



Revenue Generation Training for Retail

Facilitator Guide

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Retail Operations
Employee Development



Revenue Generation Training for Retail

Facilitator Guide

United States Postal Service
Retail Operations
Employee Development
475 L'Enfant Plaza SW
Washington, DC 20260-4215

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A Commitment to Diversity

The Postal Service is committed to fostering and achieving a work and learning environment that respects and values a diverse workforce. Valuing and managing diversity in the Postal Service means that we will build an inclusive environment that respects the uniqueness of every individual and encourages the contributions, experiences and perspectives of all people.

It is essential that our work and learning environments be free from discrimination and harassment on any basis.

In our classrooms, on the workroom floor, in casual conversation and in formal meetings, employees and faculty are asked to encourage an open learning environment that is supportive of everyone.

Course materials and lectures, classroom debates and casual conversation should always reflect the commitment to safety and freedom from discrimination, sexual harassment and harassment on any prohibited basis. Instructors and class participants are expected to support this commitment.

If you find course material that is presented in the classroom or in self-instructional format that does not follow these guidelines, please let an instructor know immediately.

If classroom discussions do not support these principles please point that out to the instructor as well.

Diversity is a source of strength for our organization. Diversity promotes innovation, creativity, productivity and growth, and enables a broadening of existing concepts.

The Postal Service's policy is to value the diversity of our employees, customers and suppliers, and to do what is right for our employees and the communities we serve, thereby ensuring a competitive advantage in the global marketplace.

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Course Overview

Course Overview

- The Revenue Generation Training is a two-hour course designed for Retail Associates and customer service EAS employees to 1) identify opportunities to generate additional revenue, 2) practice sales strategies, 3) improve the customer experience at retail, and 4) to implement retail best practices at the local level. Districts have the option of either conducting classroom training, individual learning, or a combination of both.

Overall Course Objective

- The participant should be able to identify and apply retail strategies and tactics to increase revenue.

Target Population

- Retail Associates; Managers, Post Office Operations; Postmasters; Postmaster Reliefs; Customer Service Managers; and Customer Service Supervisors.

Time Allocated for Course

- 2 hours

Links with Existing Training

- Retail Standardization Training
- Sales and Service Associate Training

Responsibility for Administering the Course

The District Human Resource Manager and Manager of Operations Program Support will jointly ensure that work hours are allocated and the training takes place as designed. The District Retail Managers will also support the training by providing technical expertise and assistance as needed.

For classroom delivery (see Option 1) the Manager, Postal Employee Development Center (PEDC) or other designated manager is responsible for planning, scheduling, arranging facilities, ordering materials, and ensuring proper training record keeping. The Manager of Training in the PEDC will coordinate with the Manager of Operations Program Support and the District Retail Manager to identify qualified trainers, subject matter specialists, and coordinate classroom training.

Individualized learning (see Option 2) is the responsibility of Postmasters and managers at the local level.

A roster of participants shall be maintained at each office. When all the target employees have been trained, the manager/supervisor shall submit a report to the PEDC indicating which pay locations have completed the training. The PEDC will enter records into the National Training Database in accordance with area and district recording procedures.

Option 1: Conducting Classroom Training

Learning Strategy

The course is designed to maximize interaction among learners and practical application of the learning materials. Use the Facilitator Guide and Participant Guides to conduct classroom training. It is recommended to display the Participant's Guide on a screen using an LCD projector and to teach from the Facilitator's Guide.

Facility, Equipment, and Supply Needs

- Training room with enough space for flip chart activities
- Flip charts
- Television and DVD player (if DVD is being used)
- Overhead projector or LCD projector with computer

Location

The Facilitator Guide is built with the assumption that the training will take place at a postal training facility (for classroom delivery).

Delivering the Training

The designated trainer(s) must be experienced customer service employees who are certified in the Facilitative Instructor Workshop (FIW), Course Number 21258 or 21201.

Duties of the Facilitator

1. Prepare to facilitate.
2. Create a positive learning environment.
3. Manage the learning event.
4. Maintain a roster of who participated in the training at each office.

Option 2: Facilitating Individualized Learning

Learning Strategy

Provide the Participant Guide to the learners for self-study and provide an opportunity for follow-up discussion with learners on the job as needed. Depending on the situation, the material could be delivered as a series of six learning sessions with small groups or as six individual self-study sessions.

It is the responsibility of the manager/facilitator to ensure that the material is covered and that a roster is maintained as a record of who completed the six lessons.

Location

Individualized learning should take place at the employee's designated office and it must be completed by employees while on the clock.

Facilitating Individualized Learning

- Ensure that all employees receive a printed copy of the Participant Guide.
- Postmasters/managers should be available to answer questions and reinforce the learning as part of their daily interactions with employees.
- Maintain a roster by pay location of who completed the individualized learning and submit record of training to PEDC.

Module 1: Value Proposition/USPS Advantage

Objective:

- Retail Associates will be able to describe the advantages of the USPS Retail and Delivery Networks, our quick, easy and convenient access, and the value proposition and competitive advantage of our domestic, international and extra services/products to our customers.

Time Allocated for Module:

- 15 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Educating Our Customers on Our Competitive Pricing
- Selling Our Value Proposition
- Selling Our Competitive Domestic Products
- Selling Our Competitive International Products
- Selling Our Extra Services
- Using Our Retail & Delivery Networks
- Directing Our Customers to Quick, Easy, and Convenient Access

Participant Material Used:

- RevPak
- Job Aids

Media Required:

- Flip Chart
- LCD Projector with computer

For Further Information

- Contact your Supervisor, Station/Branch Manager or Postmaster

Facilitator Notes:

Refer participants to RevPak 1 – Value Proposition/USPS Advantage.

Have participants read the Objective.

Discuss.

Value Proposition

Have a volunteer read the paragraph. Discuss with participants the value of using the Postal Service. Ask if someone can think of other ways he or she can add value to the customer experience.

Competitive Pricing

Have a participant read the paragraph and discuss the competitive pricing that customers can obtain through different shipping methods.

Express Mail

Have a participant read the paragraph. Discuss the value and benefits of Express Mail and the savings that are available to the customers. Discuss how Express Mail has been restructured to add value for customers.

Priority Mail

Have a participant read the paragraph. Discuss the value and benefits of Priority Mail and savings available to customers. Discuss how Priority Mail has been restructured to add value for customers.

Competitive International Products

Have a participant read the paragraph. Discuss how First-Class Mail International now applies Pricing by Shape.

Extra Services

Have a participant read the paragraph. Discuss the value of ‘Extra Services’ and explain the benefits of adding them to customers’ mailings.

Retail Network Advantages

Have a participant read the paragraph and discuss the advantages of using the Postal Service versus our competitors.

Delivery Network Advantages

Have a participant read the paragraph and discuss the advantages of using the Postal Service versus our competitors.

Quick, Easy and Convenient

Have a participant read the paragraph and discuss the different Alternate Access Channels available to customers.

Refer participants to the Commercial Base Pricing Job Aid.

Discuss how Commercial Base Pricing mail pieces presented at retail should be handled by Retail Associates:

1. How would you handle the situation if the weight on the package is the same as the scale weight?

Answer: Process the mailpiece as having the correct postage affixed.

2. How would you handle the situation if the customer wants to add Extra Services at retail?

Answer: Only charge the customer for the price of the Extra Services added.

3. How would you handle the situation if the weight on the package is different than the scale weight?

Answer: If the scale weight is more than the weight indicated on the package, charge the customer the difference between the postage indicated on the package and the retail price based on weight and zone.

Get the Word Out

Have a participant read the paragraph.

Read the Job Aid: A Message from the PMG.

RevPak 1

Guidelines for Revenue Generation
in the United States Postal Service

Value Proposition/USPS Advantage

Introduction

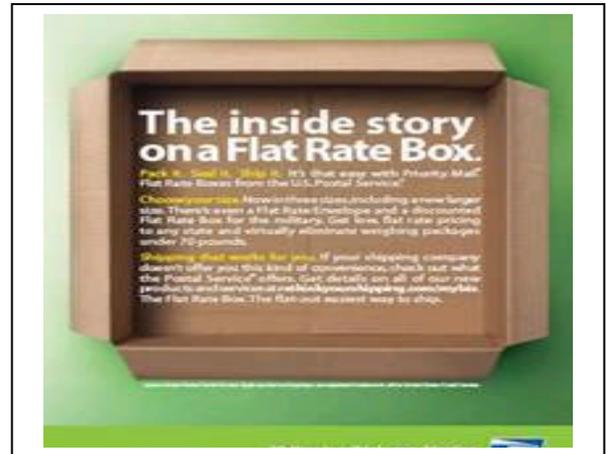
New pricing changes, effective May 12, 2008, enabled the Postal Service to offer our products and services at an even more competitive price than in the past. Pricing structure changes and new product options for Express Mail, Priority Mail, and International Mail have made our products and services more economical shipping alternatives for our customers.

