



# Maximize Profits by Minimizing Losses

Making money in trucking is hard, but sometimes keeping it is harder. Inspection violations, vehicle crashes, and driver turnover are just a few of the challenges motor carriers face.

Through our affiliation with Great West Casualty Company, Joe Morten & Son, Inc. can help small fleet owners learn how to maximize profits by minimizing losses through use of the **Great West Safety Road Map**. Whether you hope to grow your fleet in the future or remain at your current size, we believe building your business on a foundation of safety is the key to long-term success.



The Great West Safety Road Map provides motor carriers online resources to self-evaluate their operations and identify areas of improvement in four areas: Leadership, Driver Selection, Regulatory Compliance, and Loss Prevention.

## Leadership

The Leadership section focuses on the role of the company's safety champion. This section's tasks and resources can aid leadership development and help improve anticipation of the risks that can threaten a company's success.

## Regulatory Compliance

The Regulatory Compliance section focuses on aiding with compliance efforts. This section provides guidance for owners to self-assess operations, identify compliance deficiencies, and take corrective actions.



## Loss Prevention

The Loss Prevention section focuses on preventing vehicle crashes before they occur. Emphasis is on proactive driver training. However, if a crash does happen, the tasks and resources provided can help minimize the loss.

## Driver Selection

The Driver Selection area focuses on objectively screening and qualifying drivers. Collectively, the tasks and resources in this section can help owners make a more-informed decision.

**For More Information Go To: <https://info.gwccnet.com/roadmap>**

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