

2017 DRIVE UNITED PROCESS/PITCH

SECTION 1 INTRODUCTION:

Inbound Call – Hello! this is (Your Name) with Drive United, how are you doing? Driver “ Good and you?” I woke up alive and kicking, I can’t complain. You calling in about a Class A or Class B driving job? Talk to anyone here at Drive United before? (Transition into Pre-Qual with no hesitation.)

Making Call Back – Hello! this is (your name) with Drive United I’m returning a phone call to make sure someone has been in contact with you. How are you doing? Have you spoke with anyone at Drive United before? Now (Drivers Name) what is your zip code so that I can pull up the options. So (drivers name and transition into pre-qualify)

SECTION 2 PRE-QUALIFY:

(Drivers Name) what is going on **you quit somebody, they quit you or what happened?** What is your Zip Code, I will pull the boards NOW!

- *If they got fired, you want to probe here and make sure it was not for safety or violation of company policy. You can also probe here to find out their hot buttons home time, money, equipment etc.*
- 1. (If still working or quit) What are you/were you doing for them over the road or what?
- 2. So how much Dot tractor trailer experience do you have, you know hauling something over 40-foot-long, doing at least 1000 miles a week, keeping those DOT log books?
- 3. Now (drivers name) what about **TICKETS, ACCIDENTS, ANYTHING** at all that will keep you from getting hired? I mean you haven’t slapped any dispatchers or robbed any banks? (laugh)
- *This is where you let them tell you about tickets etc. DO NOT ask if they have a felony or misdemeanor. If they tell you they do simply ask them if you can keep their number and do some searching and give them a call back if you find something.*

Comment [JH1]: When doing an introduction, remember the first 7 seconds are the most important when getting off on the right foot. Make it exciting, energetic and positive! Do not go all business.

Comment [JH2]: I use this question as a way to buy time when looking up my options as well. Also, it lets me know if they are someone that has the Class A, from the beginning.

Comment [JH3]: Short cuts are the key when getting information! This is going to let you know if they have been fired and what kind of things are the quitting for? Question based sales here. You have to build your ammunition up at this point. Know what makes them move and not move!

Comment [JH4]: If they have been fired for safety or company policy, they are a no go.

Comment [JH5]: This can be used anywhere in the intro or prequalification sections.

Comment [JH6]: This can be used anywhere in the intro or prequalification sections. When pulling the boards, you can buy yourself time by looking around for your options while asking the basic questions. Remember, we do not give them a menu to shop from, this is for us to find the direction we are going to approach first.

Comment [JH7]: Ask it this way with tone and inflection and it will save you a lot of time when getting information from the driver candidate.

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SECTION 3 DRIVE UNITED PRESENTATION:

Now (Drivers Name) let me **explain** what we do and **who** we are real quick then, first of all we **bi-pass** the in-house and 3rd party recruiters and go straight to the sources of these accounts, we are a **free** service to you the driver; its like **you** are the **pro athlete** and I am your **agent**, the only difference is **you** don't pay me **anything**, also we have access to **more** local and regional dedicated accounts than **anyone** in the industry, I imagine you are trying to get to the best local dedicated account as soon as possible, right? (Drivers Name) **we** choose the accounts we work with based off of driver feedback, rather recruiters reading off a piece of paper. We base our information of of **100% driver feedback**, I'm not talking about reading off a piece of paper and telling you how it is. We have helped thousands of drivers on the accounts we have hand selected based off of our driver's feedback! Here at Drive United, we stick with you through the entire process, even when you are hired on to a company, so that we can make sure they are holding up to what they are supposed to be doing when taking care of you!

SECTION 4 TRUCK LOAD PREP

Now (drivers name) here's what we need to do here, **WE** need to get with a company that has that has **10-15 different of the best local driving jobs in your region**, that will give you the **best** benefits, home time, along with the **top** pay. Now, (DRIVER NAME), as you already know you have to prove yourself a little bit to get into the best local home time and money **positions**. I'm not telling you anything you don't already know here. Now, I am not talking about doing this for a long period of time but to get to the Top pay, and Best home time, we have to get you **leveraged** into a **seniority** position, I mean we need to get the system to start working for you, rather you working for the system, you know what I am saying here? We are the best at getting you to the kind accounts, **we** can get you transferred into these local and regional dedicated accounts in a **short** amount of time, especially with your record, the thing is they want to get **know you** can give good **on time delivery** as well as safe driving. Now, I am not talking **those** the **small mom** and pop companies in most cases, you know the ones with the **big** sign on bonuses and that have **high** turnover, I'm talking about **long** lasting contracts here, that you can **retire** with, along with the **best** equipment, the **best** benefits, and the best pay in the industry, now (Drivers Name) one of the **best** things about this opportunity is making on average around **\$1000 to \$1,400** a week and you not having to stay out for a long period of time to make that kind of money. I'm talking about that **every other weekend kind of home time**, starting out, which means you won't be out **more** than 12-14 days to start, remember this is simply a stepping stone to get to the best dedicated local fleets where you can make the

Comment [JH8]: This is where you need to educate them as to why bi-passing the recruiter is important. Smoke and Mirrors, Bait and switches, them being biased to their company. Them not being able to tell you the competitor is better, they would lose their jobs. They are not bad at what they do, it just doesn't make sense to you, the driver!

