



Guidelines

Quick Start

Advanced Sales

School Visit

Positive Attitude Paper

12 Traditions

School Sign-in Sheet



Melton Truck Lines

Main Line:
888-336-0419

Road Recruiter Coordinators:

Bryan Stuck

Cheryl Kiker

Nikky Jones



Melton Truck Lines

Road Recruiter Guidelines

Bob Peterson, President Melton Truck Lines says, *“Road Recruiters are the first-string offense when it comes to bringing quality drivers to Melton. Your eyes in the field, your experience, and your intuition make this program and Melton successful.”*

PROFESSIONALISM:

You are representing Melton Truck Lines. Ask yourself, would I feel comfortable sitting down with the president of the company, would I feel confident shaking his hand? Would I feel comfortable handing my keys to Bob so he could drive my truck? If you can confidently answer yes, then you have the professional attitude necessary to positively promote Melton and recruit the kind of drivers we need.

You will be looked at a little more carefully than other drivers because you are asking someone to trust you and believe what you say. If you tell them that Bob pays for extra truck washes and your truck is dirty, you will have lost that driver. If you tell them that we have a beautiful corporate office filled with awesome driver amenities but you, your clothes, or your truck aren't clean, they won't believe you.

Flatbed is hard dirty work sometimes. There is no denying that. Just remember that when you are in a recruiting situation put your best effort forward. There is a difference between being dirty from hard work and living dirty. As a representative of the recruiting team a professional attitude will serve you well.

TRUCK:

Road Recruiter's trucks can be washed every 14 days and more often if needed for school visits or recruiting events. While the interior of your truck is your home, candidates may want to look inside. A truck in complete disarray or filled with trash will not be a good selling point and can disqualify you from the program.

APPEARANCE:

Road Recruiters are to wear Melton strong tee shirts and other Melton apparel as often as possible. Recruiting opportunities can arise at any time when you are in the field. Be prepared. Melton Strong tee shirts are available on request.

QUALIFICATIONS:

- ✓ 3 months Melton tenure
- ✓ Clean work record (Safety and Operations)
- ✓ Professional attitude

EASIEST WAY TO RECRUIT: Simply start sharing your experience with Melton to other drivers. Trade phone numbers and keep in touch with them. Develop a relationship and always speak truthfully. If they are interested in more information about us, send in a RocketCDL message with their information and a corporate recruiting representative will call them.

RESOURCES: Drive4Melton.com, Office Recruiters, Driver Management team, Safety department. All the resources available to you as a Melton driver can be used to help in your road recruiting efforts. Let us help you.

REWARDS:

- \$1000 bonus pay for each experienced driver recruited*
- \$500 bonus pay for each student recruited*
- \$250 one-time bonus pay for each rehire recruited*
- Truck washes every 14 days
- Road Recruiter gear (Shirts and Hats)
- Road Recruiter decal for your truck
- Participation in monthly Road Recruiter contests to win cash, store credits and other great prizes
- Melton “Swag” to help in your Road recruiting efforts

**Driver bonus pay is paid half at 30 days of employment and half at 6 months of employment. Rehire pay is paid at 30 days of employment. Both driver and referral must be employed at the time of payout.*

MELTON TRUCK LINES

Road Recruiter- Quick Start

How to start a conversation:

- 1) With a compliment such as:
 - a. That tarp job looks great, I'll bet you could show me a few tips.
 - b. Your truck looks like it belongs on a show room floor, how long have you been driving?
 - c. I've heard that "XYZ Company" is a good company to drive for, how long have you been driving with them?
- 2) With a sincere offer of help such as:
 - a. You look like you have been working hard, how about a bottle of water?
 - b. You look as tired as I do, want to have a cup of coffee? I'll pay.