Objective

Retail Associates will be able to describe the advantages of the USPS Retail and Delivery Networks: our quick, easy and convenient access and the value proposition and competitive advantage of our domestic, international and extra services/products to our customers.

Value Proposition

The Postal Service is offering its products and services at even more competitive prices than ever before. So, what is the “Value Proposition” and why should we use it? The value of our products and services is not only the price at which we sell them; it is also the level of service we provide. Our customers perceive the value of what they get for a given price either positively or negatively. For example, what if a customer wants to send a package and our lowest price (for Parcel Post 7-10 day service) is only \$1.00 less than the price for our Priority Mail 2-3 day service? Many customers will VALUE the speed of service more than the added cost and be willing to pay the higher price. Often, customers do not know that the price difference is sometimes very small but the service difference can be large.



Selling value is good for both our customers and the Postal Service. Retail Associates add value for customers when they explain the features and benefits of our products and services. Informed customers are better able to decide what level of service they want to pay to meet their mailing needs. The advantage for the Postal Service is that our customers are more satisfied with our valuable services. Selling the value of Express Mail and Priority Mail, our premier products, also produces additional revenue. We do NOT want to sell our customers what they do not want but we DO want to tell our customers about the VALUE of our premier products so they can make informed decisions.

Competitive Pricing

Recent pricing changes offer improved competitive prices at retail and for customers shipping through approved “Commercial Base Pricing” methods. Pricing for Express Mail, Priority Mail, and International Mail have been restructured to provide increased value for customers. Unlike our competitors, we do not have fuel surcharges.

Competitive Domestic Products

The primary pricing and product option changes for domestic products were for our Express Mail and Priority Mail product lines.

Express Mail

Express Mail, our premium overnight service, switched to the industry standard zone-based pricing system, resulting in lower prices for closer destinations. Customers also receive a 3 percent price reduction when they purchase Express Mail online or through an Express Mail Corporate Account (EMCA). The Express Mail Flat Rate Envelope is available for \$17.50 and pricing by weight and zone starts at \$13.05. Express Mail service offers money back guaranteed service which includes tracking and insurance up to \$100.

Priority Mail

Priority Mail offers expedited delivery at economical prices. Customers have a wide selection of Priority Mail products to choose from including various flat rate packaging options. These include: a Flat Rate Envelope and multiple sizes of Flat Rate Boxes. A Large Priority Mail Flat Rate Box addressed to an APO/FPO destination is shipped at a \$2.00 discount. *What value!!! If it fits it ships!!!*

Competitive International Products

International Mail has been streamlined for customer ease of use into four distinct product lines: First-Class Mail International, Priority Mail International (PMI), Express Mail International (EMI), and Global Express Guaranteed (GXG). International Mail is delivered to a network of more than 190 countries around the world.

Did you know?

Pricing by Shape is now applied to First-Class Mail International just like Domestic First-Class Mail.

Extra Services

Extra Services add value and convenience by providing features and benefits such as insurance, payment collection, evidence of mailing, and delivery confirmation. Customers who purchase extra services receive value through additional protection and peace of mind.

Examples: Insurance provides coverage if a mailpiece is lost or damaged. Delivery Confirmation provides the date and time of delivery and Signature Confirmation provides the date, time, and name of the person who signed for the item.

Retail Network Advantage

All Americans have access to our retail services and pay the same postage regardless of where they live or work. Over 37,000 retail facilities [including Contract Postal Units (CPUs)] make utilizing our products and services quick, easy, and convenient for customers.

Delivery Network Advantages

We deliver to every home and business in the United States. We process and deliver more than 212 billion pieces of mail — letters, cards, ads, bills, payments and packages — every year.

We deliver mail to more than 300 million customers at over 148 million homes, businesses and PO Boxes.

Covering the first and last mile provides the Postal Service with a competitive advantage that cannot be matched by our competitors. FedEx, UPS and DHL all utilize our Parcel Select service for the last mile. Since implementation of carrier pickup, over 121 million packages have been picked up by carriers for the first mile.

Additionally, over \$131 million has been generated with Parcel Return Service.

Quick, Easy, & Convenient

In addition to our vast retail and delivery networks, postal customers can access postal products and services through: Stamps on Consignment, Contract Postal Units, Stamps-by-Mail, 1-800-STAMP24, Automated Postal Centers, Post Office Expresses, USPS Approved Shippers, Click-N-Ship, and at usps.com. These additional methods of access make purchasing postal products and services easy and convenient for customers; offering greater accessibility and increased revenue for the Postal Service.

Get the Word Out

We're offering price, service, reliability and convenience that are second to none.

- Price – Competitively priced domestic and international products and services with NO fuel surcharges
- Service – Record breaking Customer Service performance:

- Overnight service was 97 percent on-time, up from 96 percent the same period last year.
- Two-day service was 95 percent on-time, up from 93 percent the same period last year.

- Reliability – Monday through Saturday delivery and retail operations - Sunday and Holiday Express Mail for a fee – we deliver!
- Convenience – Customer access through 37,000 retail locations and multiple alternate access channels.

We're priced to sell. For our customers, that means some great bargains in a tough business environment. (See attached PMG message)

For Further Information

- Contact Supervisor, Manager, or Postmaster.

Job Aids

- Commercial Base Pricing
- Message from the PMG

Commercial Base Pricing



Customers who ship domestic Express Mail and Priority Mail through approved methods indicated below will receive new "Commercial Base Pricing." Commercial Base Pricing mailpieces will be easily identified with the marking “**Commercial Base Pricing**” on the postage label.

Express Mail Commercial Base Pricing

Express Mail Commercial Base Prices are 3 percent below retail prices for customers using any of the following:

- Click-N-Ship.
- An Express Mail Corporate Account (EMCA) or the Federal Agency Account.
- Postage Evidencing System that has been specifically authorized by the USPS to offer commercial base prices and electronically provides the account number, service type code, origin and destination ZIP Codes, weight, postage, Sunday/Holiday delivery service indicator, and unique piece identifier. Weight is not required for flat-rate items. (Note: Approved Postage Evidencing Systems include Endicia, Stamps.com, Pitney-Bowes and eBay.)

Priority Mail Commercial Base Pricing

Priority Mail retail price increases are not uniform by zone or weight and range from 0 to 10 percent. Due to increased transportation costs, the price increases tend to be greater for relatively heavy pieces and for pieces that are transported relatively long distances.

Commercial Base Pricing Priority Mail is available for customers who apply an electronic parcel barcode and use one of the following:

- Click-N-Ship.
- Postage Evidencing System that has been specifically authorized by the USPS to offer the commercial base prices and that electronically provides the account number, service type code, origin and destination ZIP Codes, weight, postage, and unique piece identifier. (Note: Approved Postage Evidencing Systems include Endicia, Stamps.com, Pitney-Bowes and eBay.)
- Permit imprint electronic manifests which provide the account number, service type code, origin and destination ZIP Codes, weight, postage, and unique piece identifier via Confirmation Services or Electronic Verification System (eVS). Weight is not required for flat-rate items.

Important Reminder:

Accept mail as postage paid “in full” when the postage label has the endorsement of “Commercial Base Pricing” and the weight on the package matches the scale weight. If the weight on the package is less than the scale weight then charge the difference between the Commercial Base price indicated on the package and the Retail price based on scale weight.

WHEN THE GOING GETS TOUGH... A message from the PMG



If you're like most people, the economy has been on your mind. Families are spending less. The rising price of gas has also pushed up some other prices. So people are working hard to make sure what they do spend goes as far as it can.

It's no different for the Postal Service. Businesses are watching their bottom line like never before. That's been having an effect on the amount of mail that's moving through our system. You probably see that every day. Less mail means less revenue. Unfortunately, that's a problem that's been getting worse instead of better. The gap between what we're bringing in and what we're spending is growing.

No one's sure when the economy will bounce back, so we have to make sure we're doing what we can to protect our business today, because we're all depending on it for the future. By doing that, we'll be in a better position when the economy does recover. You've been doing a great job helping us to cut back over the last few months. You've helped us trim hundreds of millions of dollars from our spending — but the numbers tell us we have to do more.

As we deal with this challenging economy, we must maintain balance. I am grateful that you've kept service strong — it's never been better! That's the best way to keep customers with us today and bring back more of their business when the economy gets better.

But there's more to the story. We have to grow, too. We can't just cost-cut our way to prosperity. Recently, you've heard a lot about what we're doing to bring in new business through our shipping services. You'll be hearing more. The new postal law has given us tools that really increase value for our package customers.

We're offering price, service, reliability and convenience that are second to none. I know I can depend on you to get that word out. We're priced to sell. For our customers, that means some great bargains in a tough business environment.

I appreciate everything you've been doing to help get us through this rough patch. You know what's at stake. And I know you'll deliver — for the Postal Service and for our customers. Thanks.

