

Recruiting is Sales

How to Train Recruiters in Sales for Better
Conversions





1

What Are Your Recruiters?

The Right Approach



Maximizing
advertising &
marketing



Using all
the right
channels



Getting applicants
to the top of
your funnel

All this can be
WASTED
if you don't have the
right approach



Driver Recruiter Expectations

The expectations of CDL driver recruiters haven't changed – in fact, they've heightened:



Competition is stiff



Drivers feel they are over-promised or deliberately misled



These factors lead to zero trust



Internal communication is lacking



2

Build Relationships & Establish Trust



Focus on Human Interaction



Bring Humanity Back to Recruiting

You can have all the best technology at your fingertips, but if you can't establish trust, build relationships, and manage the conversation, you will struggle.

How to Build a Genuine Relationship with Drivers



Foundational Conversation: What is the Problem?



Standing out from the pushy competition



Asking questions that lead to natural, impactful conversations



Solving the driver's problem will lead to more results



Selling is earning the right to make a recommendation



Introducing a Sales-Based Recruiting Approach



- ‘Sales’ often has a dirty connotation to it.
- Drivers fear that recruiters are telling them what they *want* to hear just to ‘close the deal’.
- Drivers may have had prior negative experiences.

**Sales doesn't
have to be
dirty.**



Just Imagine if.....

You change the way drivers perceive your recruiters, what a game changer that would be for your company.

The driver remembers you and calls you back.



3

Navigate and Lead Conversations by Knowing "Exactly What to Say", Resulting in Better Outcomes



Phil M. Jones

- When is the worst time to know *'exactly what to say'*?
- Using the right words in the right way will get you better results.
- Recruiters are selling the exact same thing—experience and presentation is everything that sits around it.
- People do business with happy people.

Would being home every weekend with your family and earning \$1,400/week be enough for you?

Create conditional future scenarios... the greater the contrast, the more likely you are to get the driver to make a decision.





4

Prepare to Teach / Train your Team

Gather Company-Specific Details



Recruiters



Operations



Safety



Conversations

TIP: Record them or add relevant details to each driver file for specific reporting.



Pinpoint Trends

- What are the main reasons drivers are saying yes/no?
- How engaged do they stay with your company's communication (text, emails, calls)?
- What is the last thing that is discussed before drivers go dark?

Create



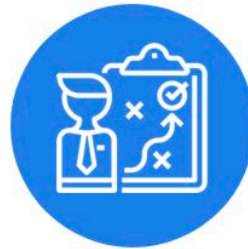
What makes your company different than



Compelling
Sales Pitches



Big, Brave
Questions



Future
Scenarios

**Allow a driver to see
that certain business
decisions actually
benefit him/her.**



What Happens Next?

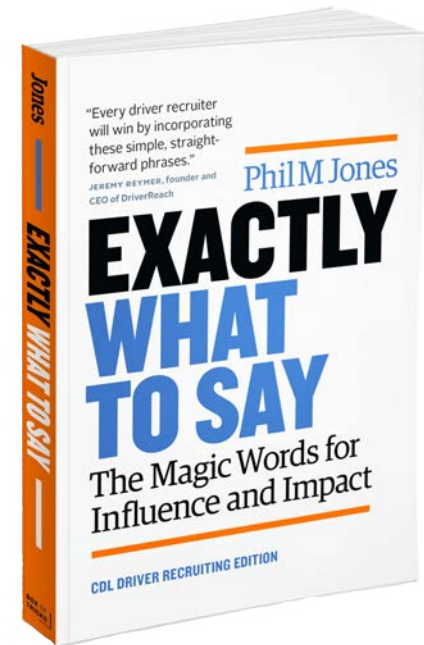
- Show your Recruiters how to use the data to immediately address issues.
- Teach Recruiters to lead the conversations - their role is to help the driver make a decision.
- Finish that process with a question that is effortless to answer to gain a rapid response and positive outcome.

Ask them “What questions do you have for me?”

Teach Recruiters to lead conversation by...



- Using this tool to help your Recruiters gain confidence and know "Exactly What to Say" the next time they're in a conversation with a driver applicant.
- Demonstrating how to use this book to train new Recruiters.



