secret Advantage… the Collaborative Interview. Which we leverage as we move into…

**Pillar #3 – Method … In-Depth**

So far, we have done extensive research on the truck driver job market, so we know what top truck driver talent is looking for in a job. We have scripted our Company Story job offering based on the research we have done on The New Economy Job Market. We highlighted the top 5 job requirements our truck driver recruit told us they want. Now we are going to deliver it. And we use the Collaborative Interview to do it.
The Collaborative Interview is a combination of behavioral-based interview techniques combined with skills-based interview techniques, that are structured in risk management practices. Based on the principles of psychology and job seeker behavior.

This unique interview is conducted in a straight talking, no bull, conversational manner. It is designed to make the driver recruit you are talking to feel comfortable, so you will be able to get a read on the real person. So they feel comfortable and you can link their values to your company's values through "internal decisions."

As we take the driver recruit into the DRIVER DNA Hiring System step by step, we address their needs, desires, fears and frustrations, what they stand for and what they stand against so we can understand our driver recruit's values. We then compare them with our company's values. This shows our driver recruit we value the same things, building trust and loyalty and reducing turnover by eliminating bad hires.

The Collaborative Interview is broken down into 2 parts. To streamline the hiring process, we save time by making sure we are only interviewing qualified driver recruits.

The first part of the Collaborative Interview is the "prescreen vetting call, where we make sure the driver recruit is qualified. If qualified, we send out an application to be filled out online with a deadline to get it returned to us. If the application is returned on time and validates the qualifications from the prescreen vetting call, we set up the ALL IMPORTANT NEXT STEP…

Psychologically taking them out of the job market. Yes, before they have even been hired! So you don't lose your driver recruit to any of the companies you are competing with for top truck driver talent.

This buys you time to schedule the 2nd interview and sets up the job offer to be accepted, by displaying our show of knowledge and deploying "the assumptive job offer."

So without going into all the details, this is how our "Truck Driver Recruiter" Coaching Program, (part of our Driver DNA Hiring System) brings us top driver talent. That's how we leverage "the Science of Truck Driver Recruiting." And we do it very well.

Now let's set you up with the basics of creating your own system for hiring the top driver talent you must have to keep butts in the seats.
YOUR FIVE-STEP SYSTEM FOR GETTING THE MOST BANG FOR YOUR RECRUITING BUCK

STEP 1:

**You must have a system to organize the candidates.**
Most companies use applicant tracking software. Applicant tracking software solutions are a CRM for your human resources team. Applicant tracking software revolutionizes the way you interact with job candidates, allowing you to streamline the hiring process and sift through your applicants intelligently, reducing the amount of time you spend searching and vetting candidates.

Common features include searchable document management, template emails for quick correspondence, and employee referral functionality.

Most applicant tracking solutions allow companies to create on-brand employment pages on their own site, giving job seekers a way to easily find and apply for positions at your company. Oftentimes, applicant tracking dovetails well with HR management software, making for a smooth, easy transition from applicant to employee.

STEP 2:

**Write three different job postings.**

The reason you write three different job postings is to attract the best driver candidates.

When a driver is looking for a job, they have their own agenda. There are certain things they are looking in a job. So if you know what is important to the driver, you can make it the focus of the ad and get many more applicants.

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*My dad always told me…"Jack, if you want to catch fish go to were the fish are." Well that is not entirely true. If you don't have the right bait, you are not going to catch anything, no matter how many fish there are. (You'll soon discover how to have the right bait, in a special bonus I have for you in a few minutes...)*
What Makes Truck Drivers Leave You: *(And what makes them want to work for you!)*

What ranks the highest for many drivers looking for a better job is more money (37% of respondents), making more than they do now. For many, this is the number one determining factor when deciding to respond to a job posting. But not always.

The second reason is not surprisingly, "being appreciated." 20% of drivers want to feel like a part of the team, and feel appreciated. 15% of the drivers want a job which allows them to have a personal life, with more family time. For the fourth reason, 19% want their choice of routes and hauls. 6% want good benefits that are part of a clear career path. 3% want new equipment.

And only 1% would go to work for you because they got a big sign-on bonus. So when you are writing your different job postings, follow the rough outline I’ve provided, and make sure you include what the driver wants, instead of what the driver does not really want, to entice them to respond to it.

**The first ad should** describe the position and what will be expected from the driver. Wrap this around the biggest benefit drivers want in a job. If you offer the highest paying position, make that the main focus of the job posting.

