



Master Recruiting Techniques Program

The 3-day Master Recruiting Techniques event is the most comprehensive professional recruiter development program in the transportation industry. It consists of one consulting day and two full days of classroom recruiter training. On the consulting day, Kelly analyzes your recruiting department structure, policies, procedures, and workflow. As a result of the analysis, he makes recommendations for streamlining the recruiting process. During the classroom portion of the event, Kelly leads the class through the 109-page workbook, which includes a curriculum on Federal Regulations, Fair Credit Reporting Act, Consumer Reports, EEOC, and Conversational Recruiting Sales Techniques.

Kelly believes recruiting is a sales job. However, unlike most sales jobs it requires Recruiters to qualify applicants, build relationships, and close the deal on the first contact. Additionally, as difficult as it is to generate leads, recruiters need to track their advertising and manage their follow-up system to make the most out of every lead they receive.

The following provides an in-depth outline of the Master Recruiting Techniques classroom curriculum.

- Federal Regulations Applicable to Hiring and Retaining Drivers
- CSA and the PSP
- Reading and Interpreting Consumer Reports
- Human Resource Law, Fair Credit Reporting Act Compliance, and EEOC Title VII Guidance
- Creating a Recruiting Mindset of Urgency
- 10 Strategies for Improving your Close Rate
- Increasing the Quality of Drivers you Hire/Contract
- Utilizing Conversational Recruiting Techniques to get Completed Applications
- Internet Recruiting Techniques
- Improving Your Close and Show Rate to Orientation
- Systemized Follow-up Techniques
- Retention Starts with Recruiting

Your recruiters will learn how to comply with the various federal regulations applicable to driver recruiting, shorten the “qualification cycle,” and improve the “show rate” of the drivers they recruit. Most of all, they learn how to identify and recruit the drivers they want rather than the drivers who want them.