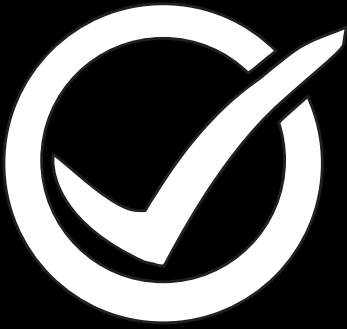




GUARANTEED MARKETING

GET HIRES OR GET YOUR MONEY BACK



YOU WANT A GUARANTEE?

As a carrier, you've likely wondered what type of guarantee your company can get for the money it spends on marketing to hire drivers. You continue to hit the same wall because no one will guarantee a hiring result.

UNTIL NOW.

UNIQUE

Traditional truck driver recruitment marketing is built on turnover. But we're not traditional, and we want to align our goals with your goals. Some may – and some have – call it a fool's errand, but that is because it hasn't been done before. And creating what doesn't exist often seems foolish to people without the same vision.

**BEST
CARRIERS**

In order to change the industry, we want to work with carriers that value and keep their drivers. If you fit certain criteria related to turnover rates*, leadership metrics, budget, and quality of recruiter(s), we will guarantee results with your marketing dollars.

*If your turnover rates are high, ask about our retention programs.

GUARANTEE

If you meet the requirements, we will guarantee a certain cost per hire for your company. In the unlikely event that we don't get you hires, we will issue a refund.

YOU WANT A GUARANTEE?

CONTINUED

LEAD QUALITY

Our team vets your leads with initial driver conversations. This ensures that your team isn't wasting its time with unqualified drivers.

CREATIVE

Our marketing is built on uniqueness. You won't see the same ad as all your competitors. Our company research into your company determines what sets you apart, and our expert creative team turns that into a unique ad that stands out from all the noise.



WE'RE ON YOUR TEAM

Our goal is to be a true partner. We don't place all the risk on you. In traditional driver recruiting and marketing, there is no guarantee, nor are there any consequences for vendor failure. Our approach is to win together.

RETENTION DIFFERENCE

PHILOSOPHY

The goal of the carrier and the goal of the recruiting or marketing team should be the same. The only way to ensure alignment of goals is to make sure the vendor is paid based on the results of the goal. At Driver Outcomes, our shared goal is the retention of your drivers.

RETENTION

Our cost is based on a weekly fee. If the driver quits or needs to be terminated, the weekly fee stops.

FINANCIAL

Our weekly fee is less than your weekly net profit of a truck. That means you are never in the negative with our services. You are profitable starting the first day the driver works for you.

MATCH

Our client set-up process includes interviewing your recruiter, driver managers, and ten of your current drivers so we can determine what sets your company apart; we go beyond talking to candidates about your bare minimum requirements, pay, and benefits. We are able to use those interviews to have the best possible recruiting conversation.

GUARANTEE

Our costs are refundable. We will always make sure you are more profitable after working with Driver Outcomes.

RETENTION INCENTIVE

PARTNER

Our entire business structure is to be a true partner. We are fully-integrated with knowledge of your company. The only way we succeed is when you retain the drivers we help you hire, and we will never try to recruit any of your drivers. We will not keep a database of placed drivers to use with other carriers/your competition. Your company will always be more profitable when working with us.

FEE STRUCTURE

- **Guaranteed Marketing Fee:** This monthly fee covers advertising spend, the time spent acquiring company knowledge, and the development of the creative required for advertising. This fee varies based on the size of your company, hiring geographies, and number of drivers needed. The fee is refundable if the agreed-upon drivers are not hired.
- **Weekly Fee:** The weekly fee starts at the end of the placed driver's first week of employment and stops when the driver quits, is terminated, or in two years.

DO THE MATH

EXPLANATION

Driver Outcomes' structure is not typical within the trucking industry, so let's take a closer look at the numbers and your return on investment.