**The second ad should** be a generic outline of the job and requirements. Wrapped around a different main reason a driver would come work for you. If it's the schedule the drivers work and the home time they will get, put all the focus on that.

**The third ad should** focus on driver benefits (new trucks, less down time, off weekends, home every night, 401k, health insurance, call-in days, etc.) This is the ad where you want to put in all of the benefits they want, to attract a good driver.

*What is the ONE reason you'd consider switching carriers?*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Appreciation</td>
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<tr>
<td>Clear career path</td>
<td>15%</td>
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<tr>
<td>Choice of routes/hauls</td>
<td>19%</td>
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<tr>
<td>More home time</td>
<td>6%</td>
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<td>Newer truck</td>
<td>3%</td>
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<tr>
<td>Big sign on bonus</td>
<td>1%</td>
</tr>
<tr>
<td>More Money</td>
<td>40%</td>
</tr>
</tbody>
</table>

*DriverrDNA, HIRING SYSTEM – The Science of Truck Driver Recruiting*
Now don’t forget to interject your company culture and the soft things that make working for your company a great place. Remember, appreciation was the second reason next to money, that a driver would leave your company to work for your competition.

We all want to work for a company that shows their appreciation for what we do for them, and treats us with respect. I can’t tell you how many times when I see a driver that has multiple job offers, they choose the company that made them feel appreciated. Common courtesy goes a long way in our industry. Don’t make the mistake of thinking you can buy loyalty. Someone will always be able to outspend you.

STEP 3:
Put your job posting up.

Start with free job postings from the job board Indeed.com, craigslist if it’s free, and a few of the free job boards you can find online. That should give you enough candidates to choose from. If that does not produce the candidates you are looking for, expand your job marketing to include a major job board like Careerbuilder.com and buy a sponsored listing on Indeed.com.

The bottom line is… the better and FASTER you can get and screen applications, the more competitive you’ll be in the quest for top drivers.

STEP 4:
Handling responses from your job posting.

In your job posting, you will need to decide if you are going to accept phone calls or take resumes only. I prefer to give the job seeker the option call or send a resume. What I like about when they call is that there is no phone tag. All you have to do is answer the phone and pre-qualify them. The example I will go over with you now is when a driver recruit has sent you a resume.

I like when they send a resume because it gives you an overview of the candidate’s work experience to quickly decide if they meet the minimum qualifications. If they don’t, send a rejection email thanking them for applying.

Be sure to set up a new email address on one of the free email services like Gmail, or Yahoo! Do that so your business inbox does not get spammed with resumes form your job postings.
Pre-screen Vetting Call
If on their resume their work experience looks like what you need and you would like to interview them, call and do a mini-interview on the phone. It will give you a better understanding of their skill set and experience to see if any of it applies to the job you need to fill.

Remember, resumes are not always truthful. Professional resume writers are really good at embellishing what someone has done. The prescreen call will give you insight into your driver recruit. Your job is to extract what this driver recruit wants in a job.

You will be asking questions about their previous work history to qualify them. If qualified, ask questions from the study on the top 5 reasons why a driver would go to work for you.

Review their driving record to make sure you can insure them, and look for any patterns of UN-safe behavior. If they pass, now is the time to sell the driver on the future you can offer them.

You do this by showing them how your company can give them what they told you they want in a job. Tell your company story about the job, benefits, etc. Log all of your answers on the driver intake form so you do not have to remember all of the details of your conversation.

If you want to invite them for a face to face/2nd interview, instruct them to fill out your interview application and return it within a set period of time.

The goal is to take the driver recruit out of the job market using "The Assumptive Job Offer" (which you'll hear more about later on.) Then set the date and time for the 2nd interview and follow up with an e-mail confirmation.

The application you send to them to fill out is not a complete DOT application, it is the application we will use to validate the phone interview. It also gives you all of the important information, and detailed work experience, along with questions that tell the applicant that you are a professional organization that is safety-conscious and discourages workers comp predators. Don’t be surprised if you send out the application and do not get some back, as that is what a good interview application is designed to do.

After reviewing the candidate's interview application, you can make a decision if this person is worth your time to interview. It allows you to verify the information they gave you on the resume pre-screen vetting phone call. If they do not pass, send a rejection email canceling the 2nd interview.

If they pass and everything matches up to the resume pre-screen vetting call notes on your driver intake form, call the driver recruit and let them know you received their application and confirm the 2nd interview date and time. That is where you will have them fill out the rest of the DOT application.
Face to Face Interview

The interview process I use is the same "Collaborative Interview" process you read about earlier. It is a combination of behavioral and skills-based interview techniques. It is designed to make the applicant feel at ease so you can get a real read on how this person behaves.