How to keep the conversation going:

- 1) With genuine interest:
 - a. How did you decide to be a truck driver?
 - b. How do you stay in touch with your family?
 - c. Where do you live?
- 2) With a promise of a work/professional relationship:
 - a. I'd like to be able to help you with your career, here is my number. (Mentor)
 - b. If it's not too much to ask, can I call you from time to time with questions? (Student)

How to develop a relationship:

- 1) Keep in touch:
 - a. Call periodically to check in
 - b. Send texts
 - c. Arrange to meet up out on the road
- 2) Be Honest:
 - a. Tell the truth
 - b. Speak from your heart
- 3) Be Transparent
 - a. Professional demeanor – always
 - b. Clean truck – always
 - c. Let them see your actions and words convey the same message



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 your 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 RocketCDL app.
- 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 or embellish the facts. 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.

Dan Taylor, Senior Vice President of Sales and Marketing says, *"Good sales people, know their products. Great ones live it. Road recruiters know our job, our customers and our culture because they live it daily. If you want a straight, honest answer, ask a Melton Road Recruiter."*

ABOUT MELTON:

- We are a 48 state and Canada flatbed irregular route carrier.
- We travel to Canada about 3% of the time and NYC about 3% of time.
- 70% of Freight is E of I-35
- WE have a fleet of Kenworth T660's and T680's. They all have a 72" walk in sleeper with 42X80 oversized bunks or double bunks. We trade our trucks on a four-year cycle. Trucks have 10 speed transmissions & Automatics.

- We have 48' and 53' aluminum spread axle trailers / some step-deck trailers
- Our fleet averages 2200 to 2500 miles per week / Average length of haul is around 900 miles
- Make on average \$4000 extra per year just for tarping!
- Haul mostly commodity Goods – umber, steel, coil, etc.
- Can change home time location



STARTING PAY	As of November 2019
Students	46¢ per mile
1-5 months (or 4 mos Local Class A T/T)	47¢ per mile
6-8 months	48¢ per mile
9-11 months	49¢ per mile
1-3 years	51¢ per mile

GENERAL	
Time Away from Home	14 days or 21 days depending on home
Lease Purchase Available	No
Paid Orientation	Yes
Rider Program	Yes, 18 yrs or older anytime
Rider Program – Child	10-17 yrs or older during summer
Pets	Cat/Dog under 90 pounds / \$750 deposit/ \$37.50 per check
DRIVER BENEFITS	
401 K Retirement Program w/ Matching	Tarp Pay : \$50 per load (\$25 tarp; \$25 untarp)
Dentention Pay: \$15 starting on 3 rd hr	Layover Pay: \$50 after 24 hrs and \$75 each additional 24 hours of waiting after your last "Empty Call" request on Macro 26
Free \$20,000 Life Insurance: \$1000 dependent coverage, additional supplemental life insurance	Stop Pay: \$25 for Extra Stops + \$10 for tarp loads
Insurance: Health, Dental, and Vision weekly iCare rates for 2020– Emp. only \$19.35 / emp w children \$57.45 / emp w spouse \$85.80 / emp w fam \$93.60	NYC Borough Pay: \$75.00 Canada 6 cpm extra; Hazmat 6 cpm extra; OD loads 16 cpm extra
Paid Vacation: 1 week after 1 year	\$100 per week advance allowance (com data card)
Guaranteed home for Christmas	Tolls Reimbursed, Pike pass and EZ pass provided
EAP – Employee Assistance Program	\$11 Reimbursement for Showers per day
Quarterly Fuel bonus up to \$6000/yearly	Blue Beacon Truck Wash (1 every 14 days)
ORIENTATION	
Orientation Sign On Bonus	Driver Recruiting Bonus for recruiting drivers- \$250 - \$1000
Provided = Transportation, hotel, breakfast, lunch	



Melton Truck Lines

Road Recruiter - OVERCOMING OBJECTIONS

I don't want to do flatbed.

I want to be home every weekend.

I don't want to go out with a trainer.

I don't want a camera in my truck.

I don't want to go to NY or Canada.

I want a dedicated/regional route.

I only want to team drive.

What are some other objections that you encounter when speaking to new recruits? How do you dig deeper and find out the reason for the objection?

