

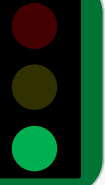
**DRIVING
FORCE**



**RECRUITING
& RETAINING
DRIVERS**

Roadmap for Recruiting

A
New
Career



**Tip:
Know Your
Company Culture
Before You Begin**

1. Create an Elevator Pitch & Message

- 20-30 seconds- Describe who you are what you do
- Reasons to work for you
- Create interest

**Elevator
Pitch**

**Company
Video**

2. Develop Company Video

- Include elevator pitch
- Highlight key elements of the job descriptions
- Include driver testimonials
- Use toolkit script

3. Post on Company Career Page

- Insert your elevator pitch
- Post your company video
- Create a Job Listing including benefits & key job responsibilities

4. Social Media & Hiring Site Posting

- Facebook, LinkedIn, Indeed, Monster, etc.

**Social
Media**

**New
Segments**

**Post on
Website**

5. Target New Segments

- Military, Firefighter, Police, Women
- Leverage existing employees

