

# “Here’s why I purchase from J. J. Keller”

## **Exceptional Customer Service**

“As this ever-tightening economy impacts our industry, we’re aware that our customers only perceive us as good as the last load we pull. Our company motto is ‘Service is our Bond!’. J. J. Keller understands that too, and proves it by backing their exceptional products through excellent customer service with each and every purchase that we make.”

“Having a live knowledgeable person assist me is what sets J. J. Keller’s customer service apart from others. J. J. Keller associates are very professional and pleasant. This is paramount to me, and I appreciate the personal service I get from people who understand the needs of my company.”

## **Our Management And Drivers Prefer J. J. Keller Products**

“J. J. Keller is way above the competition when it comes to the areas that matter the most to our company owners, myself, and our drivers. The products are easy to use, and provide a good value for our money. Our drivers overwhelmingly prefer J. J. Keller products, and that means a great deal to us, because drivers are the ones who’ll be using them for years to come.”

## **Real Results**

“Since training our drivers on the Master Driver Series DVDs, we’ve reduced the number of backing accidents, along with lowering our overall driver accident ratio. I call them my extra special training tools because they help our drivers understand their role in safety. This has helped to lower our insurance rates, driver downtime, and fleet expenses as a whole.”

## **Engaging, Easy-To-Understand Products**

“Early in my safety career, I found that drivers weren’t retaining the safety materials presented to them during orientation, and soon forgot what they were taught. With J. J. Keller products, there are interactive elements like Q & As and quizzes that hold drivers’ attention, so they retain more of what they’ve learned. Giving my drivers the tools to help avoid a citation for an overweight or HOS violation directly correlates to savings for our company.

“A wise colleague once told me, ‘if you pay peanuts, you get monkeys.’ It also relates to safety products. My company chooses not to pay peanuts, but to invest in the best, and that’s J. J. Keller. We get a good value, and have ended up saving thousands of dollars in potentially lost revenue by having the tools to train our drivers properly.”



— **Robert Smallwood**  
**Director of Safety**  
**Bond Transfer Company, Inc.**  
**Baltimore, MD**