ASK OPEN ENDED QUESTIONS. If you can answer the question with yes or no it is not an open-ended question. "Why don't you want to drive flatbed" is an open-ended question. "Do you want to drive flatbed" is a close-ended question. Using open-ended questions will help you to find out more about the person or the situation they object to.

PRACTICE using open-ended questions with each of the objections listed and it will become second nature.

PRACTICE:

I don't want to do flatbed.

I want to be home every weekend.

I don't want to go out with a trainer.

I don't want a camera in my truck.

I don't want to go to NY or Canada.

I want a dedicated/regional route.

I only want to team drive.

Melissa Stephan, Recruiting Manager says. *“Road Recruiters are my go-to when I need to get to the real reason a driver objects to this job. You are the best at finding out the true objection and putting our candidate at ease.”*

OVERCOMING POSSIBLE OBJECTIONS

Flatbed

You can't or won't? Why don't you want to do flatbed? What have you heard?

Our drivers can make an extra \$400 a month without moving a mile! You will only tarp an average of 2 loads per week! Our tarp pay averages an extra \$.03 per mile. Our top driver made \$4800 in tarp pay last year.

- No grocery warehouses.
- No lumpers
- No bumping docks
- 100% no touch freight

- Most loading and unloading times are during business hours, and usually by appointment.
- Keeps you in shape!
- Not as difficult as you think, once you learn “the secrets of fast & efficient” tarping.
- We have a terrific training program.

Canada/New York

Hey, most drivers don't want to go to NY, but we don't go there much. In fact, less than 1% of our freight goes to NY and less than 1% goes to Canada. But, we want to hire drivers who will service the customers and take pride in it... and we have a couple of customers in those areas.

- (NY) No Hunts Point, no grocery warehouses.
- You might have to unload in the city, but we normally will deadhead you out of there.
- When we have a load going to Canada, it is normally a long load – which means extra money in your pocket.
- 6 cpm Canada pay (+\$25 Border Stop Pay) and \$75 borough pay

Base Pay

We have the best tarp pay in the industry – it will average an extra .03 cpm. Our top driver made \$4800 in tarp pay last year.

- Our average driver made almost 65,000 last year.
- Our best drivers made a lot more.
- We have one of the best benefit packages (health, dental, and vision thru GPA, 401K, paid vacations, holidays and more).
- Top of the line KW Conventionals (avg 1 ½ years old) and you take the truck home!
- Our drivers are on the same health care and benefit plan as the president of our company.
- We reward our drivers based on productivity. If you are one of those drivers that “keep that left door shut” and run a lot of miles...you would get your raise sooner than others.
- You have to be careful with Gimmicks. Did you get it in writing?

Forced Dispatch

- We are mandatory dispatch; however, we have sales people who look for driver friendly freight. (Waiting time, loading ease, etc.)
- We are looking for drivers who want to service our customers and take pride in it.

Weather

- We allow adequate time for tarping and securing. If it is hot, get in the truck and cool off. If it is cold, get in the truck and warm up.
- Some availability to tarp in warehouses.
- Wearing the proper clothing makes a huge difference. Light color, light material in the summer. Heavy, warm materials in the winter.

Out Time

- Our drivers are out an average of 14 days at a time. (Live East of I-35)
- You can flag to go home at 7 days if you live E of 35 and it normally takes about a week to get you home, depending on freight availability, where you are when you flag and where you live.
- If you live in our traffic lane, you might be able to get “through” the house to “hug the dog and kick the wife” and not count against your accrued home time.
- You can actually accumulate your time out, which most companies don't offer.
- You can take the truck home.
- We have a liberal rider program where anyone 18 or older can ride with you and your children 10 and over can ride with you when school is out.

How can my family help my Road Recruiter efforts?



Well.....

They can talk to everyone they meet about your part time job of recruiting for Melton Truck Lines, a premier flatbed carrier. The lady at the cash register at Walmart might know someone who is looking for this job.

They can explore social media and do something as simple as post the position on their Facebook page or create a blog or post videos about his life on the road and yours back home.

They can help set up and participate in school visits. Remember the men and women in that CDL graduating class have someone at home just like your family. Your wife can offer to talk to them about the other side of OTR.

