

Worksheet — Day 1: Getting to Know the Team & Trucking Industry

Objective: Get to know the new team members, introduce basic concepts of the trucking industry, and understand their initial way of thinking about sales and customer situations.

PART 1 — GETTING TO KNOW YOU

1. Tell us a little about yourself.

- Name:
 - Preferred name:
 - Previous work experience:
 - Something you are good at:
 - Something you would like to improve:
 - What are you most excited to learn in this new position?
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2. What do you think makes someone a good salesperson/customer service rep?

Write 3 qualities:

1.

2.

3.

Why did you choose these qualities?

3. What do you think is more important in sales?

- ☐ Talking a lot
- ☐ Listening
- ☐ Knowing the product
- ☐ Building trust
- ☐ Asking good questions
- ☐ Other:

Explain your choice:

PART 2 — GETTING TO KNOW THE TRUCKING INDUSTRY

4. Before today, what did you know about the trucking industry?

- ☐ A lot
- ☐ Some things
- ☐ Very little
- ☐ Almost nothing

What comes to mind when you hear “trucking company”?

5. What do you think a trucking company needs in order to operate legally in the United States?

Select everything you think could be important:

- ☐ Trucks
- ☐ Drivers
- ☐ Insurance
- ☐ Customers
- ☐ Government registrations
- ☐ Safety requirements
- ☐ Maintenance
- ☐ Compliance
- ☐ Fuel
- ☐ Other: _____

Why did you select these?

6. Imagine you own a trucking company.

You have **5 trucks + 5 drivers + customers who need your trucks.**

What problems do you think you might have to deal with?

Problem 1: _____

Problem 2: _____

Problem 3: _____

PART 3 — FMCSA & COMPLIANCE

7. What do you think “compliance” means?

Write your own definition. There is no need to use technical terminology.

8. What do you think could happen if a trucking company does not follow safety regulations?

Choose the possibilities you think make sense:

- ☐ Fines or penalties
- ☐ Problems during inspections
- ☐ Higher insurance costs
- ☐ Difficulty finding customers/brokers
- ☐ Safety problems
- ☐ Loss of business
- ☐ Nothing happens
- ☐ Other: _____

Explain one of your choices:

9. What do you think an FMCSA inspection is?

In your own words:

10. A trucking company has several safety violations.

Imagine you are the salesperson speaking with the owner.

What would you do first?

- ☐ Tell them they have serious problems.
- ☐ Ask questions to understand the situation.
- ☐ Immediately offer a service.

- ☐ Tell them they could lose their business.
- ☐ Review the information and then explain what you found.
- ☐ Other: _____

PART 4 — SALES THINKING

11. A prospect tells you:

“I’m not interested.”

What could you say next?

Write your own response:

12. A prospect says:

“I already have someone helping me with compliance.”

What would you say?

13. A prospect says:

“Send me some information.”

What do you think the salesperson should do?

14. Which approach do you think is more effective?

A:

“We offer a compliance program for trucking companies. Would you like to buy it?”

B:

“I noticed something on your company's safety profile that may be worth

reviewing. Can I ask you a couple of questions about how you're currently handling compliance?"

Which one would you choose and why?

PART 5 — THINK LIKE A CUSTOMER

15. Imagine you are the owner of a trucking company.

A salesperson calls you unexpectedly.

What would make you want to continue the conversation?

Select your top 3:

- ☐ The salesperson sounds confident.
- ☐ The salesperson speaks quickly.
- ☐ The salesperson understands my business.
- ☐ The salesperson asks questions.
- ☐ The salesperson immediately gives me a price.
- ☐ The salesperson identifies a problem I didn't know about.
- ☐ The salesperson listens.
- ☐ The salesperson offers something useful.
- ☐ Other: _____

16. What would make you hang up?

Write 3 things.

1. _____
2. _____
3. _____

PART 6 — YOUR FIRST IMPRESSION

17. After today's introduction, what do you think is the biggest challenge a trucking company faces?

18. What part of the industry are you most interested in learning about?

- ☐ Sales
- ☐ FMCSA
- ☐ Compliance
- ☐ Safety
- ☐ Drivers
- ☐ Insurance
- ☐ Operations
- ☐ Customer relationships
- ☐ Other: _____

19. What is one thing you learned today that you did not know before?

20. What is one question you still have?