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Module 2: Customer Experience/Be a Customer

Objective:

- Retail Associates will be able to recognize the important role they play in engaging and educating our customers to “Grow the Business One Transaction at a Time.” Retail Associates can create a world class customer experience that will improve customer satisfaction and grow retail revenue.

Time Allocated for Module:

- 20 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Becoming the Customer
- Providing a World Class Postal Customer Experience
- Practicing Elements of World Class Customer Service
- Improving the Customer Experience
- Utilizing Lobby Director/Automated Postal Center (APC) Host

Participant Material Used:

- RevPak
- Job Aids

Media Required:

- Flip Chart
- LCD Projector with Computer

For Further Information

- Contact your Supervisor, Station/Branch Manager, or Postmaster

Facilitator Notes

Refer participants to RevPak 2 – **Customer Experience/Be a Customer**

Introduction and Objective

Ask different volunteers to read the Introduction and Objective.

Being a Customer

Instructor reads this section.

Begin a discussion by asking the participants to share an experience they had as a customer at another retailer which was either positive or negative. Split the flipchart page into 2 sections with a line down the center – one to list the positive and one to list the negative experiences. Make sure to ask how they felt as a customer while the situation was unfolding. Ask those who had a positive experience if they returned to do additional business there. Ask those who shared a negative experience if they returned to the business or went to the competition. Keep the flipchart up during the entire session and refer to it at different points during the entire training to remind the participants of what the customer is feeling during specific situations.

The Postal Customer Experience

Have a volunteer read The Postal Customer Experience section.

Elements of the Customer Experience

Have a volunteer read the first paragraph of Elements of the Customer Experience.

Wait Time in Line - Ask the participants, “By show of hands, how many have left a store frustrated by a long wait time in line or poor customer service?” “How many went to a competitor?” “How many used self service at that location?”

Improving the Customer Experience

Have a volunteer read section Improving the Customer Experience.

Refer to job aid and discuss: Retail Effectiveness – Best Practices.

Lobby Director/Automated Postal Center (APC) Host

Have a volunteer read this paragraph and discuss Lobby Director/Automated Postal Center (APC) Host Job Aid. Ask for other ways a Lobby Director/APC Host can assist customers in the lobby.

RevPak 2

Guidelines for Revenue Generation
in the United States Postal Service

Customer Experience – Be A Customer

Introduction

Viewing the retail environment from the customer's perspective is critical to understanding their expectations. Improving the customer's total retail experience requires the Retail Associate to understand what elements affect the customer experience. Understanding how to improve the customer experience will help improve customer satisfaction. Improved customer satisfaction will establish customer loyalty which will help generate additional revenue.

Objective

Retail Associates will be able to recognize the important role they play in engaging and educating our customers to "Grow the Business One Transaction at a Time." Retail Associates can create a world class customer experience that will improve customer satisfaction and grow retail revenue.

Being a Customer

Customers want their interactions with companies to be consistent, easy, and enjoyable. This includes employees interacting with customers during the sales process, explaining products and services, providing quality customer service, as well as increasing customer confidence by communicating the dependability of our products.

The Postal Customer Experience

Today's retail customers expect and deserve professional, courteous, and timely service every time they visit a Post Office. Customers expect to see a clean facility and to interact with knowledgeable and friendly employees.



What kind of retail experience would you expect as a customer?

Short lines – safe shipping of your packages – being offered products with value – understanding the features and benefits of what you purchase – signage that helps with your purchasing decisions – a clean well stocked retail lobby – professionally dressed employees who are eager and ready to serve.

Elements of the Customer Experience

Greeting, Inquiring, Suggesting, and Thanking (GIST) promote a positive customer experience and help generate revenue. Customers count on the Postal Service to provide information about the features and benefits of products and services. An excellent customer experience is achieved when Retail Associates engage customers in interactive conversation concerning their mailing needs and explain how the features and benefits of our products meet their needs. Additionally, properly displayed signage, along with well-stocked packaging products and supplies will help reduce customer wait time and improve the customer experience.

Elements that positively affect the Customer Experience are:

- Quick customer service
- Well-displayed signage and products
- Employees who are attentive and inquire about customer needs
- Knowledgeable employees
- Safe and reliable products
- Professional appearance

Did you know?

In recent focus group studies, customers said they would rather pay more for shipping a package at a competitor location than wait in line at the Post Office?

Improving the Customer Experience

Improving the customer experience begins before the customer even walks into our lobby. First impressions matter! Being ready to serve the customer goes a long way towards improving the customer experience. It is important to ensure all forms and packaging supplies are available, retail work stations are stocked and organized, proper signage is displayed, and Retail Associates are in proper uniform and ready to serve.

Retail Associates need to assist with providing quick, easy, and convenient service for customers at retail. They must ensure that every mailpiece placed in the mail is safe and properly packaged. They must engage and interact with customers to determine their mailing needs. Retail Associates must be knowledgeable of our products and services and be willing to explain the features and benefits to customers. Signage and products must be properly displayed and maintained in accordance with Retail Standardization guidelines. A clean professional facility, lobby, and employees in proper uniform will project a positive image to customers.

Simple principles to ensure customers have a positive experience at retail are:

- Quick customer service will reduce customer frustration and increase customer satisfaction. Nobody likes waiting in long lines.
- Well displayed signage and conveniently placed products will help customers with their purchasing decisions.
- Attentive Retail Associates engage their customers in interactive conversation to determine their needs, making the transaction easy for customers.
- Customers expect Retail Associates to be knowledgeable about our products and services. They expect Retail Associates to explain how the superior value of our products and services will meet their needs. *Take advantage of the opportunity to educate the customer.*
- Customers expect safe and reliable products. Safety of the mail and reliability of service are of utmost importance to our customers.
- Professional appearance promotes our brand in a positive manner when we keep a clean facility, maintain a well stocked and organized retail lobby, and employees take pride in being in proper uniform and engaging customers.

Lobby Director/Automated Postal Center (APC) Host

The *Lobby Director* must be friendly, knowledgeable, and stationed in the retail lobby. The Lobby Director is responsible to meet, greet and educate customers by:

- Helping customers determine their mailing needs.
- Assisting customers in selecting Extra Services.
- Helping customers prepare paperwork and labels before they reach the retail service counter.
- Answering customer questions.

The APC Host is responsible to meet, greet and educate customers by:

- Helping customers get acquainted with the APC
- Showing customers how they can save time by using the APC
- Assisting customers with completing their APC transactions
- Answering questions about the APC

Lobby Directors/APC Hosts are used to reduce the average customer waiting time by assisting customers before they reach the retail service counter. They are also used to assist customers during peak customer traffic periods. Frequently, one employee can serve as a Lobby Director and APC Host at the same time.

Did You Know?

APCs offer customers a shipping option outside normal retail hours where they are available 24 hours / 7 days a week.

For Further Information

Contact your Supervisor, Manager, or Postmaster.

Job Aids

- Retail Effectiveness Best Practices
- Lobby Director/APC Host

Retail Effectiveness – Best Practices



Improve Quick Customer Service

- Be prepared before customers arrive
- Ensure current Point of Purchase Signage is posted
- Ensure all forms, expedited shipping supplies, and ReadyPost Items are available
- Ensure the Automated Postal Center (APC) is working
- Provide Stamps by Mail envelopes in the lobby
- Call for assistance when the line starts getting long
- Call manager/supervisor to solve customer delivery problems, etc.
- Call for assistance to find missing parcels and accountable mail

Manage the Lobby

- Use Lobby Director/Assistant during busy periods and conduct lobby sweeps
- Use an APC Host to assist customers at the APC
- Use dutch door for non revenue transactions
- Manage lunch schedules during peak periods
- Have customer step aside to complete forms
- Have Lobby Director/Assistant assist customers in preparing packages and accountable items before they reach the window

Manage the Retail Counter

- The value of the Lead Sales and Service Associate (LSSA) should be maximized in the retail operation and they should work the window
- Have customers who are not prepared step to the side to prepare their mail while waiting on the next customer
- Have a system in place to call for window assistance when needed
- Enforce the “One employee for every three customers in line” ratio in order to maintain five minute or less Wait Time In Line (WTIL)
- Large offices with carrier routes could use back office employee to bring Hold Mail to the window
- Create a Passport dedicated line or office if customer traffic justifies
- Use the dutch door for customer pickups (parcels, hold mail, and accountable mail)

Prevent Future WTIL Issues

- Recommend Click-N-Ship and Carrier Pickup to customers who frequently ship packages
- Inform customers who would benefit from using Alternate Access Channels especially for stamp-only purchases
- Promote Stamps by Mail Program
- Follow existing WTIL SOPs and strategies
- Inform PO Box customers about online and APC renewal
- Educate customers on how to use the Automated Postal Center (APC)

