



RECRUITER SALES TRAINING

IMPROVE YOUR CDL DRIVER LEAD-TO-HIRE RATES

RECRUITER SALES TRAINING

HELP THE DRIVER MAKE THE RIGHT DECISION

If you want to stand out and sound different than every other recruiter in the industry, this is your chance to learn a proven process to hire more drivers and align expectations of that driver with those of your company.

This sales process is not about tricking a driver into working for you. It's about being prepared, building trust with the driver, aligning expectations before problems arise, and helping the driver make up their mind when you have a genuine offer.

Most carriers train recruiters on the job by having a new recruiter observe an existing recruiter. But with Recruiter Sales Training, you'll undergo a formal training process that will provide an amazing foundation to build upon with your own brilliance and personality.

**PERFECT
PREPARATION**

**BUILD
TRUST**

**GAIN
COMMITMENT**

**OVERCOME
INDECISION**

**REFLECT
&
TAKE
ACTION**

FACILITATORS



CHAD HENDRICKS

Chad is the host of the Recruit and Retain: Trucking Edition podcast and works with carriers throughout North America to address their different needs. As the facilitator of Recruiter Sales Training, he brings years of industry knowledge and the inside look of hundreds of carriers to help each company become their best.



PHIL JONES

Phil is a best-selling author of eight books. He works to help demystify the sales process by bringing both simplicity and integrity to a world that is often full of egos and even bigger lies. This training is specifically geared toward truck driver recruitment.

VIRTUAL TRAINING

In addition to 9 hours of video content, the training includes 6 hours of live facilitation. This time is reserved for group discussion and for the facilitator to share knowledge and give advice to customize the experience to your specific company.

Two-Day (Consecutive) Workshop: This format follows for the original timeline of the in-person workshop. You can plan on 2 days to accommodate group discussion and to work on specific problems. Virtual works best with a maximum group size of 8 participants.

Two-Day (Split Groups) Workshop: If you have a larger recruiter group or don't want to interrupt the recruiting workday, you may want to split your team into 2 groups. One group will cover the recruiting needs while the other is learning. This training requires 3 people as a minimum to allow for valuable internal discussion between your team.

Five-Day (Consecutive) Workshop: If you have a smaller group or don't want to split your team, you can elect to have a 5-day workshop that is scheduled for 3 hours per day. This can allow for an on-the-job-training feel as your team gets to utilize its learnings each day. Maximum group size is 8 participants.

IN-PERSON TRAINING

All of the virtual options are also available as in-person training. In-person training utilizes the video recordings and Chad Hendricks as an in-person facilitator.

**RETENTION IS THE
ULTIMATE GOAL, AND
A PARTNERSHIP WITH
DRIVER OUTCOMES
ENSURES IT.**

Contact us today to get started.

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