The first thing you do is set the stage from the minute the candidate walks in your office. Sit them down and confirm the job requirements your driver recruit told you they wanted in the pre-screen vetting call. Hand them the rest of the DOT application and have them fill it out.

While they are filling out the application, I request their driver license, medical card and long form, and 10 year MVR print out, then scan it into the applicant tracking system. Then we look up any tickets or accidents on the DMV web site or the back of a pull notice, and put them on a report to go over in the interview.

Then I go through the application explaining what they signed. This needs to be done in a conversational way. Where your goal is to make the candidate comfortable so you can see the real person, while intermixing Compare and Contrast questions, Hypothetical Questions, and Use of Examples. We go over Gaps in Employment, Criminal Records Release, Policy & Procedures Checklist, Workers Compensation Philosophy, Accident & Injury orientation.

(As part of the special complimentary bonus training you'll get access to when done here, you will discover more about the Collaborative Interview Process. And how you can start using this proven process in your interviews this week… to take your candidate out of the job market before you even hire them.) Which has a great side-effect of increasing your retention rates higher than you've ever experienced.

If the candidate is someone I want to hire, I finish up the interview with what the company has to offer, that the candidate expressed in the interview was important to them.

An example would be the driver recruit tells you benefits are important to them. So focus a lot of attention on your company benefits, your Company Story that we talked about earlier, including the overall nature of your career opportunity. Then make a job offer contingent on passing certain screenings.
Your Next Steps For Turning "The Great Driver Shortage"
Into Your Secret Advantage

If you need help making your recruiting and retention efforts more effective, we have two solutions available to make your job much easier.

For companies with a recruiting department (or who prefer doing things in-house,) we have The Truck Driver Recruiter Coaching Program to teach you, your Operations Manager, your Recruiting Manager, your Safety Manager, your HR Manager, company recruiter or anyone involved in recruiting top driver talent for your company… how to recruit top truck driver talent effectively in The New Economy Job Market (Details on page 26).

And for companies who don’t want to go through the time and effort to learn our Driver DNA Hiring System, we have a comprehensive “Done for You” service from my recruiting company.

Companies who outsource their recruiting and driver services can save a considerable amount over doing everything you need to do to run a trucking company, in-house. For some services, savings of up to 40% are possible. "Done for you" outsourcing for driver recruiting, retention and business needs can be the perfect fit for some companies.

**Why deal with the daily headaches** and cost of new driver marketing, recruiting, screening, qualifications and background checks each time you try to hire a new truck driver… when they may not even be the right driver for your needs? If you're looking for a better, more cost-effective way, you're not alone.

**Why spend countless hours and a mountain of cash** managing all of the unemployment, accident and Workers Comp claims, payroll, tax reporting, benefits administration, retention programs and driver file management updates for every single truck driver on your team?
Our Done for You Recruiting Services Include…

Access to our Truck Driver Advertising Team

Our team will create a Customized advertising campaign specifically for your company, that is placed on about 150 different job boards, Facebook and Google. As well as having your job posting distributed to our database of 1000’s of pre-screened, pre-qualified passive truck driver job seekers. We have spent 100’s of thousands of dollars, and several years, building one of the largest databases of truck drivers looking for a job. Drivers you could never reach on the job boards.

Driver Candidate Screening

Next, we screen your driver recruits per your company’s requirements for experience, motor vehicle record, criminal background, skill set, attitude and aptitude. After we attract your perfect pool of 3 to 4 candidates, we send you a shadow file for you to review.

The Driver Shadow File

This file gives you everything you need to determine if you want to meet one or all of these driver recruit candidates. Included are color copies of the driver license, Medical Card, second form of ID (to prove that they are legal to work in the country), 10 Year Motor Vehicle Record, and 10 Years of work history whether driving or not. You get a comprehensive job description to cover us legally (remember we are based in California) with a general overview of their driving history… including Awards, accidents, tickets and the states they have held a license in.

Driver Interview and Road Test

After your approval, we set up the interview and road test for you at your location. All you do is let us know which driver or drivers you want to hire and we set up the drug screen and conduct the background check. We verify employment, then we enroll them in the DMV Pull notice and create the Driver Qualification according to FMCSA 391. Then we set up the payroll record, create the employee file and give them your employee manual.

This is how we deliver top driver talent "Done for You." And we are not done yet.

