

Thinking Outside the Box at CWRV

Eight percent of the drivers at CWRV Transport are women. That's higher than the national average. How does this company attract and retain women? Let's take a deeper dive and see what differentiates them.

"It's a fact. Eight percent of our fleet are women," says Rob Jackson, President of CWRV Transport, the exclusive carrier service for Camping World's 131 stores nationwide.

"Our female drivers have amassed 2.8 million miles, and our #5-ranked driver, Sharyl Snider, has over 250,000 safe driving miles with no incidents," he explains.

Jackson says there are many reasons the company attracts women and other minority groups (i.e., retirees and veterans). One of the

biggest differentiating factors is that drivers aren't required to hold a CDL. "This is an excellent entry-level transportation opportunity and attracts a more casual but professional driver. Drivers are delivering manageable fifth-wheel and travel-trailer RV commodities designed for the average person to own and operate," he says.

Another factor is the relatively low start-up cost. CWRV Transport's fleet of 450 independent contractors utilize their own trucks to deliver trailers around the nation. To become an independent contractor, all that is required is a three-fourth-ton or one-ton pickup.

Drivers like being in charge of their own schedules. "Our drivers are their own boss. They

go where they want and get paid to get there. Once they drop the trailer, they are on vacation. They can drive as many or as few days a month as they desire, with a minimum of one trip per month," Jackson explains.

Camping and RV sales are up, so there is no shortage of work. Jackson says they are trending to ship over 40,000 RVs in the contiguous 48 states this year. According to Recreation Vehicle Industry Association (RVIA) projections through July, total factory production is 289,000 built with an annualized trend of 490,000 total RVs.

"This is a 40-year all-time high, and 2018 looks even brighter," Jackson concludes. ■



With no CDL requirement, their own vehicles and flexible schedules, women find it easy to hit the road at CWRV Transport.

Use Your Own Money, Not Your Good Credit



Imagine: You're on the road, getting your job done. At the end of the month, you see open invoices and several are way past due, but the next day you need to be on the road and your office staff has to manage the schedules, routes, and county or state requirements for your transport. So, the invoices sit.

"The longer you wait to collect on your invoices, you diminish the amount you can collect and their collectability. Time is of the essence," says Terry Taylor, CEO of A Dynamic Legal Recovery (DLR). "Not only are you deprived of your money the longer you hold onto your past-due accounts, but, with the passage of time, the likelihood of collection decreases at a rate of 2.5 percent per week." That's over \$1,000 a month on a \$10,000 account.

With 58 years handling receivables, Taylor and his team teach companies how to collect their own outstanding receivables via their complimentary ebook and webinar. "Inform your customers of your credit policy and/or

terms of payment before they book any transport and reiterate the policy when payment is overdue," Taylor says. "By communicating effectively and working with financially troubled clients, you'll likely build the relationship and have devoted customers for life."

So, what do you do with the delinquent invoices you already have? "If, after all your efforts have been exhausted, there is still money on the table to collect, DLR is here for you," Taylor says. "We are a small but mighty collections boutique which allows us to have a personal relationship with our clients. With DLR, you get the results you want and deserve. You get paid!" See ad on pages 22 – 23. ■