They can wear Melton gear. You can wear a tee shirt that says, ask me about an exciting career at Melton Truck Lines.

Russ Elliott, Senior Vice President of Operations says, *"We want to keep you running, but we respect your down time and support your road recruiting. Recruiting quality drivers insures we can service our customers in a timely manner."*

MELTON TRUCK LINES

ROAD RECRUITER SUPER SIMPLE SCHOOL VISIT



- 1 PULL UP IN YOUR TRUCK
- 2 LET THE STUDENTS LOOK IN IT
- 3 ANSWER THEIR QUESTIONS
- 4 HAND OUT BROCHURES AND PENS
- 5 HAVE THEM COMPLETE THE SIGN IN FORM
- 6 RANDOMLY SELECT A NAME OR TWO FROM SIGN IN AND GIVE AWAY A PRIZE LIKE A MELTON WATER BOTTLE, SPORTS TOWEL, OR BACKPACK.
- 7 USE ROCKETCDL APP OR TRANSFLO MESSAGE TO SUBMIT EACH LEAD FROM YOUR VISIT OR CALL ROAD RECRUITING AT 888-336-0419

Let us make an appointment for you. Clean your truck, dress in your professional road recruiting gear and smile.

Let Lesley Vincent, 918-270-9630, know when you have scheduled your visit and who authorized the appointment once you have it planned.

MELTON TRUCK LINES

Lesley Vincent, Field Recruiter Supervisor says, "School visits are a good way to reach a lot of candidates in a short amount of time. I'm always proud to send road recruiters to visit schools. I know you represent the very best of Melton."

Outline for Presenting at a School

1. Introduction:
 - a) Introduce yourself and thank the instructors for letting you speak to the class
 - b) Tell a little bit about why I love Melton Truck Lines
 - c) Hand out novelties and sign-in form

2. Discuss Pay:

8 day Training in Tulsa. It will pay \$520 sign-on bonus.

3 weeks with Road Trainer – Payday is every Friday. Pay is \$90 per day while on trainer truck.

\$5000 tuition reimbursement (paid \$150/month)

TOP PAY!

	Current Pay
Students	46¢ per mile
1-5 months (or 4 mos Local Class A T/T)	47¢ per mile
6-8 months	48¢ per mile
9-11 months	49¢ per mile
1-3 years	51¢ per mile
3+ years	52¢ per mile
After 120,000 miles	52¢ per mile
After 360,000 miles	53¢ per mile
After 600,000 miles	54¢ per mile
After 900,000 miles	56¢ per mile
After 1,200,000 miles	57¢ per mile

Things to know about Orientation:

We cover travel expense to orientation. We pay for Greyhound bus up front, but if a driver elects to travel to orientation by plane, personal vehicle, or rental vehicle we do reimburse them some money on their first check for this.

We pay for hotel, breakfast, and lunch.

Driver's responsible for dinner meals only.

3. Top 10 Reasons to Drive for Melton:

1. Top pay in the industry
2. \$50 dollar tarp pay
3. One of the newest fleets in the industry – Maintenance Policy 2nd to none!!! (Average Fleet Age is 1.5 years)
4. Stability - Celebrating over 65 years
5. Liberal rider policy and pet policy
6. No slip seating
7. We know our drivers by name
8. Stringent safety standards to protect you and your CSA Score
9. Never lose your home time
10. Assigned Fleet Manager

4. Time for drawing:

1. Select a name for the winner of your special gift.

5. Show off Truck and answer Questions

If you would like a copy of our recruiting video for presenting at schools, please call Road Recruiting at 888-336-0419. We can email the files or put them on a thumb drive for you.

Use the following sign-in page for your give away – make as many copies as you need and submit via RocketCDL App or Transflo message for your student leads.

Cheryl Kiker, Road Recruiter Coordinator says, *"I am always humbled at the positive energy road recruiters have on and off the road. You are the reason this is a great place to work."*

Quick Tips for Keeping a Positive Attitude

A positive attitude or optimistic outlook doesn't just make you feel better. It can strengthen your relationships with friends, family, and co-workers and make it easier to deal with everything from a bad day at work to a major life change. A positive outlook isn't just something that you're born with -- it's a skill that you can learn. Here are some tips.

