



Recruiting Tip #1:

Conveying the Joy of being a Professional Driver

As part of Driver recruiting, conveying the opportunity to be a professional driver along with the benefits of being a part of your team is key to attracting the right candidates. Inspiring quotes and photos of your current drivers can help to create the emotional connection needed to turn a candidate into a team member.

The Driving Force's Tips for using Driver Quotes:

- ✓ Ask your driver to focus on what the LOVE about driving which in our recent driver feedback will vary by vehicle type and include:
 - School bus: Flexibility, Take kids to work
 - Motorcoach: Meet new amazing people and see new places.
- ✓ Describe your best day behind the wheel
- ✓ What they love about working for your company

Professional Photos a must!

- ✓ Utilize actual driver photos with their quotes
- ✓ Utilize your company's vehicles
- ✓ Consider an exciting location for the backdrop
- ✓ Consider a driver positively interacting with travelers

BONUS Best Practice Tip:

Use driver quotes in your retention strategy too! Consider prominently displaying them in your dispatch area, throughout your offices, and across all your digital channels. You can communicate to your drivers that they are key stakeholders in the success of your company by proudly displaying their photos and quotes.



"I have been a professional driver since 2005 with DATTCO. I started as a school bus driver. That gave me the opportunity to take my kids with me. It was a big challenge to move from a desk driver to a driver job. After that I became a trainer. In 2014, I became a motorcoach driver and here I am. I am telling you it is like a dream come true because I see a lot of places that I have never expected to see. I love it. It is a big accomplishment for me. I am proud of myself. Some people might think that this is a man's job. I don't think so."

- Diana J., DATTCO, 16 years

[Click here](#) to access Driving Force's full driver quote examples!