

Melton Truck Lines



Road Recruiter - TRUCK SIDE EVENTS

Angie Buchanan, Vice President of Safety and Human Resources says, "We would all rather pay you for your hard work instead of some ad agency."

Here's some recruiting events we recommend:

- When you are in line at a Customer. Hand out bottled water or apples with your business cards and brochures.
- At Rest Stops – pull out the grill and make a few extra burgers. Offer them to the drivers at the rest stop with you. No Grill? No problem. Get a bag of burgers and hand them out with your card.
- At Truck stops purchase a case of water, ice it down and hand it out with brochures at the fuel island.
- Go inside and pay for a driver candidate's coffee (You'll get the Points on your card!)
- Truck Driving Schools – *here is a great opportunity to engage an entire classroom at one time. If you are freaked out by public speaking, just feed them and hand out brochures. You could swing by a hamburger joint and grab some burgers or full on grill lunch for them. Or you can just drive up in your truck and show it off! See the school section for more information on visiting schools.*
- To help you with the advertising, we have truck windshield sun shades – that will say "Ask me why I drive Melton" throw that up in your truck, fire up the grill and see what happens.

- Jump on the CB and challenge all Van drivers to a strap throwing competition at the next rest stop. Be sure to have a case of iced down water to offer the competitors.
- To help with the branding, we are also have stickers printed up that you can stick on anything from bottled water to apples and bananas to a wrapped sandwiches, to anything.
- Next time you are stuck at a truck stop, set up a small table and a couple of chairs by your truck. Fill up an ice chest with water and set it out too. Put a couple of brochures and a few pens on the table and enjoy the weather. When a driver comes close, offer them a beverage and a seat. (If the weather is hostile, you can do this inside at the drivers lounge)