Engaging Customers

- Use Greeting, Inquiring, Suggesting, and Thanking (G.I.S.T.)
- Offer best value products. Express Mail should always be offered first followed by Priority Mail
- Offer Extra Services. Always Offer Delivery Confirmation or Signature Confirmation and Insurance
- Explain features/benefits of products and services
- Suggest additional items to purchase and explain a specific product or feature of that product
- Provide a receipt

Knowledgeable Employees

- Read Retail Digest and Postal Bulletin articles relevant to retail
- Read POS Functionality Guides when change happens
- Understand and explain features of mail classes and Extra Services
- Understand and explain the value of each postal product and service

Displaying Signage and Products

- Display Express, Priority, & International complimentary shipping supplies
- Keep all current Extra Service Forms stocked in the lobby
- Properly display ReadyPost shipping supplies
- Fully stock slat walls with the latest products

Professional Appearance

- Ensure interior and exterior lobbies are clean and well maintained
- Ensure retail acceptance employees are always in uniform (defined in ELM)
- Ensure signage and displays are professional in appearance
- Ensure forms and supplies are well stocked and neatly organized

Lobby Director/Automated Postal Center (APC) Host



The Lobby Director/Automated Postal Center (APC) Host is friendly, knowledgeable and stationed in the lobby. Their responsibilities are:

- Greet customers
- Identify customer needs
- Recommend the best service for the customer's needs
- Promote Expedited products and services
- Explain features and benefits of products and services
- Assist customers in selecting services and preparing paperwork before they reach the retail service counter
- Ensure customers have the necessary, properly completed forms
- Verify packages are wrapped properly
- Ensure forms and packaging products are available
- Direct customers to vending machines or to the Automated Postal Center (APC)
- Deliver hold mail, package pick-ups, and accountable mail to customers in the lobby
- Accept change of address forms and requests for hold mail

The Lobby Director/APC Host's objective is to reduce the average customer waiting time by assisting customers before they reach the retail service counter.

Additionally, providing assistance reduces our customers' perceived waiting time by demonstrating that the Postal Service intends to provide prompt, efficient, and courteous service. The Lobby Director should be used during peak customer traffic periods during the day. Lobby Director and APC Host are assigned duties and are not bid positions.

Module 3: Retail Lobby/Prepared to Sell

Objective:

- Retail Associates will be able to recognize the important role they play in ensuring their office is ready to serve our customers by adhering to Retail Standardization principles and guidelines, and implementing Promotion and Merchandising strategies.

Time Allocated for Module:

- 15 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Adhering to Retail Standardization
- Using Promotion & Merchandising
- Practicing Merchandising Strategies
- Implementing Retail Counter & Open Merchandising

Participant Material Used:

- RevPak
- Job Aids

Media Required:

- Flip Chart
- LCD projector with computer

For Further Information

- Contact your Supervisor, Station/Branch Manager, or Postmaster

Facilitator Notes:

Refer participants to RevPak 3 – “Retail Lobby/Prepared to Sell”
Have two volunteers read the Introduction and the Objective.

Retail Standardization

Have a volunteer read this section and ask participants, “What is the purpose of Retail Standardization?”

Promotion & Merchandising

Have a volunteer read this paragraph and ask participants, “What is the purpose of Promotion and Merchandising?”

Proper Placement of Promotional Signage

Have a volunteer read this section and discuss the proper placement of promotional signage.

Current Promotional Signage

Have a volunteer read this section and discuss how promotional signage can be kept current and up to date.

Remove “No” Signs (NO SMOKING, NO CELL PHONES, NO PETS ALLOWED)

Have a volunteer read this paragraph and discuss how negative signage affects customers.

Merchandising Strategies

Have a volunteer read this section and discuss how merchandising strategies can help grow retail revenue.

Visual Influence

Have a volunteer read this paragraph and discuss.

Merchandise Displays

Have a volunteer read this section and discuss.

Retail Counter & Open Merchandising

Have a volunteer read this section and discuss.

Job Aids

Review and discuss Job Aids.

RevPak 3

Guidelines for Revenue Generation
in the United States Postal Service

Retail
Lobby/Prepared
to Sell

Introduction

As a Retail Associate, you have an opportunity to make a difference in your customers' experience as you offer them products and services to meet their mailing needs. Promotional and merchandising tools have been provided to assist you in your efforts. The purpose of these tools is to provide our customers with a consistent retail experience. Just like McDonalds or Starbucks, our customers should know what to expect when they enter a Post Office. By providing consistency, we can increase customer satisfaction and influence buying decisions.

Objective

Retail Associates will be able to recognize the important role they play in ensuring their office is ready to serve our customers by adhering to Retail Standardization principles and guidelines, and implementing promotion and merchandising strategies.

Retail Standardization

Retail Standardization is designed to ensure that the Postal Service provides a consistent in-store experience across its 32,000 postal retail locations. Industry research has shown that customers want a consistent shopping experience. The retail motto for providing the ideal customer experience is "Clean, Stocked and Friendly – Every Day." Following Retail Standardization guidelines helps increase customer satisfaction and will ultimately help the Postal Service reach its FY09 retail revenue goal.



Promotion & Merchandising

Promotion and merchandising material/signage informs customers about our products and services before reaching the retail counter. Proper placement of signage and merchandise assists customers in determining which products and services meet their needs. Signage also provides information directing customers to the forms they should use once they have selected a product or service. Customers then have a better understanding of how you can assist them when they reach the retail counter.

Did you know?

Properly placed signage and merchandise helps improve customer service and reduces Waiting Time in Line.

Proper Placement of Promotional Signage

Correct placement of signage is vital. Promotional signage is utilized to inform customers about our products and services. Properly placed current signage will result in maximum benefits for the Postal Service by increasing revenue. By placing the right message,

in the right place, at the right time, customers will understand their options. Signage Instruction Guides are provided with each Point of Purchase (POP) Signage Kit to guide you with signage placement.

Too much signage confuses customers. Keep in mind that less is more! If fewer signs are displayed, customers tend to read them. Ensure that the proper signage is in the correct location so your customer's experience will be quick, easy, and convenient!

Current Promotional Signage

Each sign displays the up date and down date. You can identify whether or not signage is current by referring to the up/down arrows located on the bottom right corner of each sign.



The goal of all retail merchandising is to attract customers to our products, and motivate them to interact (pick it up and look at it) and act (buy it). That's where the revenue is. Customers are not likely to ask for an item that is out of reach or out of stock. Customers only spend a few seconds looking throughout the store. You play an important role in making sure signage is properly placed and merchandise is effectively displayed to get customers' attention.

Remove "No" Signs (NO SMOKING, NO CELL PHONES, NO PETS ALLOWED)

"No" signs project negative messaging to customers. Research indicates that customers are turned off by negative messaging. It weakens the positive effects of the signage intended to increase customer knowledge and revenue. Customers will not have a positive experience when they encounter negative messaging!

Merchandising Strategies

The full service lobby is where customers browse and select products the Post Office has to offer such as ReadyPost and Retail Products. All products should be prominently displayed so that customers can look, touch, and purchase.

Did you know?

74% of all purchasing decisions are made in-store. That means there's a real opportunity to increase impulse purchasing.

ReadyPost products are a customer convenience—the products customers need are right there, right now! The products should be prominently displayed and stocked so they are available for customers to purchase. Encourage your customers to purchase additional ReadyPost products for future use if the customer interaction illustrates a future need.

Complimentary shipping supplies for Express Mail, Global Express Guaranteed, and Priority Mail should also be displayed in your lobby.

Customers can now use our Express Mail supplies to ship Express Mail International and Priority Mail supplies to ship Priority Mail International; inform your international customers of this benefit.

Visual Influence

Consider how your full service lobby appears to customers. Is it clean, bright, tidy, and fully stocked with retail items that are attractively displayed? Or, is it the complete opposite – dark, cluttered and nothing displayed but worn, faded, and torn products? Which of these would appeal to you? Clean, well-lit, and attractive lobbies entice customers both to come in and to return at a later date.

Merchandise Displays

Merchandising is the promotion of a product by developing strategies for packaging, displaying, and publicizing it. Actions essential to successful merchandising are:

- Keep stock ordered and on display. Customers can't buy products if the racks are empty.
- Rotate stock to keep it fresh and interesting.
- Post only authorized signage. All signs and displays should appear professional.

Retail Counter & Open Merchandising

- Remove dirty, worn, or damaged products (including acrylics, hooks, pegs, hardware, forms, and signage)
- Display items at eye level – If they can't see and touch it, they won't buy it!!
- Use a theme in your displays. For example, in May display wedding-themed retail products, wedding stamps, and decorative ReadyPost shipping supplies. These items displayed together give customers some ideas about additional items to buy
- Provide customers with access to supplies and forms that they need before they get to the counter

A professional attractive lobby is a win-win situation for our customers as well as the Postal Service.

