

RECRUITING 101

SIMPLE RECRUITING TIPS TO HELP YOUR TEAM
MAXIMIZE YOUR RECRUITING EFFORTS THIS QUARTER.



Define Hot Leads In Your ATS

1

Hot lead status refers to several different scenarios, including newly submitted or resubmitted full applications, leads who have been sent a link or are waiting to submit a full application, those who have scheduled an orientation, and leads with whom a recruiter has spoken and who have shown interest in your carrier. Make sure these are clearly defined in your ATS and your recruiters know which ones they are!



Don't Forget to Nurture Short Forms

2

Instead of simply adding your short forms to a drip campaign and leaving them there, make an effort to reach out to them through various forms of communication. Whether it's via phone call, text, email, or even a smoke signal if you need to, use every possible means to engage with your database. Don't rely solely on automated messages. Personal communication can help establish a stronger connection with your leads and improve the chances of converting them into drivers.



Building Relationships is Key to Standing Out

3

Establishing personal relationships with potential drivers is a powerful way to distinguish yourself from the competition. Take the time to smile, enjoy the process, and connect with the driver. Remember that recruiters are the front-line warriors and ambassadors for the carrier.



Express Your Gratitude in Every Conversation

4

Recognizing the value of a driver's hard work is crucial to successful recruiting efforts. Demonstrating gratitude in every conversation can have a significant impact. Remember to express your appreciation by saying "thank you" to every driver, whether it's through a phone call, email, or text.

NEED HELP RECRUITING QUALIFIED DRIVERS? VISIT OUR WEBSITE TO GET STARTED TODAY!

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