Practice talking back to yourself. Try to turn your negative thoughts into positive ones. Instead of thinking, "I'll never make it to the end of my shift," say, "I can do this. And at the end of the day, I'll go for a long walk to reward myself for getting through this crunch." When you have a problem, tell yourself, "I'll find one small thing I can do that will help. Things are going to get better."

Spend time with optimistic people. Moods can be contagious, and negative thinking spreads quickly, especially at work. If you spend time with people who have a positive outlook, you may start thinking more positively, too.

Keep learning and growing. Learning new things -- whether it's how to fish or use a new software program -- gives you confidence. Try something new whenever you can, and avoid thoughts that begin with, "I'm too old to . . ." or "I don't have enough time to . . ."

Make time for the things that make you happy. Whether it's spending time with friends, going to the movies, listening to music you love, or just playing with your kids, make the activities you love to do a priority.

Bring more humor into your life. A sense of humor is a great stress-buster. Spend time with fun people, share jokes with friends on social media, or watch funny movies at home.

Have things to look forward to, whether it's a weekend get-together with family, going to the gym after a tough day at work, or calling a friend you haven't talked to in a while.

Practice gratitude. Spend a few minutes each day reflecting on the good things in your life, or sharing them with a friend or relative. Try keeping a "gratitude journal."

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Reviewed January 2015 by Alexandra Mezey, LICSW. Ms. Mezey has a master's degree in social welfare, and completed postgraduate training in family therapy and advisement for Employee Assistance Professional certification. She has worked as a family therapist and life coach, and as an EAP counselor, helping people with issues across the lifespan. She is president of Life Clarity Coaching, located in Massachusetts, working with people in transition.
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Melton Truck Lines

The 12 Traditions that Define our Culture.

1. We believe in honest, open communication. We encourage new thoughts, ideas and questions. Criticism should be constructive and include suggestions for a better way.
2. We are enthusiastic and believe enthusiasm is contagious. Our peers, customers and guests see that we enjoy what we do. We are recognized as a leader in quality transportation service.
3. We have an excellent reputation, which has taken years to develop, but could be destroyed by one act. Everything we do and say must promote our reputation.
4. We never quit. We do not give up when things may not be going our way. We know we are destined for success as long as we work hard and hold true to our culture.
5. We expect high performance from each other. We stay until our work is finished. We celebrate those who distinguish themselves in perfecting their roles and search for ways to learn and improve.
6. We are ethical. We treat our customers, vendors and each other with fairness. We honor our commitments and we tell the truth.
7. We invite and appreciate our customer's business. Every time we have contact with a customer we make sure they have a positive experience. We know that exceptionally treated customers will use us again and again.
8. We show our appreciation for our drivers. We treat them as our guests whenever we come into contact with them. We keep in mind that their job is difficult and demanding. We treat them with the respect and dignity they deserve. We are all responsible to do what we can to make their job free of hassle and conflict.
9. We believe in the importance of a good attitude. We search for solutions that benefit everyone. In our dealings with each other and our customers, we seek first to understand the other's concerns and needs.
10. We have a plan for our growth and success. We believe in the importance of setting goals and we work hard to achieve them.
11. We conserve our resources. We work hard for our money and we each have a responsibility to be prudent when spending it. We use the tools provided for us wisely.
12. We count on each other to be here. Illness, injury and absenteeism hurt us all. We practice safe work habits and believe in a healthy lifestyle.



SO WHAT'S
ROCKETCDL?

Make Money Referring Drivers

RocketCDL lets you get
the most out of our
referral program.

**VIEW BONUSES,
PARTICIPATE IN
CONTESTS, REFER AND
TRACK YOUR REFERRALS**

The RocketCDL Mobile App is
the best way to stay up-to-date
and maximize your rewards.

For more information, check
your email, and visit:

www.rocketcdl.com/drivers



