2555 Product The Driver Cant Afford the Job

Product Fieldbook · https://kb.jeffreysummers.com/docs/2555-product-the-driver-cant-afford-the-job/

The Demand

Before your next driver hire, run the driver's math instead of your own — vehicle cost, fuel, accelerated maintenance, depreciation, and commercial insurance — against the wage and tips you are actually paying. Ask whether the cast member you want in that seat, the one who can do the math, would take the job once they ran it. Name whether your current driver is uninsured for the work because they are running on a personal policy. Decide this week whether you can change the economics so the seat holds instead of turning over.

The Work

Your driver's take-home pay per delivery hour, including wage, tip pass-through, and mileage reimbursement:

Estimated vehicle cost stack per mile for your driver — fuel, maintenance, depreciation, insurance:

Driver's effective hourly rate after the vehicle cost stack is subtracted:

Compare that rate to the wage the same cast member could earn working inside the four walls:

Is your driver currently running on a personal auto policy that excludes paid delivery use — Yes or No:

If yes, the liability exposure that creates for your operation:

Rate how likely your current driver is to leave once they run this math themselves, 1-5:

The change you will make this week — wage, reimbursement, insurance support, or vehicle model — to make the job affordable for the driver, not just the operator: