



## The Driving Force hosted a Best Hiring Practices Webinar Featuring Greg Hendricks, Salt Lake Express and Patrick Slater, DATTCO

Here are the Top Tips from Patrick & Greg:

- **Metrics: Test, Measure, Improve, Repeat**  
Change Something Small and Track that Change, then once you know it works, implement broadly
- **Top Data Driven Recommendation:** Post jobs where the candidates are. The method that drivers use to find a job is changing and you need to change too. Most of these are online job listings, such as [www.Indeed.com](http://www.Indeed.com), Don't spend money on print ads many of the above have free versions.
- **Top Data Driven Recommendation:** Conduct face-to-face interviews. More interviews equates to more drivers
- **Top Data Driven Recommendation:** Using some ATS (applicant tracking system) is critical to your success and being able to learn what works and what doesn't.
- **Refresh Your Job Listing.** Think like a candidate and highlight the positives. Your job posting is an advertising for your company, and you are marketing and selling the position.
- **Post the same job multiple times.** Use different titles that may appeal to different potential candidates, such as "Coach Driver" "Coach Bus Operator". Take down the job posting and repost every 28 days.
- **Act Quickly, Time is of the Essence.** Call or text a potential candidate within 24 hours. Do not rely on email.
- **Know Your Elevator Pitch.** Be ready to sell your company to the potential employee.
- **Make Sure the Hiring Manager/Recruiter has the Right Personality.** You want someone who can engage in conversation with the driver.
- **Don't Rule Out Candidates** for reasons like too long of a drive. Let them decide what is right for themselves.

*Missed the Webinar or Want to Share to a Colleague? [Listen Now](#) and [Download the Presentation](#)*