



Did you know using eTruck
could increase your
profit by 54%?

Here's how

Current approach-
2 week total income £2175

WEEK 1

NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE

Income



Total = £1050

WEEK 2

EXISTING CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE	CONVERSION CANDIDATE	CONVERSION CANDIDATE
EXISTING CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE	CONVERSION CANDIDATE	CONVERSION CANDIDATE
EXISTING CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE	CONVERSION CANDIDATE	CONVERSION CANDIDATE

Income



Existing candidates
 $\text{£}225 \times 3 = \text{£}675$



Conversion candidates
 $\text{£}150 \times 3 = \text{£}450$



Total = £1125

COSTS

10 X Instructor Day Rate - $\text{£}150 = \text{£}1500$

9 X O2 NORS Registrations = $\text{£}22.50$

PROFIT £652.50



New approach- 2 week total income £3465

WEEK 1

NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	EXISTING CANDIDATE	EXISTING CANDIDATE

Income



Novice candidates
£350 x 3 = **£1050**



Existing candidates
£225 x 3 = **£675**



Total = £1725

WEEK 2

NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	CONVERSION CANDIDATE	REFRESHER CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	CONVERSION CANDIDATE	REFRESHER CANDIDATE
NOVICE CANDIDATE	NOVICE CANDIDATE	NOVICE CANDIDATE	CONVERSION CANDIDATE	REFRESHER CANDIDATE

Income



Novice candidates
£350 x 3 = **£1050**



Conversion candidates
£350 x 3 = **£450**



Refresher candidates
£80 x 3 = **£240**



Total = £1740

COSTS

10 X Instructor Day Rate - £150 = **£1500**

15 X eTruck Licences = **£918**

15 X O2 NORS Registrations = **£37.50**

PROFIT £1009.50