

A dark blue luxury sedan is parked on a city street in front of a building with classical architecture. Two bronze statues of a man holding his head in his hands are positioned on either side of the car. The building's entrance features a glass door with a list of names and titles. The text "A Guide to Chauffeuring" is overlaid in large white font across the center of the image.

# A Guide to Chauffeuring



GERRARD

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Welcome

# Every journey matters

Gerrard is a global luxury chauffeur firm, with the right dash of personality.

## Hello, we are Gerrard.

We take the strain out of travel, making sure everything runs smoothly before a door is opened.

Every car and every chauffeur are where they need to be before they need to be there.

Born in London in 1989, we began as a family business and we're still privately run and majority owned.

Now we're proud to say we have relationships that transcend borders and cross cultures: you can find us operating in over 100 countries across the globe.

We're also a champion for the art of chauffeuring.

That's why our Chauffeurs are such a vital part of what we do, handpicked for their knowledge, specialised backgrounds and commitment to discreet, personable service.

In this guide we take a look at chauffeuring as a career; the very specific world of the Gerrard Chauffeur; and there's also an opportunity for a chat about joining us.

Let's get into it.





The 21st century  
chauffeur

# More than a driver

Chauffeuring as craft, not just A-B.

For many guests, a chauffeur is the first – and sometimes only – direct human interaction they have with the business they have chosen to help them move around.

That's a *vital connection*.

People buy people.

A chauffeur assumes responsibility for the well-being of those in their care for the duration of a journey.

Building that sense of trust is priceless peace of mind for guests.

So what is a chauffeur today?

Well, we see chauffeurs as ambassadors. Not just drivers.

There are layers and skillsets to the profession that demand a sense of *craftsmanship* and *pride*.

And we know what we're talking about because the Gerrard leadership team has the miles to prove it; once behind the wheel, now running a global chauffeur business.

We've taken every turn in every road travelled in *luxury chauffeuring*.



## In the beginning...

Here's a few general pointers to get you started.

First up, when you start out, take on all the shifts you can reasonably manage.

They could be small runs to start with. It might be repetitive.

But you'll learn the rhythm of chauffeuring and get an eagle-eye view of why the demands are so different to taxi or private hire work.

## Get map smart

Know the ins and outs of where you'll drive.

For Gerrard in the UK, that means knowing London and the southeast intimately.

And another thing: You need to be able to think of two or three ways to complete a journey.

Don't just rely on the tech.

## Only first impressions matter

Take serious pride in your appearance.

If you arrive looking scruffy, then you are already way off the level we require.

## Look good

A suit and tie are the bare minimum.

At Gerrard we insist on our uniform. All our Chauffeurs are well turned out, with clothing that's clean and ironed.

A few vital things to consider and make non-negotiable:

- Don't smoke
- Don't bite your fingernails
- Stay fresh

Poor breath and body odour will affect your guests' experience - but keep aftershave and sprays to a subtle level.

There's a balance to be found.

Keep everything neatly stored. For that you'll want a chauffeur's bag for these items:

- Deodorant
- Light-touch aftershave
- Toothbrush, toothpaste, mouthwash
- Wet wipes
- Fruit and vitamins

*Quick tip: Polish your shoes. Guests always notice if you cut corners on presentation.*

## Feel good

Exercise.

You'll spend a lot of time sat down, but there can be useful spells of downtime after drop-offs, longer waits at events and so on.

Use these moments and keep active physically and mentally.

Stretch before and after a job. Outside of working hours you might consider yoga or movement to help keep you loose.

If you're not a gym bunny that's fine: target 10,000 steps a day instead. Your focus will be sharper, you'll be more switched on too.

And you'll feel happier at those longer spells behind the wheel knowing you've taken care of your body's needs.

*Quick tip: Eat well.*

Make your own lunch where possible, take care to craft with healthy ingredients that are good for you, and good for your energy.

Heavy foods are best avoided, they'll sap your energy.

And remember: Never ever eat or drink in the car.

The smells will stick around and make things uncomfortable for you and your guests.

## There's no such thing as late

This one is easy: be early for every pickup.

Why?

Because that way, you can never be late.

So yes, it's simple thinking but it's a step many chauffeurs fail to act on.

It requires preparation for the job ahead and a clear understanding of what's required - as well as the work arounds should your expected route have issues.

Earliness allows time to locate pickup addresses, look into exit routes and assess real-time traffic.

It's all part of being your best, on every journey.

They all matter.

Even if your chauffeuring life starts on, say, shuttle runs; make them the best and the smoothest possible.

# The Gerrard Way: Our Chauffeurs

If you get behind the wheel for Gerrard,  
you are not just a driver.

***You are a Gerrard Chauffeur.***

The face of what we do.

A living embodiment of superior service and a commitment to quality that has run throughout our 30 years' leading this industry.

Everything we say and do comes from personal experience of chauffeuring across the world.