Comment [JH9]: Free service to the driver is key. We have been helping millions of drivers over the last two decades in finding the best of the best positions with the most home time and money!

Comment [JH10]: This might not apply to someone that knows nothing about sports but find a way to get that message across.

Comment [JH11]: Very important you explain what it means by going off of driver feedback, rather looking at a piece of paper to tell them what they are getting.

Comment [JH12]: This is where you start showing the candidate that this is a team move, not a recruiter and a driver. They need to know you have their best interest in mind and being a team will organically make them feel this way.

Comment [JH13]: Explain to the drive that we don't want to get them with a company that only has one local. I will explain with the record they have we want to get them with someone that has several. What if they get into that one local to end of not liking it? They would have to jump ship or work a job with no home time. This is why we go with the companies with many local options.

Comment [JH14]: This is where you will let the driver speak for just a second to understand if they do indeed know or you will have to overcome them needing local now. If you deliver this right, they will most of the time, say they do understand putting a little time in to prove themselves.

Comment [JH15]: Words like leveraged and seniority, are positive words for these guys to here. We have to keep the conversation unique, and positive in all ways. The last thing we need to do is sound like a customer representative with no life in our conversation!

Comment [JH16]: We use this term "Short period of time" to replace the 90-day probation. We don't want to guarantee them anything in anyway. Short period of time could be a week, two weeks, you never know. We do not have the ability to tell them when but our service is to support them through the process.

Comment [JH17]: A lot of smaller companies will run drivers illegal, fault on pay, have small term contracts and cut guys because they cannot afford them. You will see big sign-on bonuses trying to tempt drivers to come to them.

Comment [JH18]: We do not tell them exact numbers because we have not control of this. We can only tell them the range. We will use \$1000-\$1400 on average but our top guy did over \$77,000 last year. Paint the picture of opportunity.

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TOP money with daily home time and weekends off, these kind of accounts are what we are going to work with getting you in on the seniority levels with and in the most efficient ways.

Now, I am talking about running no farther west than I-35, not NYC, No Canada, NO south FL, you know primarily running 10-15 state area, mostly in Midwest area, you know doing drop & hook, light weight commodity freight here, doing what you are a professional doing, driving and making the most money you can, again this is just during your short time where they need see your on-time delivery and safe driving so we can get you over into the best of the best locals dedicated accounts asap.

SECTION 5 COMPANY TRANSITION:

(Drivers Name) have you worked with or talked to the CELEDONS, HEARTLANDS, JB HUNTS, SCHNEIDERS, SWIFTS or any of those companies before?

- Listen to what they say and overcome objections and if there are no objections transition into the close

SECTION 6 CLOSE:

Now (Drivers Name) **this** is what we are going to do, I work with **several** top companies and top accounts but for the **best** results here and to **achieve** your overall goals, **JB Hunt** is going to be the **Strongest** company for you because they have the strongest local opportunities in your area as well as in the industry and having more home time and money combined, ultimately **best** benefits and future with a Strong and true career in this industry, now these guys are **very** hard to get on with but I am Very good at **pulling** strings when getting you in the a seniority and leveraged position when getting over into local and regional dedicated accounts in a very quick way. **Now** again, we are not talking about being out months at at time here, **I am talking about that every other weekend kind of home time**, you know 12-14 days out at the most and getting 2 **SOLID** days home, where we can get ourselves leveraged to the local side of their work **Very quickly** and in doing that we can use this account as a stepping stone, while making the best money possible. I am glad we are doing this now, because we are hitting a peak season in the industry as you already know and it could not be a better time to get in here before they start opening spots up on these better home time accounts. We are going to help you through the process, every step of the way!

Comment [JH19]: Know this pitch. This is the Truckload pitch and it should be very quick when delivering with tone, inflection and positive energy!

Comment [JH20R19]:

Comment [JH21]: We use this term "Short period of time" to replace the 90-day probation. We don't want to guarantee them anything in anyway. Short period of time could be a week, two weeks, you never know. We do not have the ability to tell them when but our service is to support them through the process.