For Further Information

- <http://blue.usps.gov/retail>
- <http://blue.usps.gov/retail/standardization.htm>

- http://blue.usps.gov/retail/_pdf/TeamMakeover_checklist.pdf

Job Aids

- Retail Standardization
- Full Service Lobby Zone & Retail Counter Zone Signage

Other Sources

- Handbook PO-106, *Automated Postal Center Program*
- Continuity POP Catalog
- Signage Instruction Guides (SIG)
- Mandatory Removal Guides
- POP Hotline 1-800-332-0317
- Retail Digest – <http://blue.usps.gov/retail/archive.htm>
- ReadyPost – <http://blue.usps.gov/retail/shippingsupplies.htm>

Retail Standardization



Simple Steps for Retail Standardization

Visit the Retail Standardization website at <http://blue.usps.gov/retail/standardization.htm> and click on the Team Makeover Checklist. Use the Team Makeover checklists to identify any action items that may need to be addressed in order to meet retail standards. The checklists are broken out by Post Office zones beginning with a General Checklist. Enter the Post Office from the front door and walk through each zone in order to see things from the customers' perspective. Take note of action items that need to be completed in each zone. **Note that the bolded items are top priority.** If Retail Associates don't have access to the Blue Page they can ask their supervisor to pull the Team Makeover Checklist.

Postal Team Makeover continues to make compliance to standardization guidelines easier for your office. The Retail Standardization checklist has been divided into a short list of actions your team can perform to stay on track. On a biweekly basis, the list will appear in the [Retail Digest](#). Additional questions can be addressed to the District Retail Manager.

Full Service Lobby Zone & Retail Counter Zone Signage



CREATE MEMORIES WITH MAIL

	"Take Me Out to the Ball Game" .42 <small>Available in mid-July</small>
	The Art of Disney: Imagination .42 <small>Available in early August (4 Designs Available)</small>
	American Treasures: Albert Bierstadt .42 <small>Available in mid-August</small>
	Flags of Our Nation .42 <small>Available in early September Coil of 50 (10 Designs - Set 2 of 6)</small> <small>Only available as a Coil</small>
	Bette Davis .42 <small>Available in mid-September</small>
	America on the Move: 50s Fins and Chrome .42 <small>Available in early October (3 Designs Available)</small>
	Breast Cancer Research .55 <small>Proceeds fund breast cancer research.</small>

usps.com

STAMPS POSTER

MAKE THE SWITCH
now choose us for all your shipping and save on surcharges

- no fuel surcharges
- no Saturday delivery surcharges
- no residential delivery surcharges
- plus, new lower online pricing and volume rebates

it's time to rethink your shipping

pick up **Free** shipping supplies here and find out more
rethinkyourshipping.com/postoffice

SHIPPING

Free Saturday delivery not available on national holidays.
*Volume rebates for Express Mail service only.

PRODUCT POSTER

CREATE MEMORIES WITH MAIL

	"Take Me Out to the Ball Game" .42 <small>Available in mid-July</small>
	The Art of Disney: Imagination .42 <small>Available in early August (4 Designs Available)</small>
	American Treasures: Albert Bierstadt .42 <small>Available in mid-August</small>
	Flags of Our Nation .42 <small>Available in early September Coil of 50 (10 Designs - Set 2 of 6)</small> <small>Only available as a Coil</small>
	Bette Davis .42 <small>Available in mid-September</small>
	America on the Move: 50s Fins and Chrome .42 <small>Available in early October (3 Designs Available)</small>
	Breast Cancer Research .55 <small>Proceeds fund breast cancer research.</small>

usps.com

COUNTER MAT INSERT

U.S. & International Shipping

	Priority Mail	U.S.: 2-3 average business day delivery International: 6-10 average business day delivery*
	Express Mail	U.S.: Next-day delivery to many locations - guaranteed** International: 3-5 average business day delivery**
	Global Express Guaranteed	International: 1-3 business day delivery - guaranteed**

FedEx

*Average number of days only and is based on origin and destination.
**Some destinations apply. See FedEx website for service level guarantees details.
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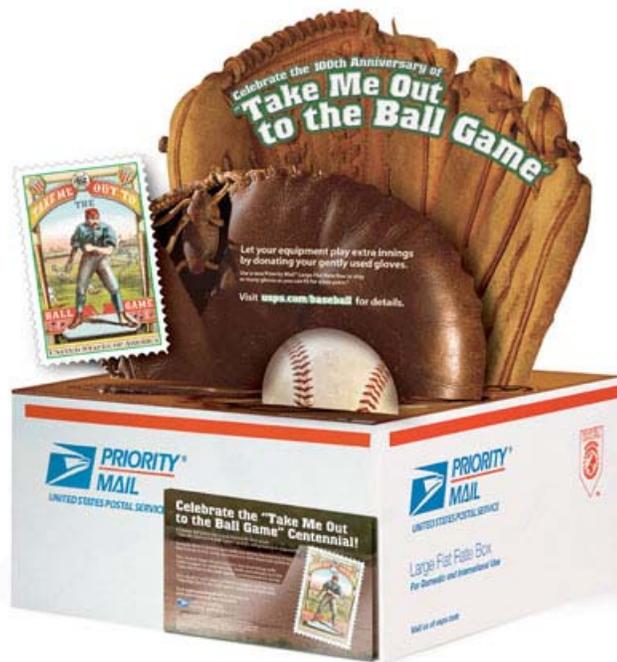
CONTINUITY MENUBOARD

Full Service Lobby Zone & Retail Counter Zone Signage



Letters	Weight: Up to 3.5 ounces Maximum Thickness: 1"	Minimum Size: 3" Long x 3 1/2" High Maximum Size: 12" Long x 9 1/2" High	Packages	Weight: Up to 25 ounces for First-Class Mail® Packages Over 25 ounces for Priority Mail® Packages
Use these extra services to protect and confirm delivery of your important items:			Use these extra services to protect and confirm delivery of your important items:	
<ul style="list-style-type: none"> Insurance Protect against loss or damage** Registered Mail™ Provides tracking & protection Obtain delivery date & time at usps.com Insurance based upon declared value** 	<ul style="list-style-type: none"> Certified Mail™ Provides receipt Obtain delivery date & time at usps.com Return Receipt™ Only available with other services** Recipient's signature by hand** or e-mail 	<ul style="list-style-type: none"> Insurance Protect against loss or damage** Delivery Confirmation™ Obtain delivery date & time by phone 	<ul style="list-style-type: none"> Signature Confirmation™ Obtain delivery date, time & signature by phone or at usps.com by phone Registered Mail™ Provides tracking & protection Obtain delivery date & time at usps.com Insurance based upon declared value** 	<ul style="list-style-type: none"> Certified Mail™ Provides receipt Obtain delivery date & time at usps.com Return Receipt™ Only available with other services** Recipient's signature by hand** or e-mail

WRITING TABLE DECAL



COUNTER DISPLAY

Module 4: Sales Strategies

Objective:

- Retail Associates will be able to demonstrate sales strategies by practicing the Greeting – Inquiring – Suggesting – Thanking (GIST) and “Engaging our Customers” principles.

Time Allocated for Module:

- 25 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Selling Maximum Value
- Greeting Our Customers
- Selling by Suggesting Our Products
- Selling by Suggesting Our Extra Services
- Selling by Explaining Our Features & Benefits
- Selling by Suggesting Additional Products
- Thanking Our Customers
- Engaging Our Customers
- Growing Retail Revenue

Participant Material Used:

- RevPak
- Job Aids

Media Required:

- Flip Chart and Markers
- LCD Projector with Computer

For Further Information

- Contact your Supervisor, Station/Branch Manager or Postmaster

Facilitator Notes:

Refer learners to RevPak 4 – Sales Strategies. Have two volunteers read the Introduction and the Objective.

Selling Maximum Value

Have a volunteer read this paragraph. Ask participants to explain how selling maximum value to customers helps meet customer needs.

Greeting

Have a volunteer read this paragraph. Ask the participants: “How do you personalize your greeting?” Promote discussion based on the responses to the initial exercise – “How does it feel when the person waiting on you isn’t being attentive? – Does it make for a positive customer experience?” Allow participants to respond. Ask the participants: “When you enter a retail location and the person waiting on you calls you by name, how do you feel?” Let participants respond. Advise participants if they know their customer’s name to use it when they greet them.

Inquiring

Have a volunteer read this paragraph. Ask the participants: “Are you one of the folks who thinks you know what your customer needs?” Promote discussion by asking the following question: “Can anyone give an example of a repeat customer who required a different service than what they routinely used?” Give time for participants to respond. Ask participants to share what questions they ask customers to help determine their needs.

Suggesting

Have a volunteer read this paragraph. Remind the participants that our customers rely on Retail Associates to offer the appropriate products and services to meet their mailing needs.

