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Recruiter to

By Michael Howe

Anyone that has joined the military probably had one of their first conversations with a military recruiter. These are the folks who take the time to explain what military life will be like, the benefits of military life, and the various opportunities in the military. Interestingly, while these military recruiters are working to fill the ranks of the military, they are also developing key skills that are transferable to a career as a driver recruiter once they transition to civilian life.

One over the road trucking company, CR England (www.CREngland.com), has found that former military recruiters can make excellent truck driver recruiters. The skills learned in the military as a recruiter are quite appealing and transferrable. Steve Branch, Director of Recruiting for CR England, says, "In fact, I currently have two veteran military recruiters working for me. One is my Military Specialist Recruiter that helps the C.R. England's Service 2 Semis program. The other is my Lead Driver Recruiting Trainer and Curriculum Coordinator."

If you spent any part of your military career as a recruiter, the trucking industry offers tremendous

opportunities for a civilian career in a similar occupation.

To be successful as a driver recruiter, an individual needs to possess a strong background in sales, phone professionalism and skills (both inbound and outbound), and be able to manage his/her time wisely. Much like the military, a career in trucking can be challenging so recruiting people into the industry takes a person with an ability to offset the bad with the good, to be persuasive, and to be personable and fluent over the phone. Military personnel are certainly skilled at managing time wisely, and those who serve as military recruiters are able to develop their skills in the other areas as well. "Other traits include punctuality, accuracy, multi-tasking and follow through," says Branch.

Why would a good military recruiter make a good trucking recruiter? Take a look at the type of training military recruiters receive for their job. Brian Fletcher, Military Recruiter SFC in Port Angeles, WA, explains that once someone is selected for recruiting duty, they are then sent to Fort Jackson, South Carolina, for the Army Recruiting Course. "This course is six weeks, four days long,"

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says Fletcher. "The course curriculum is designed to provide training in the principles of leadership, eligibility, technology systems, interpersonal communications, Army Programs, time management, prospecting, and interviewing."

Prior to the military recruiter training though, Army recruiters must perform a job other than recruiting. "They will be selected, or can volunteer, when certain criteria is met," says Fletcher. "They must have been promoted to a non-commissioned officer rank (E-5 and above) most have approximately 3-12 years of service." So, by the time someone is selected to be a military recruiter they have significant experience within the military. They know the ins and outs of the military and can then "sell" it to others in their role as a recruiter.

Understanding the industry you are recruiting for is important, so if the military recruiter has never been associated with the trucking industry, there will be a learning curve. But, like any job, it simply takes a little initiative to get "up to speed." Having the basic skills of a recruiter is a great start down the road to success.

What exactly do military recruiters do? They serve as the Army's ambassador within the community; recruits, determines applicant enlistment eligibility, counsels applicants on enlistment programs and options, prepares enlistment applications, and processes qualified applicants to enlist in the Army and Army Reserve. If you replace the military terms with trucking industry terms, the skills are very similar.

In addition, military recruiters account for and prepare future Soldiers for initial entry training; implements and conducts Army awareness programs throughout an assigned area. They also maintain a network of influencers to include parents, educators, and community officials. Again, this is much like what a driver recruiter would do. Truck driving recruiters educate interested hires with a

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company, all it offers, the best options and more. They facilitate the early beginnings of the new hire with the company—setting each driver on the path to success.

A military recruiter typically spends three years in that role, which is three years of opportunity to develop their recruiting skills. If that recruiter demonstrates a potential to lead other recruiters and chooses to, he/she may re-classify their job to become a Station Commander. The Station Commander is the Leader overall in charge of a recruiting center and serves the remainder of the Army career in the Recruiting Command. Achieving this role results in meaningful leadership skills; these skills can also help with career advancement in the civilian world of truck driver recruiting.

Fletcher does believe that the skills he, and others, have developed as military recruiters would translate nicely into a civilian career as an over

the road truck driver recruiter. “Army Recruiters operate with a focus on hiring qualified individuals to serve in our organization,” says Fletcher. “These tactics, techniques, and procedures used by the Army Recruiting Command are very similar to the human recourses of civilian company.”

From Steve Branch’s perspective, military recruiters who are interested in transitioning to a civilian career as a driver recruiter should pursue those opportunities. “Over the road truck driving is a demanding profession that requires the driver to be alert at all times. C.R. England’s focus has always been on safety - the safety of the motoring public and our drivers,” says Branch. “We constantly seek to hire, train and develop qualified recruiters who share our passion for recruiting the safest and most qualified drivers on the road. Veterans transitioning from their military service to a civilian career may find the opportunity they are seeking at C.R. England.”

Service in the military helps develop a myriad of skills that are transferable to civilian careers. With military recruiters, it is apparent that they are well situated for career opportunities in the trucking industry as driver recruiters. There are large and small trucking companies in all parts of the country, so if this is an career avenue of interest once someone leaves the military it would be worthwhile to start reaching out to the carriers in your area today. 

