

DRIVE WITH PRIDE

Let It Show That You're a Pro

What does it mean to be a pro? The answer is simple enough. It means you have the best driving skills on the road, and you use them.

But there are other elements that also contribute to the picture of a true professional.



The Professional Attitude

As a pro, you're proud of yourself, your vehicle and your company. You carry yourself with dignity and ease. You enjoy your job and you show it.

Furthermore, you know that you have to deliver your passengers on time. And you realize the importance of treating your customers with courtesy. This, as you know, reflects on your company. So you treat your customers with care and behave in a friendly and cordial manner. That way,

the chances are always good that there will be repeat business.

Looking Good

You and your vehicle should look good. You're both doing public relations for your firm. Not only must your vehicle be in top working order, but it should be kept neat, clean and always looking its best.

Whether your company provides you with a uniform, or if what you wear is your own choice, make sure your clothing represents you as a professional. That doesn't mean you have to look as though you stepped out of the pages of a fashion magazine.

But it does mean your clothes are clean and in good repair.

Choose clothing that is comfortable, fits nicely and presents you at your best.

You at Your Best

As a pro, you're always looking for ways to improve yourself, your job and your skills. You get enjoyment and great satisfaction from constantly trying to improve yourself and your job.

You have respect for yourself and others. You drive with care. You're willing to help anyone who needs it. And

you indicate by your actions that you're a safe and efficient operator.

In addition to driving with consideration and courtesy, you're familiar with all regulations applying to your job. You keep your licenses current. You make sure your registration and permit plates are displayed correctly. You check your equipment thoroughly at the beginning and end of each run and have concern for your passengers.

A pro stays in good physical and mental condition, keeps his emotions under control and knows how to manage stress. He doesn't let personal problems interfere with conduct on the road and is ever anxious and willing to pursue specialized training when it's available.

Measuring Up

Because you drive for a living, you need to set a standard for all drivers. You can do it if you have pride, knowledge, courtesy, care and concern. Analyze your driving habits. Catch your mistakes and work to avoid repeating them. On the road and off the road, you can handle yourself in a way that assures you'll always be welcomed as a professional.