Comment [JH22]: The company transition piece if very important when trying to figure out if you have any hurdles with the company you are going to put them with. Do not start off with the company you are going to take them with first.

Comment [JH23]: Only use this if they say they don't want to go with JBH. "I mean I **could** get you on with some of these other companies but **honestly** I would not be doing **you** any justice in getting you less than the **best pay**, the **best benefits**, **best** equipment, home **time** and in a positions where you have many options out there."

Comment [JH24]: Only use this if they have not already worked with JBH or had job offers with JBH etc.

Comment [JH25]: At this point you had already prepped them for the TRUCKLOAD position but we are covering it an extra time and being assumptive while doing it. This will give you another chance to see if its something you are still going to have to overcome! Do not give up but keep going back to the benefits as to why and the opportunities that are in store. I will do this until they are about to quit me on the conversation and it gets a little uncomfortable. Only then will I resort to a regional account. I will repeat this process on the regional and only then will I go to local.

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SECTION 7 APPLICATION AND VR PREP PITCH:

Now (Drivers Name) **you** sound like a guy that has it put together here, so I'm **sure** you have most of your information in mind, the **most** important thing here is that we get this application **completed** so that we can get you **LEVERAGED** into a **seniority** position asap, **You have a smart phone where I can send you and email, right?** Good deal. I am going to get one of the girls on the phone for a **quick** application as well as the VR while we are on the phone and get this thing knocked out NOW, so we can get the egg in the basket, get us in a seniority position and get leveraged in very quickly to a better home time position. We will shake the tree up and see what we can have fall out on what coming and **EVEN** future opportunities we might be able to get on the list for. **Now** take it **easy** on the scheduler they are **good** at what they do but some of them have **never** seen the inside of a truck, so hold your questions on the description they are reading you off the sheet and remember kill them with **kindness** (laugh) just get your dates of employment as **close** as possible, now (Drivers Name) I don't want to put the cart before the horse but I'm **sure** you can start Monday **right**...it will **help** when getting that **seniority** position for other opportunities!

This is your full name? **This** is the best number to reach you? **What** is your email address? Now they are going to run the basic reports with a background check so what is your social, now don't hold this against me there is gonna be some bad elevator music but I will be right back with them on the line, **OK!**

SECTION 8 SCHEDULE PREP:

This is (your name) with **Simba** Seven. (make sure they hear you say SIMBA SEVEN they know us by the Corp not our driver division) I have a **good** one for you here, do you want the job number or the social first? Also he is ready to do the **VR**, I prepped him on doing it on the phone with you I have him on the phone whenever you are ready....

INTRODUCTION OF DRIVER/SCHEDULER:

(Drivers Name) I have **good** news (Schedulers Name) is on the line with us and is one the **best** over there she is going to help us **knock** out this application real **quick** and **lock us** in for next Monday, this is looking **really** good for you (Schedulers Name),(Drivers Name) has a **smart** phone and will fill out the VR after the application do you mind walking him through that?...Good deal, (Drivers Name) call me back **as soon** as you finish with (Schedulers Name) thanks (Schedulers Name) talk to you soon (Drivers Name)!

Comment [JH26]: You will notice that leveraged and seniority will be used several times. The key is giving them a picture of what could be and how much different working with us will be than just a recruiter that recruits. We are consultants and will help a driver through the entire process.

Comment [JH27]: Make sure to ask them in conversation before telling them about filling out the VR. This way you can get the confirmation that they are in front of the cell or computer to complete what you need to be completed.

Comment [JH28]: Protecting yourself from what the scheduler could do when reading like a customer service representative or focusing on things that are not desirable for the driver is key. Make sure they are trusting in your answers .

Comment [JH29]: You should have already started filing out the CRM with this information. Make sure you get the correct spelling of the name and all correct information. You will lose credit if you do not.

Comment [JH30]: Make sure you have this right, no questions.

Comment [JH31]: You want to get to where the driver is laughing with you at this point. If not, get better at delivering it. Its all about

Comment [JH32]: Make sure when handoff your driver to a JBH scheduler to do the application, you tell them your name with Simba Seven several times. Make sure you get credit!

Comment [JH33]: The Verification Release. You make sure that the driver does the VR completion over the phone with the scheduler, no questions. Again, if you don't collect during the schedule the odds of hiring that driver will drop more than 80%!

Comment [JH34]: This is important that you do this with both the driver and schedule on the phone. It will confirm that the driver has been prepped and agreed to complete, while showing the scheduler you are on top of things, and making the scheduler commit to completing it with the driver while having everyone on phone.