



# DEVELOP RECRUITING SALES SKILLS TO CLOSE THE DEAL

## Audio Conference

Thursday, July 20, 2006 | 12:00 pm - 1:30 pm ET

### The Top Ten Ways To Become More Effective In Driver Recruiting

The process of recruiting drivers has changed over the years from focusing on a screening out process to now focusing on recruitment as a sales process. People buy from people that they are comfortable with. As a recruiter, you are selling the job and they are buying the job. So how do you begin? You begin by attending this audio conference where you will hear from David Mattson, nationally known speaker from the Sandler Sales Institute, and Eric Stegman Vice President, Driver Development at Craig Transportation Company. Eric is a past graduate of the Sandler program and will bring real world trucking practices and observations to the audio conference.

#### You will develop skills on the following:

- How to focus on the moment—how to be an effective communicator when you place a call or when you receive a call from a driver
- How to follow a 7-point sales process
- How to establish rapport on the phone in 30 seconds

- How to determine the process the applicant will use to find a job (Understanding and setting expectations for your interaction with the driver)
- How to determine what is important to the applicant in the first 5 minutes
- How to identify the applicant's decision-making process
- How to develop a template that provides specific guidance about the company's job requirements and the characteristics of the driver who would be successful in the job
- How to not "blue sky" your applicant
- How to be sure that you are answering the applicant's "real" questions
- How to close the sale

#### Hear from the experts:

**David Mattson**, Vice President, Sandler Sales Institute, Stevenson, MD

**Eric Stegman**, Vice President, Driver Development, Craig Transportation Company, Perrysburg, OH

#### Cost:

##### Live Site Hook-Up and Materials:

\$129 per site for TCA Members

*(One site per registration only, please)*

\$159 per site for Non-TCA members

*(One site per registration only, please)*

##### Audiotape and Materials Only

##### CD ROM and Materials Only

\$59 for audio conference participants

\$129 for non-participants who are TCA members

\$159 for non-participants who are not TCA members

#### Four Ways to Register/Order

1. Mail to: LINK Conference Service, LLC, 3245 146th Place, SE, Suite 230, Bellevue, WA 98007
2. Fax (with credit card info) to LINK at 888-200-8880 or 425-865-9116
3. Call 800-756-8280 (LINK customer Service) with your credit card info.
4. On-line registration:  
<https://www.linkconferencecall.com/reg/tca/recruitingsales/>

#### Registrant Information *(please print)*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

#### Credit Card Registrants & Orders

Credit Card:

Master Card (16 digits)  VISA (13-16 digits)

American Express (15 digits)  Discover (16 digits)

Credit Card #: \_\_\_\_\_

Card Expiration: \_\_\_\_\_

Total Payment: \_\_\_\_\_

Signature: \_\_\_\_\_

For more details, e-mail [vderoze@truckload.org](mailto:vderoze@truckload.org) or contact Virginia DeRoze at 703-838-1950.