

## Driving Fast and Breaking Hard

One thing professional drivers do differently is follow the speed limit exactly, and break gently over longer periods of time. The number one thing that customers care about aside from getting from A to B on time is safety. Customers that don't feel safe won't give you a cash tip.

Customers react differently, some are overly concerned with how fast you're driving (common), and others are extremely impatient (rare).

We've literally seen people white knuckle the ceiling handles and complain via email, because a driver was doing only 5 mph over the speed limit. Pay attention to your customers body language and adjust accordingly.

We've also heard customers complain that the driver wouldn't do 10+ mph over the speed limit, but these people could care less if you get a \$100 to \$300 speeding ticket or lose your job as a driver. Remember that it's not just us, it's every company you might work for in the next 4-5 years.

If you drive full time, your exposure to getting speeding tickets is much higher than normal, and the company will be forced to let you go if you double the whole company's insurance rates.

In other words, you're better off doing the speed limit all the time to avoid having to give back what you made the whole day, time wasting court appearances, and paying higher insurance.

The law says less than 10% above the speed if the rule of thumb when issuing citations, but we recommend just following the speed limit to keep your customers feeling safe and happy. Also pay close attention to red light cameras and avoid running yellow lights.

Pro Tip: Whatever amount of space you put between your car at work should be double what you do outside of work when following, or stopping behind other vehicles. This allows you extra time to smoothly come to a complete stop, and puts your customers at ease.