

# "We use J. J. Keller's Training On Demand for *all* our training."

AJ Sellers  
Director of Safety and Risk Management  
Builders Transportation Company, LLC  
Memphis, TN

It's the mission of the safety department, the training department, and 12 road team ambassadors to keep 400 Builders Transportation Company (BTC) drivers safe, compliant, and on the road ... with help from J. J. Keller's *Training On Demand*.

"We exclusively use J. J. Keller training products," said AJ Sellers, BTC's Director of Safety and Risk Management.

"*Training On Demand* is our biggest training tool because, with its online platform, my training is taken care of, with a mix of training formats and titles that are up to date and relevant to our drivers."

BTC relies on a successful training structure that begins with group training on

a variety of topics ranging from inspections, cargo securement and hours of service to defensive driving, traffic violations, and speed/space management. Most training is in a dedicated classroom in Memphis, and usually includes 8-10 drivers. *Training On Demand* provides a video and a variety of support materials, such as PowerPoint® presentations, which make training easy to organize and conduct.

## A Strong Foundation For Practical Demonstration

Group sessions are followed by hands-on training with road team ambassadors, BTC's very best drivers who thoroughly understand how to be safe and reg compliant. The ambassadors demonstrate key concepts that apply what was learned in the classroom.

"We take what's presented in the classroom," Sellers said, "and bring it to life in the environment our drivers work in. They can ask questions and gain more specific information and techniques to apply to their normal workday."

## Perfect For Refresher Training, Too

In addition, road team ambassadors are the eyes and ears of the organization, enforcing safety and compliance in the yards and on the road. An ambassador who observes a driver behaving in an unsafe or non-compliant manner addresses the issue with the driver immediately.

"If a driver has violations or shows unsafe/non-compliant behavior, we follow up with additional training," Sellers said. "One of the things I like most about using *Training On Demand* is that I can put an individual driver at a workstation with a computer and headphones at any time, and they can go through remedial training."

"Where I'm seeing even more value is the comprehensiveness, ease of use, and the ability to use *Training On Demand* courses anywhere, because drivers can sign in remotely while away from our Memphis training facility," he said. "The time and money we've saved, combined with the training confidence we've gained, makes *Training On Demand* the right choice for BTC."

## At a glance ...

Builders Transportation Company, LLC is a flatbed carrier that operates throughout the 48 contiguous states hauling coil steel, wire products, structural and sheet steel, aluminum products, building materials, cast iron, and steel pipe.



BTC relies on J. J. Keller's online *Training On Demand* for all their classroom training, because it delivers training anytime on any topic needed.



*Training On Demand* prepares drivers for hands-on training, helping BTC's road team ambassadors easily demonstrate and reinforce key concepts.



*Training On Demand's* online delivery makes it easy for *any* driver to get refresher training *any* time the need arises.

