

OCTOBER 1ST, 2021

BETWEEN THE LINES

KELLY ANDERSON GROUP MONTHLY NEWSLETTER



WHAT'S INSIDE THIS ISSUE:

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- RECRUITING: TOP TIPS TO RECRUIT AND RETAIN
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Introduction to the Company

Kelly Anderson founded Impact Solutions in January of 1998 after spending 10 years working for CFI in Joplin, MO. His positions included Driver, Driver Trainer, Recruiter, Safety Supervisor, and Safety Manager.

Formally well know company, Impact Solutions, has recently celebrated a rebranding to "Kelly Anderson Group." Over the last 22 years, the company has evolved into the following divisions: Impact e-Learning, Impact Recruiting, Impact Retention, Impact Management/Coaching, Impact Seminars, Impact Safety Trainer Program. We have become the resource for fleets seeking growth and profitability.

Recruiting: Top Tips to Recruit and Retain drivers.

In today's job market it's harder than ever to find and keep quality drivers! Below are a few tips to keep in mind for hiring and retaining them:

1. Do your ads stand out?
 - a. List something unique about your company
 - b. List tangible numbers. Don't make promises you can't keep.
 - c. Include images and videos in your ad.
2. Remember, recruiting is just like "sales." Ask yourself, "how are my recruiters selling that position?"
3. Keep an eye on your Google and Indeed reviews. Negative reviews can detour quality drivers from applying.



4. Retention starts before the driver's first day!!
5. Create a welcome sign for their first day.
6. If possible, notify other associates of the drivers' first day.
7. Meet them at the door with a cup of coffee! Show them around the facility!
8. Be sure to keep in touch with the new driver during the first 90 days. We have had success with reaching out to them at 14, 30, 60, and 90 days.

It's always easier and more cost-efficient to retain a driver rather than hiring one. The industry average to onboard a new driver is \$5,000 - \$8,000 but can exceed \$10,000!



QUIZ: Roughly how many active trucks are in the U.S. trucking industry?

***Answer on last page*



Team Member Spotlight



Name: **Sherry Sprenkle**

Position: **Final Mile Placement Coordinator**

Length at company: **4 Months**

Quote: *"I love working here at Kelly Anderson Group. Everyone is so kind and friendly. They're always willing to help me understand how to do my work!"*



What would you like to see?

- Industry News and Topics
- Tips, tricks, and pointers
- Information about our services
- Company Success Stories
- Suggestions, we'd love your input!

If you'd like to suggest any of these, please reach out to:

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Answer: 15.5 million trucks! If you lined those up, they'd reach the moon!

If you'd like to learn more about Recruiting, or any of our services, we'd love to hear from you!

Phone number: 417-451-6098



"Don't just make an effort – make a difference!"