Suggesting Premier Products

Have a volunteer read the paragraph. Ask the participants: “What have your customers shipped via Express Mail? Why do you think they used Express Mail?” Have participants share what their customers have shipped via Priority Mail and GXG as well, and why the customer used those products. This helps the participants understand the needs of customers and what items are normally shipped by which product.

Suggesting Extra Services

Have a volunteer read the first four sentences. Ask the participants: “Have you ever had a customer who assumed insurance was included in their package price?” Provide specific examples of how the customer was impacted by not purchasing insurance. Have another volunteer read the rest of the paragraph. Emphasize the importance of always offering Delivery Confirmation and Insurance. These are Extra Services that offer best value to the customer.

Suggesting Additional Products

Have a volunteer read the paragraph. Ask the participants: “What additional products do you normally offer? Is there a specific time that you offer a specific product?”

Example: I always offer a new ReadyPost product when someone mails one. I always offer teddy bears to anyone who comes in with children.

Thanking

Have a volunteer read the paragraph. Invite discussion.

Refer to first exercise on the participant’s experience as customers if anyone used this as an example of a negative experience. Remind the participants to always provide the customer with their receipt.

Engaging Our Customers

Have a volunteer read the first paragraph.

Refer to the Job Aid, “Engaging Our Customer”. Emphasize the text box at the bottom. While every transaction may be different and Retail Associates have the flexibility based on individual style and transaction, “Engaging Our Customers” serves as a guide to ensure customers are offered the maximum value during a package transaction.

Have participants brainstorm to come up with different examples of engaging the customer. Example: a Dimensional Weight transaction. List examples given on a flip chart.

Review and discuss Job Aids. To close the Module, ask the participants: “Are there any questions or suggestions on Improving Sales Skills?”

Growing Retail Revenue

Have a volunteer read this section. Discuss how each Retail Associate can help grow retail revenue by selling Expedited Products and Extra Services.

Refer to Job Aid “Average Revenue Contribution (Profit) Per Piece”

Job Aids

Discuss the “Compared to Our Competitors” Job Aid.

RevPak 4

Guidelines for Revenue Generation
in the United States Postal Service

Sales Strategies

Introduction

The customer's experience can be enhanced at the retail counter by practicing the basic (Greet, Inquire, Suggest and Thank) principles. By remembering to use the GIST principles, you can "Engage our Customers" each time, every day.

Objective

Retail Associates will be able to demonstrate sales strategies by practicing the Greeting – Inquiring-Suggesting-Thanking (GIST) and "Engaging our Customers" principles.

Selling Maximum Value

Selling maximum value to customers by matching their needs should be the objective of every Retail Associate. Premier expedited products such as Express Mail and Priority Mail receive special attention and focus when being processed, transported, dispatched, and delivered. If speedy delivery of a package is important to the customer, then either Express or Priority Mail is the answer. Adding Extra Services to package sales is like putting icing on the cake. Customers want to know: when their package was delivered – Delivery Confirmation; who signed for the item– Signature Confirmation; that it arrived safely – Insurance; and to have a record of delivery – Return Receipt. Combining expedited shipping products with Extra Services offers maximum value for customers. When customers consider our Express and Priority Mail competitive prices, Flat Rate product options, and complimentary shipping supplies, they will know they are receiving maximum value that can't be beat.



"G" – Greeting Customers

Have you ever noticed that greeting your customer sets the tone for the entire transaction? A pleasant greeting and eye contact encourage open communication with your customer. Greet your customer by name, if you know it. Being attentive throughout the entire transaction tells your customers that they are important and that you value their business. A Retail Associate in complete uniform also communicates trust in your ability to provide reliable service in a professional manner.

"I" – Inquiring

Customers' needs change every day. By inquiring, we engage our customer to better understand their mailing needs. What they needed yesterday, may not be the same as what they need today. We have a variety of products and services which are not easily understood by many of our customers. Ask questions, for example, "would you like to purchase insurance to give you peace of mind in case your package is lost or damaged?" It is important to communicate with each customer and to listen carefully to what they say.

“S” – Suggesting

It is your responsibility to suggest options that would best meet your customers' mailing needs. Suggesting and promoting our premier products and services is one of the best ways to ensure customer satisfaction while offering excellent value. Suggesting Extra Services such as Delivery Confirmation and Insurance adds value by providing customers with peace of mind since customers will know when their packages arrive and that they are insured against damage or loss. Suggesting additional products or services adds value by saving customers an unnecessary extra trip to the Post Office. Remember - customers rely on you, the retail expert, to suggest products and services, and to explain their features and benefits.

Suggesting - Premier Products

Did you know the Postal Service was first to introduce Express Mail as a new class of mail?

Express Mail became so popular that competitors emerged and began selling overnight service too. They recognized the value of expedited services and became successful because of it.

Do we recognize the value of our premier products and offer them to our customers?

When suggesting shipping services to customers; Retail Associates should start by offering Express Mail for domestic shipping or Global Express Guaranteed for international shipping. Express Mail provides tracking ability which customers like because they can monitor the progress of their shipment throughout its delivery. Retail Associates should always explain the unique features and benefits – this ensures customers are aware of their options so they can make informed shipping decisions.

Remember: When selling Express Mail, always inform customers of the insurance and tracking features included with the price.

Suggesting – Premier Shipping

Express Mail is automatically insured up to \$100 against loss or damage. Additional insurance can be purchased. Express Mail and Priority Mail generate a much higher contribution (profit) per

piece than other domestic package products. Global Express Guaranteed is the highest profit per piece product in the Postal Service. Premier products provide better value-added service which equates to satisfied customers who will return again and again. *Remember, the lowest cost is not always the best value for our customers!*

Did you know?

USPS Domestic and International Expedited Shipping Services are competitively priced to sell.

Suggesting – Extra Services

After it has been determined that a customer wants to ship a package as Priority Mail, you should offer extra services such as Insurance with Delivery Confirmation or Signature Confirmation. Insurance provides the customer peace of mind in case of loss or damage. Customers often assume that insurance is included in the postage.

From a customer's perspective, it would be perceived as poor customer service to think that a package was insured and to discover later that it wasn't. That is why it is especially important to offer insurance!

Delivery Confirmation is an inexpensive, user-friendly service that allows a customer to verify delivery. Customers trust us to protect their mail and provide quality service. So, don't forget to offer the customer our extra services. When you offer Insurance and Delivery Confirmation to every customer who mails a package, you will be offering them extra services that meet their needs.

Suggesting Additional Products

In today's world, customers are often in a hurry and may forget to ask for additional products. Do they need stamps, packaging/shipping (ReadyPost) products, a PO Box, passports, or money orders? Our customers appreciate it when we remind them of other things they might need while they are at the Post Office. Make sure customers are completely satisfied when they walk out the door.

“T” – Thanking

When we were children, we learned the importance of saying “thank you.” Have you ever been in a retail establishment when you weren’t thanked when the transaction was completed? Did you feel unappreciated? Did you feel like going back? It is important that our customers know how much we appreciate their business. Satisfied customers are repeat customers who we can “thank” for paying our salaries. Always end the transaction in a pleasant manner by saying “Thank you” or “Thanks” or “Thank you for choosing the US Postal Service” and always provide customers with their receipt.

Engaging our Customers

Building business relationships with customers keeps them coming back. You have the opportunity to create a relationship with each customer by fitting their need with just the right service. While your retail transaction and your individual style may vary from other Retail Associates, you should interact with customers based on that customer’s needs. The customer in front of you is the most important one. Always remember, you never get a second chance to make a first impression.

A job aid titled “Engaging our Customers” will assist you with the necessary steps to ensure that customers are offered maximum value during their package transactions.

Growing Retail Revenue

Growing Retail Revenue and providing excellent customer service have become even more important in these tough economic times. Customers are looking for value when it comes to shipping their packages. Retail Associates who work the window contribute to achieving the Daily Retail Revenue Goal (Target) and this helps guarantee we are growing the business and meeting customer needs.

Did you know?

If 50% of the Parcel Post packages sold at retail were sold as Priority Mail, the Postal Service would generate \$46.5 million more in Retail Revenue per year.

That sounds like a lot of revenue and it is! However, when you consider that we have 32,000 postal retail locations nationwide, the possibilities for increasing revenue are unlimited!

How about selling more Priority Mail with Delivery Confirmation and Insurance on your next package transaction?

Did you know?

One Priority Mail package with Delivery Confirmation and Insurance per day per Retail Associate represents an additional \$66 million per year for the Postal Service.

When all Retail Associates do their part in selling value to customers, everybody wins! Together, one day at a time, one package at a time, we can increase retail revenue, grow the business and satisfy customer needs!

Our success depends on you!!!

