

Melton Truck Lines

Road Recruiter Advanced Sales Training



1) Know your Product

- A) Read the Drive 4 Melton brochure and be able to speak about Melton's benefits, career advancement associations, starting pay, bonus pay checks and safety awards.
- B) Know when to turn it over to an office recruiter, not having all the answers is a good opportunity to introduce your prospect to the office team supporting your efforts.

2) Be Positive

- A) A friendly smile, a sincere attitude and a truthful compliment is the best way to start a conversation.
- B) Remember when talking about their company to be polite, they may be very proud of the company they work for and although Melton would be better for them, they might stop listening to you.
- C) Remember the three P's. Be Professional, be Polite and be Positive.

3) Practice Listening

- A) You could miss their needs if you are thinking about your next statement. Listen and speak to what they want to talk about.
- B) The person who talks the most in a conversation has a more positive recollection of the conversation. Let them talk. Avoid trying to figure out what they want to know or what you want them to know, if you listen carefully, they will tell you.

4) Use Opportunity to you Advantage

- A) When you hear, “I want”, “I need” or “I like” listen carefully for they are about to tell you exactly how Melton is the best choice for them.
- B) Talk to everyone, if this job isn’t right for them, it may be perfect for someone they know. Avoid missing opportunities.

5) Speak to their wants and needs

- A) If you are asked about our equipment, speak about the equipment. If you are asked about our benefits, speak about the benefits.
- B) Check yourself if you hear yourself saying, “But let me tell you about...” We said it before and we will say it again, talk about what they want to talk about.

6) Close the sale

- A) Get their name and number and submit via Macro 21.
- B) The exchange of contact information is critical to your success.

7) Keep in touch

- A) Check in with your lead throughout the hiring process, from recruiting through Orientation to work as a Melton driver.
- B) Your position has just been upgraded to Mentor, they will need you throughout their career and you get paid based on their continued employment. Be there for them.

One final note, always speak honestly. You will be found out quickly enough if you exaggerate the facts or embellish them and not only will you have lost a lead, you may have damaged the Melton reputation. You are the face of Melton every day and as a Road Recruiter you will be looked at even more carefully.