As we like to say, we've been behind the wheel, so we know what we're talking about.

If you are a Gerrard Chauffeur, it means you show the highest personal and professional standards in our industry.

**All rules are Number One**

Everything we demand of our Chauffeurs is equally important.

There is no hierarchy. And there is no negotiation.

These are the basic fundamentals for any aspiring Gerrard chauffeur.



## Let's paint a picture.

You go to any airport arrivals hall, and you will see a whole host of drivers waiting for their pickups.

They are dressed in their uniforms – or casually – and they are much of a muchness.

### *But we are Chauffeurs.*

Immaculately turned out. Suit pressed, shoes polished, well-groomed and well positioned for a collection, of course.

Let's remember that for your guests, this is the first they've seen of you. And it could be the first they've seen of Gerrard.

They will be reassured by your professionalism, and we'll be reassured you can act as an ambassador for the business.

Those first impressions will set you up for a smoother trip as well, earning you the trust of your guests and boosting your chances of a gratuity.

Quick tips:

- Do up top buttons
- Straighten tie
- Display the Gerrard lapel pin
- Don't bite fingernails – and consider manicures. **Seriously.**





The Gerrard Way:  
You and your guests

# You and your guests

You've arrived early at your pickup.  
So what now?

Here's how to go from greeting your guests to helping them to your car.

Firstly, always smile.

Offer a warm introduction, but never be over familiar.

If you're close to your car when collecting, and can wait there, always be outside of the car, never seated inside.

Being outside and alongside the car means you can open doors, help with baggage more easily, offer an umbrella in poor weather.

You're just going to be more in control of a situation as you collect.

## On communication

*Quick tip: Learn how differing cultures greet each other.*

Understand that your guests may come from a background or speak a language you may be unfamiliar with.

This will help you to judge how best to communicate.

So if it turns out you and your guests can converse in a shared language, let them know immediately and set them at ease in your company.

*Remember: Always use Sir or Madam or their second names (Mr Smith)*

Never use first name terms.

They are clients and we insist on a professional distance being maintained.





## On helping guests to the car

As we said above, where the pickup destination allows – for example, at a hotel or perhaps a conference – wait for your guests outside of the car, never inside.

You will always open doors for your guests, and if you help a couple, we've got some handy tips.

For a male / female couple, do this.

Take care of madam first. You would normally sit her behind you.

Sir will sit in the offside seat.

So, you would open the nearside door fully for madam, then cross over the other side of your car to open the door for sir.

And before you set off, make sure all doors are shut.

## Speaking when spoken to

As a Gerrard Chauffeur, during your journey you should speak when you're addressed by your guests.

There has to be a professional separation here – this isn't taxi work, and your passenger isn't interested in your politics, religion, football team or what you had for your tea.

In case they do want to talk, it would be rude not to engage.

So chat politely but avoid meandering conversations that cross boundaries be they personal, or political.

## On helping guests leave the car

When you drop-off guests, tell them politely that you will exit the car first and open the doors for them to exit.

This is to ensure they can leave the car safely, given you could be in an area of traffic, or where lots of drops are being made.

*Remember. Don't linger or suggest a gratuity.*

## Respect cultural difference

Your clients will come from different cultures.

They will have differing customs and may not understand yours.

Always, always bear this in mind.

Because making sure you appreciate those differences – and that you take some time to understand the cultures of others – can be the difference maker in delivering a higher quality of service.

We are a global industry, and we should embrace those differences.

## Respect your guests' privacy

We are trusted by global superstars.

We work with the highest echelons of society.

We help move the most powerful business people in the world to meetings, hotels, homes.

It is natural, then, that we work with Non-Disclosure Agreements (NDA).

We enforce the agreements robustly and police them closely.

It is vital that the people you carry in your car can use their journey time as they see fit, with full confidence in our discretion.

What is said in the car, stays in the car.



The Gerrard Way: Your car

# Your car is your office

It represents you.  
And it is the shopfront for Gerrard.  
Here's how to take care of it.

You are a custodian and trusted by us with the car.

So of course we expect you to take real care of it.

For example: Chauffeurs will sometimes clean a car interior five or six times in a day.

They ensure it is well ventilated and clear of odour.

They ensure the maintenance of performance as well, monitoring everything from bumps and bangs to oil pressure, tyre pressure, washer fluid.

Everything needs to run smoothly, with no corners cut on the care of the car you pilot.

## The rear section

This is where your guests would sit.

And we live by the idea that, in this section of your car, less is more.

So, what does that mean?



## Cut the clutter

Ideally, your car rear needs to be totally clear of loose stuff and bits and bobs.

If you carry magazines or reading materials, remember to store them neatly in rear pockets.

After every journey make sure to tidy everything out and away and restack reading materials if that's what is required.

Carry water, but make sure it's branded water and never leave behind opened or partly drunk bottles.