INSTANTLY PROFITABLE

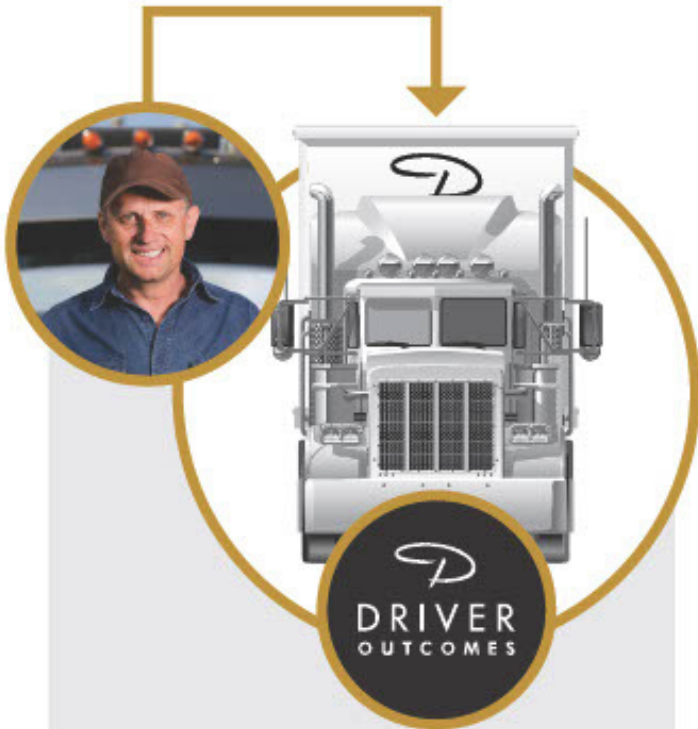
Typical weekly net profit on a truck is \$500-\$800. Our weekly service fee is dependent on multiple factors and is drastically lower than your net profit, which means your truck is instantly profitable because there is no up-front placement fee like other third-party recruiters charge.

We know the importance of retention
because it is highly profitable.

With Driver Outcomes as your partner, it truly is.



HERE'S HOW IT WORKS



Your Truck is Moving
= \$650/Week Net Profit

x4 Weeks

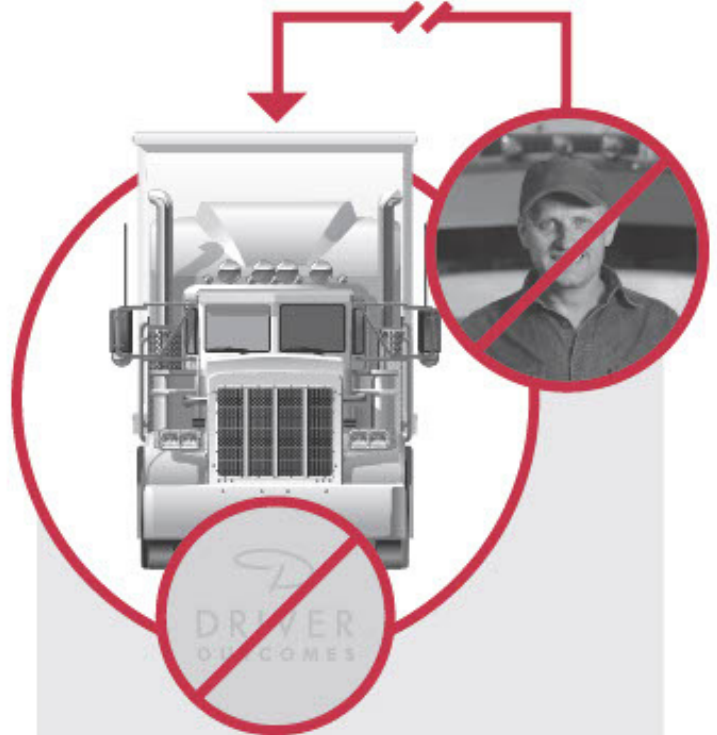
\$2,600 Your Monthly Profit

Minus \$600 Monthly Driver Outcomes Fee
Equals \$2,000 Monthly NET Profit

You have our guarantee.

If a driver is terminated or quits, our weekly fee STOPS and you don't pay.

Your company will always be profitable.
It's as simple as that.



EMPTY Trucks
= \$650/Week Net Profit **LOST**

NO Weekly Net Profit

x4 Weeks

**\$2,600 Your Monthly Net Profit
LOST**

Additional costs that aren't calculated in your loss:

- Lost productivity
- Increasing work for current drivers may increase your turnover rates
- Equipment payment, insurance and maintenance costs on idle trucks
- Reputation issues

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

Contact us today to get started.

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