For Further Information

Contact your Supervisor, Station/Branch Manager or Postmaster

Job Aids

- Engaging our Customers – “Grow the Business One Transaction at a Time”
- Sales Skills
- Compared to Our Competitors
- Average Revenue Contribution (Profit) Per Piece

Engaging Our Customers

“Grow the Business One Transaction at a Time”



1. GREET customer pleasantly and make EYE CONTACT

- Be attentive to the customer throughout the entire transaction. Give the customer your undivided attention. Make sure every customer feels important when they come to your window.

2. Always ask the four components of the HAZMAT question for packages, bulky flats and suspicious mail pieces. Note: If you have to weight it, then ask the question.

- “Does this package contain anything liquid, fragile, perishable or potentially hazardous?”

3. Always Offer Express Mail first by name stating the service standards

- “Would you like to use Express Mail for this package, which is guaranteed delivery by tomorrow (or second day) for only (current rate)? That price includes \$100 of free insurance and you can track your package using usps.com or our 1-800 number”. (Pause and wait for the customer to respond).
- “We have Priority Mail that should arrive in 2-3 days for (current rate).

(EXPRESS AND PRIORITY MAIL ARE THE PREFERRED SERVICES THAT USUALLY OFFER THE CUSTOMER THE BEST VALUE.)

When you offer Parcel Post or another Package Service option, explain the product’s features. “We do have Parcel Post, which can take up to 7-10 days for delivery and return postage is not included. Packages that can’t be delivered for any reason will be returned postage due.”

To help the customer make an informed decision, look at the difference of Parcel Post and Priority Mail. In some cases, Priority Mail is just a few cents more than Parcel Post. For example:

Class	2 pounds (price range)
Priority Mail	\$4.95 - \$8.70
Parcel Post	\$4.55 - \$6.67
Difference	\$0.40 - \$2.03

4. Offer both Insurance and Delivery Confirmation by name explaining the features of each.

- Would you like to purchase Insurance to protect your package against loss or damage?
- For an additional (current rate), you can confirm delivery of your package with our Delivery Confirmation Service (point out web site and 1-800 number that is included on the receipt).

5. Offer a specific additional product to purchase and explain the feature.

- Select one or more of the following “high profit” products and explain at least one benefit or feature of the product (Stamps, Packaging Supplies, Post Office Box Rental, Passports, and/or Money Order). Note: If offering stamps, offer an additional product or service other than stamps. When offering stamps and another additional product, you only have to explain a benefit or feature of the additional product (other than stamps). Offering additional products to purchase helps educate customers about our services that they may not have considered purchasing before, or it may be something they would purchase at another retail establishment. Below are a few examples. Be creative and use your knowledge to expand on any of these services.
 - Stamps: Can I interest you in our “Art of Disney – Imagination Stamps” today? They feature four famous Disney characters.
 - Packaging Supplies: We have some very good quality mailing boxes. Would you like to purchase one of our ReadyPost decorative mailers for your next mailing?
 - Post Office Box Rental: Can I interest you in our post office box service? It’s our most secure delivery service and allows you to have access to your mail earlier in the day.
 - Passports: Did you know this office (or a neighboring office) is an official U.S. Passport site. If you’re considering traveling out of the country or if you just want to have a passport as your preferred form of identification, you can apply for your passport here.
 - Money Orders: Did you have a need for a Postal money order today? They can be cashed at any U.S. Post Office or most banks in the United States.

6. Always provide the customer with a receipt.

- Always end the transaction in a pleasant manner by saying “Thank you,” or “Thanks,” or “Thank you for choosing the US Postal Service.”

Each retail transaction and individual Retail Associate’s style may vary and Retail Associates should interact with customers based on the transaction occurring at the time. The “Engaging Our Customers” Transaction is provided to serve as a guide to help ensure customers are offered maximum value during package transactions. The POS display is not shown to the customer, but the Customer Display Unit (CDU) is there for the customer and it shows our service options.

Sales Skills



Things to Remember:

- Greet your customers pleasantly.
- Make eye contact throughout the transaction.
- Remain attentive during the entire transaction.
- Be professional; wear complete uniform, including name tag.
- Inquire: How can I assist you today?
- Always ask the four parts of the Hazmat questions.
- Offer Express Mail by name before any other class of mail and explain the service guarantee; Offer Priority Mail by name and explain the expedited service.
- Offer Global Express Guaranteed if the destination of the shipment is international.
- Offer Delivery Confirmation or Signature Confirmation and Insurance with every transaction.
- Explain the features and benefits of each Extra Service.
- Suggest additional items and products for the customer to purchase.
- ALWAYS thank the customer and provide a receipt.

Compared to Our Competitors



How does the Postal Service compare to our competitors?

Our annual Express Mail revenue is \$950.6 million while FedEx is at \$4.2 billion and UPS at \$6.8 billion. Doesn't make sense, does it? We're less expensive, but they're making more money.

You can help the Postal Service become a leader in overnight delivery service by educating your customers on the value of our Express Mail Service. The values of Express Mail are:

- Our prices are less expensive than most of our competitors
- No Residential and/or Fuel Surcharges
- Includes \$100 worth of Insurance
- Tracking of Package

Here are a few facts when it comes to overnight delivery and how the Postal Service stacks up:

Shipping Options	Annual Revenue
USPS Express Mail	\$950.6 million
FedEx Next Day Air	\$4.2 billion
UPS Next Day Air	\$6.8 billion

Shipper	Service	Transit Time	Zone 8
USPS	Express Mail	Next Day (10:30 am)	\$25.65
UPS	UPS Next Day Air	Next Day (10:30 am)	\$66.11
FEDEX	Overnight	Next Day (10:30 am)	\$66.11

Based on FY 2007 Annual Report

Average Revenue Contribution (Profit) Per Piece



	Average Revenue Contribution (Profit) per Piece
Domestic Products	
Express Mail	\$ 6.25
Priority Mail	\$ 1.31
First Class Letter	\$ 0.18
Parcel Post	\$ 0.11
Media Mail	\$ (0.22)

	Average Revenue Contribution (Profit) per Piece
Special Services	
Registered Mail	\$ (0.48)
Certified Mail	\$ 0.68
Insurance	\$ 0.48
COD	\$ 2.68
Money Orders	\$ 0.63

Note: All Products and Services were not assigned Revenue Contribution Margins In the FY 2007 PRC Cost and Revenue Analysis.

The above data is based on:
PRC Version Cost and Revenue Analysis
Fiscal Year 2007
Revised: March 20, 2008

Module 5: Explaining the Value of Our Products

Objective:

- Retail Associates will be able to explain the features and benefits of our products and services.

Time Allocated for Module:

- 25 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Selling Express Mail
- Selling Priority Mail
- Selling International Mail
- Explaining Pricing by Shape
- Describing Our “No Surcharge” Competitive Advantage
- Selling Extra Services
- Selling PO Box/Caller Service
- Selling Premium Forwarding Service

Participant Material Used:

- RevPak
- Job Aids

Media Required:

- Flip Chart and Markers
- LCD Projector with Computer

For Further Information

- Contact your Supervisor, Station/Branch Manager or Postmaster

Facilitator Notes:

Introduction

The facilitator will read the Introduction. Stress the importance of the Retail Associate being the information source for their customers.

Objectives

Ask a volunteer to read the Objectives.

Express Mail

Ask a volunteer to read the paragraph and bullets on Express Mail. Discuss the importance of offering Express Mail even if the customer purchases a single stamp. (Mortgage or credit card payment may be late and purchasing Express Mail would avoid a late fee charged to the customer.) Always offer Express Mail first, pause for an answer before offering Priority Mail. Allow the customer to make the decision. Explain to the participants why Express Mail would add the best value for customers. Refer to the Job Aid on Express Mail Services and discuss the new benefits.

Priority Mail

Ask a volunteer to read the paragraph and bullets on Priority Mail. Discuss why this is a great option for customers who don't necessarily need Express Mail, but still require one of our expedited services. Refer to the Job Aid on Expedited Mail Packaging.

International Mail

Ask a volunteer to read the section on International Mail and the various products offered internationally. Invite discussion about customers who are finding this to be an asset to their business (opportunity to reach international customers quickly) as well as keeping in contact with relatives (personal correspondence, gifts, and important documents). Small businesses are developing a web presence (through eBay or their own website) and as a result, they now have international customers and a need for our international product. Refer to Job Aid on International Mail Features and Benefits.

Pricing by Shape

Ask a volunteer to read the paragraph on Pricing by Shape. Have examples of the pricing by shape template and counter mat on hand and demonstrate the proper placement of an article for determining cost. Ask if anyone has helped a customer save money by suggesting that they fold the contents of a large envelope to fit inside a letter-size envelope. Mention again that Pricing by Shape now applies to International Mail as well as Domestic Mail. Refer to Job Aid: Pricing by Shape Flowchart.