Company Endorsements

We will also have your company endorsed on our AAA+ rated workers' compensation policy, and our Liability policy, as well as our $5 million umbrella policy. Then we get your AP department to set up billing and you are ready to go. Done for You.

To help you determine if outsourcing your driver recruitment headaches could benefit your company, The Transportation Guys has developed a 30-minute Driver Recruitment Consultation which we conduct over the phone with you and your top staff/team members.
During this fast-paced, zero-nonsense session, we help you:

- Define an outline of your exact driver requirements.
- Determine qualifications for recruitment outsourcing benefits.
- Develop a plan for achieving your driver recruitment goals.

All conducted by one of our veteran trucking industry experts.

There is no charge for our Driver Recruitment Consultation Call. Just be advised that the call must be strictly limited to 30 minutes.

To reserve a time for this private consultation, call 916.760.7069 today and ask for Anika & she will set you up in my calendar, or book an appointment at www.TheTransportationGuys.com/appt

Now... If your company feels better about taking care of your benefits administration and driver management in-house...

Yet you still want to make your truck driver recruiting and retention more effective...

What's YOUR Next Step?

If you know you want help boosting the effectiveness of your driver recruiting and retention activities, there is good news. I have the perfect “next step” for you...

It's a special complimentary bonus online training called...
In this special complimentary bonus online training session, you'll get a comprehensive look at The 3 Pillars of "Secret Advantage" Recruiting that we visited quickly earlier. During this training, you'll see how you can apply these strategies to your recruiting as early as this week. These strategies alone can give you an advantage over virtually every-one in your market. You'll uncover the 3 Biggest Myths most Operations, HR, Transportation, Safety and Recruiting managers in the trucking industry believe, and base critical decisions on daily, yet are false.

As you can imagine, basing critical decisions on myths… plus the fact that most trucking companies are still using old methods from the old market economy to recruit truck drivers in The New Market Job Economy…

Are two significant reasons why so many companies have difficulty recruiting top driver talent, and retaining drivers over the long haul. In this eye-opening, myth-busting training, you'll uncover why…

Number 1
By continuing to operate in the old ways, that used to work in the old market economy… while accepting The 3 Biggest Myths in the Trucking Industry as fact… you'll stay stuck battling the Great Driver Shortage, and continue to find it very difficult to attract, hire and retain truck drivers.

Number 2
How by moving away from The 3 Biggest Myths, and embracing The New Economy Job Market, you will attract, hire and retain truck drivers much more easily… and enjoy a Secret Advantage over your competitors. Like we discussed today.

An advantage which will eliminate your stress, and reduce the hours you work trying to fill seats with quality, safety-conscious drivers, so you can focus on running and growing your company.

Enabling you to help many more deserving drivers support themselves and their families, while you create excited, loyal, hard-working drivers who will stick with you over the long haul.

Now, if you didn't have access to this "insider" information you'll get on our bonus online training session, that I use and profit from on a daily basis as MY Secret Advantage in recruiting, it's likely your recruiting headaches will continue… even worsen.
Remember the trick I mentioned earlier that driver candidates are using in The New Economy Job Market, to find better positions right after being hired by a company?

**Well this is why you must use the proven methods you’ll discover in our training, to take the candidate out of the job market before you even hire them.**

Your candidates leverage the Internet, job boards specifically, to set “E-Mail Alerts” for jobs. This means they get a never-ending stream of job leads sent right to their inbox or texted to their smart phones on a daily basis for whatever criteria they choose. It’s true.

As you can see, you must take your driver candidates out of the job market before you even hire them. Or you'll be spinning your wheels and get nowhere with your recruiting and retention efforts.

**Remember when I mentioned earlier about the real "root cause" of higher turnover?**

The real hidden factor is poor hiring and recruiting processes, that do not address what drivers really want, and do not set the proper expectations in your interviews.

In our complimentary bonus training session, you'll discover how to retain drivers in The New Economy Job Market, even if you don't have the budget for retention programs and improvements. Plus, you'll have the chance to see what we use to create job offers that takes the candidate out of the job market before they are even hired!

If you're not happy with the way your driver recruiting and retention is going now…

Register to claim your complimentary access to this revealing bonus online training session…

**The 3 Biggest Myths In The Trucking Industry…**

*(That You Are Mistakenly Basing Critical Decisions On Now)*

Claim Your Complimentary Access Here by going to

www.thetransportationguys.com/myths

Or calling us at (213)233-4852 and leaving a voicemail with your email address

See how you can make the shift from approaching your recruiting and retention like you always have in the old job market… to using strategies for The New Economy Job Market.