Develop and implement a structured "sales focused" training program

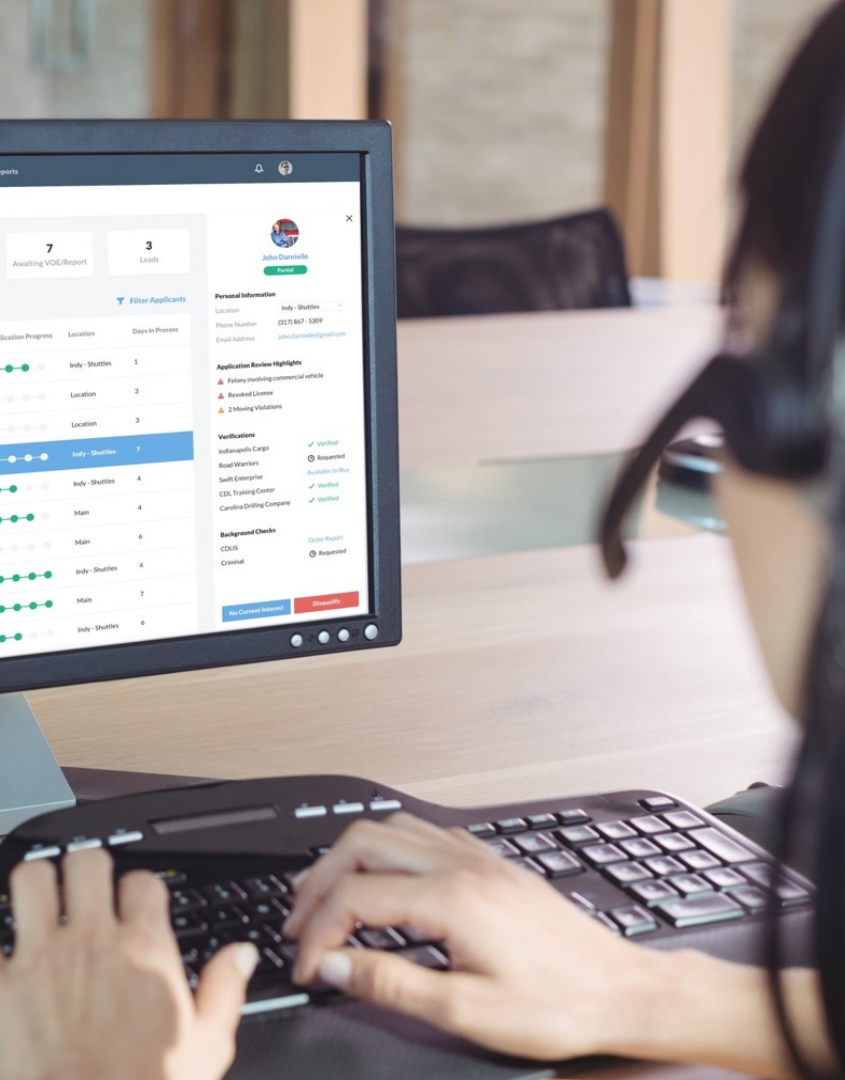


Create resources that highlight various concerns recruiters might encounter on the phone.



Build playbooks and call scripts to equip your recruiters

Are you just winging the conversations, or have you prepared and practiced what you say 10-15 times per day?



Do you want to grow?

Set Up Your Process
for Scalability.

Enhanced with
technology.



5

Use Technology to Manage Relationships and the Recruiting Process

Technology to Manage Relationships & Process



- Nurture with Drip Marketing & Autoresponders
- Proactive Follow-up
- Process Efficiency with CRM (Candidate Relationship Management)

Dashboard | Applicants | Hired Drivers | VOE+ | Tasks | DOT App Links | Reports | CRM Tools

8 Autorespond Messages | 12 Drip Campaigns | Manage Communication Templates

Showing all 12 Drip Campaigns | Add Filter | Search Campaigns | New Campaign

Campaign Title	Trigger Type	Number of steps	Status
New Applicant Campaign	New Applicant	4	Active
New Applicant Campaign	New Applicant	3	Active
New Applicant Campaign	New Applicant	2	Active
New Applicant Campaign	New Applicant	3	Active
New Applicant Campaign	New Applicant	4	Active
New Applicant Campaign	New Applicant	3	Active
New Applicant Campaign	New Applicant	3	Active
New Applicant Campaign	New Applicant	4	Active
New Applicant Campaign	New Applicant	4	Inactive
New Applicant Campaign	New Applicant	3	Inactive

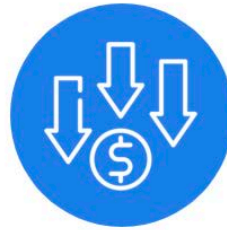
How Do You Know It's Working?



Referrals From
Drivers



Improved
Results



Lower Cost
Per Hire

Retention is improved.

Drivers stick around because of the environment you've established.

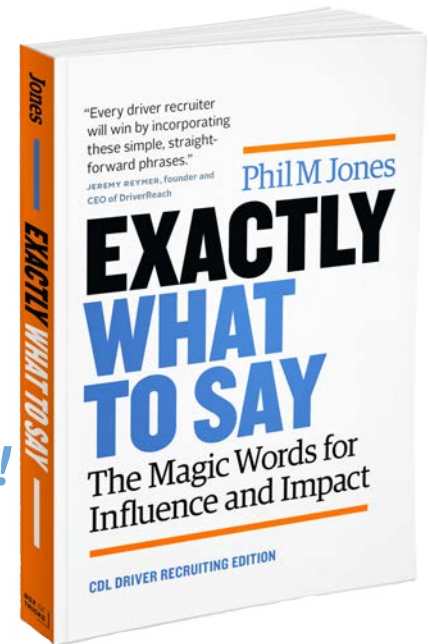
Success!



Every recruiter who picks up this book will gain confidence that they know “Exactly What to Say” the next time they’re in a conversation with a valuable driver applicant.

Available at www.driverreach.com/cdlrecruitingbook

We literally wrote the book for hiring CDL drivers!





THERE ARE TWO TYPES OF PEOPLE IN THIS WORLD:

Those who listen to presentations like this and do nothing & those who put what they hear and read into practice and enjoy immediate results.



What Questions Do You Have?



Visit [DriverReach.com](https://www.driverreach.com) for more information.

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