Occasionally a chauffeur might like to personalise the car with photos, decorations or cushioning.

**We don't allow this in the Gerrard cars you drive.**

Our fleet is owned outright by us, so what we say, goes.

And the interior of any Gerrard car must be absolutely spotless. Always.

*Quick tip: Polythene shoe covers are brilliant to offer clients if you're dropping off, it's raining, and they are all dressed up.*

This way you'll keep the car interior clean.

## Stay cool, be prepared

As well as having a car that smells clean and neutral – nothing that overpowers, be that personal scent or air fresheners – you need to maintain a steady temperature.

We always say cool, but not cold.

And never hot. If your guests need fresh air, then by all means lower windows.

*Quick tip: Keep a small cool box in the boot to keep drinks cold if space allows.*

And pop your Gerrard umbrella, a torch and the first aid kit supplied there as well.

You should also keep a solid winter coat in the boot for times when you could be waiting outside, and out of cover.

## A clean car is a happy car

Always have what you need to keep your car clean, inside and out.

The car must gleam, shine and smile when you collect your guests.

There are no excuses for dirty cars.

We realise that certain driving conditions will dirty the vehicle; so, clean it as soon as is possible.

Remember: In sunny and warm weather, and where you might find yourself parked up under the glaring sun, make sure to use a reflective sun shield for your windscreen.

That way you'll keep your car cool while you wait for your client.





The Gerrard Way:  
Your journey

# Drive safe. Drive smooth.

Passenger safety and comfort are priorities.  
So how can you get it right?

On every step of the journey you make, remember you are responsible for the safety and well-being of your guests.

Nothing is more important.

So:

- Be professional
- Be calm
- Be sensible
- Watch your speed
- Spot problems early

When you're a Gerrard Chauffeur all that should be second nature to you.

And there are steps you can take to prepare ahead of a journey.

*Quick tip: Google is your friend.*

Research your trip, from pickup to destination.

Spot second and third routes to help you move around traffic problems or roadworks.

This way you're proactive not reactive to the impacts on your journey.



## What is a smooth ride?

Your guests should feel like they are gliding.

They should feel free to tackle to-do lists, or to gaze out of the window as the world passes them by.

Simply put, they expect a smooth ride, and we expect you to deliver one.

We encourage our Chauffeurs to think about the following points when they are behind the wheel:

- No sudden braking
- Gentle acceleration
- Brake in good time
- No stop-start-stop driving style
- Be consistent with your driving style

These are skills you can sharpen over time, with experience.

The more focused you become, the more natural it is to drive as a chauffeur – not as you would drive yourself. It's a key distinction.

We want you to give passengers a seamless trip that doesn't cut corners.

## What is a smart ride?

Firstly, when you collect guests – perhaps a short run between offices, or an evening out to a restaurant – there could be the chance to ask if they have a preferred route.

That shows a good level of deference and respect.

But if your guests are total strangers to where you are, please take control of the situation.

Let them know a brief outline of your journey idea, if you think they would benefit from knowing.

They would always value an estimation of the time it will all take, so give that at the right moment as you start your journey, as well as a heads-up on any challenges.

Your guests could have appointments or meetings or flights.

Let them know ASAP if any of their plans are likely to be impacted by driving conditions.

## A focus on UK airport collections

There's a certain way to go about things when you collect and drop off at airports, so here's some thoughts.

- Always use a nameboard.  
  
Hold it clear and to the front, so the whole screen is easily visible. You will be using an iPad for this – so always keep it charged and cared for.
- If you are in contact with your guests as they come through baggage reclaim, offer to get them tea or coffee.

It's a nice, professional touch that shows you think about their comfort and go the extra mile.

And let's face it travelling long distances is stressful enough without having to search for some refreshment.

Always offer to help with the luggage, taking madam's first if your guests are a male / female couple.

But when loading your car, make sure your guests are seated and comfortable first.

Any paid parking should be done when you exit the airport.

Minimise any waiting time at barriers, so pre-pay where possible.



A few final thoughts

# A few final thoughts...

We hope this gives a snapshot of the life of a chauffeur.

And an insight into what it takes to become a Gerrard Chauffeur.

We believe that chauffeuring – especially the luxury style we specialise in – is a craft.

Not just a job, and never just A-B.

To work with us requires an appreciation of the quality we offer and deliver in the UK and worldwide.

And know that we expect our drivers to go above and beyond to ensure a world class experience for our guests.

## Become a Gerrard Chauffeur

If you'd like a chat about becoming a Gerrard Chauffeur, we'd love to hear from you.

Supply a CV and a short cover letter stating your reasons for interest, summarising your experience and stating your right to work in the UK. The details are shown below.

We'll take a look and drop you a line back if we like what we see.

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Send your email to [martin@gerrardcars.co.uk](mailto:martin@gerrardcars.co.uk) and we'll go from there.





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