



# Selling the Culture

For a Long-Term Commitment  
To Recruit and Retain

# Selling the Culture

- What is Dutch Maid's culture?
  - It's all about the people – we strive to make a difference in other's lives (our employees and their families)
  - We strive to answer our employee's "why"
  - More than just a trucking company
    - A resource to meet more than financial needs
    - A place that you can do more than earn a pay check
    - A place to become a professional truck driver

# Selling the Culture

- Recruit from Truck Driving Schools
  - Monthly visits to promote Dutch Maid as being a company that focuses on their drivers:
    - Quality Training Program
    - Quality Safety Program
    - Safe & Reliable Equipment
    - Being honest about the business and focusing on the long-term career commitment



Average Speed: 51 MPH  
 Distance: 2720 mile(s)  
 Fuel Type: Diesel  
 Fuel Mileage: 9.23 MPG  
 Driving Mileage: 9.23 MPG  
 Moving Mileage: 9.29 MPG

Engine Time: 53:20 H:M  
 Driving Time: 52:28 H:M  
 Moving Time: 51:21 H:M  
 Active Time: 166:21 H:M

Over RPM Time: 0:00 H:M  
 Over RPM Pct: 0.0 %  
 Over Speed Time: 0:00 H:M  
 Over Speed Pct: 0.0 %  
 Excess Speed Time: 0:00 H:M  
 Coast Out of Gear Time: 0:00 H:M

Intertrip Idle Time: 0:00 H:M  
 Intertrip Idle Pct: 0.0 %  
 Short Idle Time: 0:00 H:M  
 Short Idle Pct: 0.0 %  
 Extended Idle Time: 0:00 H:M  
 Extended Idle Pct: 0.0 %

Gear Source: Hybrid  
 Top Gear Time: 36:37 H:M  
 Top Gear Pct: 71.3 %  
 Cruise Control Time: 30:33 H:M  
 Cruise Control Pct: 59.5 %

Associated Faults

Speed/RPM Matrix

show numeric values ?

RPM	Speed ( MPH )																			PTOC	PTOP	Total				
	0	1-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-56	57-58	59-60	61-62	63-64	65-66	67-68				69-70	71-72	73-74	75+
0000	*																									0.20
0100	*																									0.01
0200	*																									0.01
0300																										
0400																										
0500	*	*	*	*									*	*	*	*										1.36
0600	*	*	*	*	*	*							*	*	*	*										1.57
0700	*	*	*	*	*	*	*	*								*	*									0.39
0800	*	*	*	*	*	*	*	*	*			*	*	*	*	*	*									0.37
0900	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*									1.54
1000	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*									8.53
1100	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	19.28
1200	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	3.13
1300	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.11
1400							*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.03
1500																*	*	*	*	*	*	*	*	*	*	0.02
1600																										
1700																										
1800																										
1900																										
2000																										
2100																										
2200																										
2300																										
2400																										
Total	2.19	1.40	0.58	0.46	0.42	0.52	1.00	1.05	1.04	1.18	1.41	2.54	1.36	2.35	5.38	12.02	1.44	0.01								39.55

Average Speed: 50 MPH  
 Distance: 2555 mile(s)  
 Fuel Type: Diesel  
 Fuel Mileage: 6.94 MPG  
 Driving Mileage: 7.16 MPG  
 Moving Mileage: 7.22 MPG

Engine Time: 64:48 H:M  
 Driving Time: 49:20 H:M  
 Moving Time: 47:11 H:M  
 Active Time: 139:04 H:M

Over RPM Time: 0:09 H:M  
 Over RPM Pct: 0.2 %  
 Over Speed Time: 0:21 H:M  
 Over Speed Pct: 0.7 %  
 Excess Speed Time: 0:21 H:M  
 Coast Out of Gear Time: 1:29 H:M

Intertrip Idle Time: 13:57 H:M  
 Intertrip Idle Pct: 21.5 %  
 Short Idle Time: 10:45 H:M  
 Short Idle Pct: 16.6 %  
 Extended Idle Time: 3:12 H:M  
 Extended Idle Pct: 4.9 %

Gear Source: Hybrid  
 Top Gear Time: 30:15 H:M  
 Top Gear Pct: 64.1 %  
 Cruise Control Time: 28:42 H:M  
 Cruise Control Pct: 60.8 %

Associated Faults

Speed/RPM Matrix

show numeric values ?

RPM	Speed ( MPH )																			PTOC	PTOP	Total				
	0	1-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-56	57-58	59-60	61-62	63-64	65-66	67-68				69-70	71-72	73-74	75+
0000	*																									0.08
0100																										
0200																										
0300																										
0400																										
0500	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	4.33
0600	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	6.14
0700	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	14.00
0800	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.40
0900	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.03
1000	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	2.11
1100	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	4.08
1200	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	6.28
1300	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	11.03
1400	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	11.45
1500	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.58
1600	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.18
1700	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.06
1800	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.08
1900	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.07
2000	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.01
2100	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
2200	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
2300	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
2400	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Total	17.44	1.58	1.35	0.53	0.37	0.39	0.43	0.42	0.44	0.58	1.26	3.15	2.10	2.21	2.47	5.02	7.16	6.35	4.29	1.36	1.00	0.13	0.08		64.51	

# Selling the Culture

- The Hiring Process
  - Honest with the applicant
    - How your life-style will change being an Over-the-Road Truck Driver
    - What you could potentially earn in one year
    - Focus on the long-term commitment



# Selling the Culture

- Orientation

- Comprehensive three-day orientation
  - Personnel Paperwork
  - Classroom Training/Safety Videos
  - Road Training
- Operations Manager meets with the new hires to discuss dispatch procedures and what to expect of the Operations Department
- President introduces himself to the new hires



# Selling the Culture

- Getting to Know You
  - All drivers' pictures are placed in TMW
  - Operations Manager sends email out to the office staff when driver goes solo
    - FYI .... Jorge and Rosa Gabriel in tractor 367! Please help them and be patient as they continue to develop. They live in Greenwich and Rosa trained with Heather Hillman and Jorge trained with Luis Delgado. Jorge will be the lead driver.



# Selling the Culture

## ● Driver Retention

- Follow-up calls from different departments after going solo
- Are we doing anything wrong?
  - Dispatch – 1 week after – Asks how their first week as solo driver went, how they are doing with their backing and maneuvering
  - Payroll – 3 weeks after – Makes sure they understand how to submit paperwork, what to send in with their bills
  - Recruiter – 1 month after – How their first month went, any recommendations for training
  - Customer Service – 1 month after – Makes sure they understand how detention works
  - General Manger – 6 months after – How everything is going, if they are happy with their job
  - President – 1 year after – How everything is going, if they are still happy with their job
- President also calls the entire Dutch Maid staff and drivers on their birthdays!