

Driver Recruitment Made Easy

If you're like many companies, you're spending a fortune to find and hire the new drivers necessary to operate your business. Here's how to make the process easier and recruit more top-notch drivers.



1. Remember: People Commit to People

- Focus on relationship-building right from the get-go
- Speak to drivers with respect
- Listen to drivers when they tell you what their needs are—and address those needs

2. Develop a Recruiting Process that Secures the Best Talent

- Remember it's the driver's first experience with your company
- Engage in active listening to demonstrate you understand the driver's needs
- Establish a positive, supportive tone

3. Improve Your Conversation Technique

- Use the driver's name from the start of the conversation
- Identify the driver's specific needs
- After you hear the driver's needs, address them by sharing your company's related benefits



4. Create a Clear Plan of Action with Prospects

- Establish a sense of trust and respect by not questioning information that will be confirmed later, such as driving record.
- Set a clear plan of action: complete the application by X time, talk again at X time

5. Begin Building Critical Relationships Early to Close the Deal

- Reduce no-shows at orientation by having the driver's dispatcher make an introductory call a few days before the orientation
- Make sure the tone of that call is welcoming and supportive
- Keep the message sent by both recruiting and dispatch in alignment to avoid confusing the driver

This checklist is taken from the [Improving Driver Recruitment](#) white paper published by Spireon. Want more info on improving driver recruitment and retention? Visit the [FleetLocate Driver Retention Resource Center](#).

Want to know more about how GPS can help you keep drivers happy?
Contact Spireon today for more information:
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