

# Marketing Survey

**My name is Mike Kroetsch and I specialize in Transportation Safety & Compliance.**

I have been in the truck transportation industry for over 39 years, and able to offer to any fleet or company involved in truck transportation or material handling an excellent safety & compliance service.

I am asking for a few minutes of your valuable time to complete the following survey. Your voluntary completion of the survey will help me to ensure that I am offering a valuable safety service to the transportation industry.

THANK YOU IN ADVANCE FOR YOUR ASSISTANCE. IT IS MUCH APPRECIATED.

As a token of appreciation you will receive a 10% discount for a driver pre-hire in-cab evaluation, or 25% discount for one employee that you enrol in one of my classroom training sessions offer valid until June 30 2012.

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1. Does your organization have a qualified person to hire and train new drivers, material handlers and/or lift truck operators?

yes                       no

If you answered 'yes', is this person a:

Company employee                       Outsource/Contract trainer

2. Do you currently have in your organization a Safety & Compliance Program for your drivers or your material handlers/lift truck operators?

yes                       no

3. If your organization were looking for a person to fill a Safety & Compliance position as an employee or an outsourced trainer, what do you feel are essential qualities to meet your high safety standards?

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Years of experience in the industry                       0 to1                       1 to 5                       5 to 15                       Over 15

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Education                       High School                       Community College                       University                       Job related experience

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Would you request references?                       yes                       no                       undecided

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Would your organization consider outsourcing safety training or compliance                       yes                       no                       some                       undecided

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If you answered 'no' or 'undecided', what would it take to persuade you to say 'yes'?

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4. What training needs are important or essential to your organization?

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> In Cab Trainer               | <input type="checkbox"/> Collision Investigator | <input type="checkbox"/> Lift Truck Trainer            |
| <input type="checkbox"/> Classroom Trainer            | <input type="checkbox"/> WHMIS Training         | <input type="checkbox"/> Hours of Service Training     |
| <input type="checkbox"/> TDG Training                 | <input type="checkbox"/> Defensive Driving      | <input type="checkbox"/> Driver Hiring and Orientation |
| <input type="checkbox"/> Other Training (please list) |   | <input type="checkbox"/> Pre Trip Inspection Training  |

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5. If you have any comments in regard to training needs that you would like to address please indicate here.

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To obtain your discount please complete and return this section.

Company name: \_\_\_\_\_ Date: \_\_\_\_\_

Company Address: \_\_\_\_\_

Your Name: \_\_\_\_\_ Position \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

What is the most convenient time of your day that I could contact you? \_\_\_\_\_

Signature: \_\_\_\_\_