Surcharges and Dimensional Weight Pricing

Ask a volunteer to read the paragraph on Surcharges and Dimensional Weight Pricing. Reiterate the fact that when we don't charge the applicable dimensional weight price and surcharge, it results in a revenue loss for the unit and for the Postal Service! These fees bring our costs more in line with what the Postal Service pays for operational processing and transportation costs. Recent data on dimensional weight pricing indicates that only 53% of offices are collecting the appropriate rate with an average revenue loss of \$11.80 per package with total opportunities of over \$20 million. This means that 47% of our offices are not charging the proper dimensional weight price.

On a positive note, the Postal Service has generated over \$27 million in dimensional weight revenue in FY 2008. [Information Reference: USPS Service Talk on Parcel Surcharges (February 2007) and USPS Service Talk on Dimensional Weight Pricing (July 2008).]

Refer to Job Aid: Dimensional Weight Pricing Criteria and Calculations.

Refer to USPS "Smart Mat", PSIN 7610-10-000-0491.

Facilitator should demonstrate the use of the USPS Smart Mat for determining parcels over one cubic foot.

Extra Services

Ask a volunteer to read the paragraph on Extra Services. Refer to the Job Aid on Extra Services by Mail Classification and discuss. Ask participants questions regarding Extra Services:

1. Is Registered Mail available on Package Services?
Answer: NO
2. For what product is a Certificate of Mailing not available?
Answer: Express Mail
3. Can a customer send a Registered, COD, and Express Mail?
Answer: NO
4. Can an Express Mail be sent COD?
Answer: YES
5. For what product is a return receipt available?
Answer: First-Class Mail, Priority Mail, Package Services, and Express Mail.

Post Office Box Service & Caller/Reserve Service

Ask a volunteer to read the paragraph on Post Office Box Service. Then ask another volunteer to read the paragraph on Caller/Reserve Service.

Facilitator should ask the questions:

1. What type of service would a large volume mail order business request for their mail? Why?

Answer: Caller Service. Orders are time sensitive and the business would need them early in the day to allow for processing and shipping as soon as possible.

2. What type of service would a university receiving 10,000 pieces of mail per day request? Why?

Answer: Caller Service. The large volume of mail would warrant the caller service. This would also allow university offices to pickup their mail earlier in the day.

3. What type of service would you recommend for a business man who travels regularly? Why?

Answer: A Post Office Box. Security, flexibility and convenient hours of access.

Premium Forwarding Service

Ask a volunteer to read the paragraph on Premium Forwarding Service (PFS). Emphasize the fact that Retail Associates should offer Premium Forwarding Service any time a customer makes a request to hold mail for an extended time period. Promote PFS year round to customers so they can stay connected while they are away.

RevPak 5

Guidelines for Revenue Generation
in the United States Postal Service

Explaining the Value of Our Products

Introduction

The best way to increase customer satisfaction is to provide the customer the postal product that fits their need. Customers look to you as the retail expert to be knowledgeable about what we have to offer and to recommend the appropriate product and service for them.

Objective

Retail Associates will be able to explain the features and benefits of our products and services.

Express Mail

Express Mail is our fastest service for time-sensitive letters, documents or merchandise. This service offers guaranteed overnight delivery to most locations or your money back. Express Mail delivery is offered 365 days a year, including Sundays and Holidays (for an additional fee). Other features include:

- Overnight delivery by noon or 3 PM to many destinations
- Automatically insured for \$100 against loss or damage
- Provides signature proof of delivery upon request and tracking information
- Shipping supplies available at no additional charge
- Convenient flat rate envelopes and boxes are available
- No fuel surcharges
- Online discounts

Refer to Job Aid: Express Mail Services.



Priority Mail

First Class Mail that weighs over 13 ounces must be shipped Priority Mail. All matter that is mailable by air can be mailed as Priority Mail. Priority Mail postage includes forwarding and return service. You can enhance the service, security, and convenience of Priority Mail by adding extra services such as Delivery Confirmation or Signature Confirmation and Insurance. Other features include:

- Delivered in 2-3 days to most locations
- Delivery to all U.S. addresses including PO Boxes and military addresses
- Saturday and residential delivery are available at no additional charge
- Delivery Confirmation is available at no additional cost when labels are printed and postage paid online
- Convenient flat rate envelopes and boxes are available
- No fuel surcharges
- Online discounts

Refer to Job Aid: Expedited Mail Packaging.

International Mail

USPS International products are similar to domestic Express Mail and Priority Mail shipping services with the exception of GXG.

- Global Express Guaranteed (GXG) is the premium international shipping option from the USPS with international transportation and delivery by FedEx Express. GXG offers date certain delivery in 1-3 business days to more than 190 countries worldwide. Tracking is available, free \$100 insurance, free packaging and carrier pickup. When purchasing this service online, a 10% discount is available.
- Express Mail International (EMI) is an expedited mail service that can be used to send documents and merchandise to more than 190 countries worldwide in an average of 3-5 business days. EMI is guaranteed to select destinations. Tracking is available, free \$100 insurance, free packaging and carrier pickup. Online discounts of 8% for labels printed and paid online. Date certain service is guaranteed to Australia, China, Hong Kong, Japan, Korea, and the Republic of South Korea.
- Priority Mail International (PMI) provides customers with a reliable and economical means of sending correspondence and merchandise up to 70 pounds to over 190 countries and territories worldwide. Flat Rate envelopes and boxes are available for PMI shipping. An online discount of 5% is available for any labels printed and paid online. Insurance coverage is available for PMI parcels mailed to certain countries for an additional fee.

First-Class Mail International service provides a reliable and economical means of sending correspondence (letters, postcards), documents, and light weight merchandise weighing up to four pounds. Extra Services such as Registered Mail, return receipt and restricted delivery may be added on a country-specific basis. Direct sacks of printed matter to a single foreign addressee, also known as M-Bags, are also available.

When offering insurance for international items, the Retail Associate must check the IMM for product limitations and the individual country listings for prohibitions, restrictions and availability of the extra service.

Refer to Job Aid: International Mail Features.

Pricing by Shape

Pricing combines weight with shape to allow the Postal Service to better align prices with processing costs to ensure every type of mail covers its cost. Pricing by Shape creates an adjustable price system by giving mailers the opportunity to obtain lower prices as they find ways to configure their mail into shapes that reduce processing costs. For example, if the contents of a First-Class large envelope can be folded and placed in a letter-sized envelope, the mailer can reduce the amount of postage required. Pricing by Shape now applies to First-Class Mail International as well.

Refer to Job Aid: Pricing by Shape Flowchart

Surcharges and Dimensional Weight Pricing

The Postal Service incurs additional operating expenses for processing and transporting packages that are large or non-rectangular. When proper fees are not applied, it creates a revenue loss in your unit. The Postal Service loses money and the customer may be inconvenienced when the item is returned to the sender because of insufficient postage. Postal surcharges consist of:

- **Dimensional Weight Pricing** applies to Priority Mail packages shipped to zones 5-8 that exceed one cubic foot. The package is priced based on the higher of two weights: the actual package weight or the package dimensional weight. For example, a large box containing a pillow would be subject to Dimensional Weight Pricing because cost is based on cubic size, not just package weight.

Refer to Job Aid: Dimensional Weight Pricing

- **Balloon Rate Pricing** is the rate charged for Priority Mail (local and zones 1-4) and Parcel Post (all zones) that weigh less than 20 pounds and measure more than 84 inches but no more than 108 inches in combined length and girth.
- **Non-Machinable Surcharge**
 - Apply to Parcel Post Items ONLY
 - Length is more than 34” or
 - Width is more than 17” or
 - Height is more than 17” or
 - Weight is more than 35 lbs.
- **Oversized Rate**
 - Apply to Parcel Post items ONLY.
 - Length and girth more than 108” but no more than 130”

Did you know?

Balloon Pricing does not apply if the customer uses any of our Express Mail or Priority Mail packaging products.

Extra Services

Extra Services provide proof of mailing, protection in transit, confirmation at delivery, and even services after mailing.

Refer to Job Aid: Extra Services by Mail Classification.

Post Office Box Service

Post Office Box Service is a premium service offered for a fee to any customer requiring more than free carrier delivery or general delivery. Many customers value the privacy, security, and flexibility of a post office box. Fees vary by location and there are five box sizes available. Businesses that receive large volumes of mail may require caller service.

Did you know?

Customers can now make PO Box payments at the Automated Postal Center and Online.

Caller/Reserve Service

Caller/Reserve Service is available to customers who receive more mail than can be accommodated into the largest post office box at your facility. Customers who require early receipt of business mail or multiple pickups also find Caller/Reserve Service of value. For specific instructions on when additional Caller Service fees or Reserve fees should be charged, consult the Domestic Mail Manual (DMM) and Postal Operations Manual (POM).

Premium Forwarding Service

Premium Forwarding Service (PFS) began as an experimental service in 2005, offering residential customers the option of forwarding their mail to a temporary U.S. address for a period of at least two weeks and up to one year. PFS has become an attractive option for customers who spend their summers or winters away from home. In addition to traditional “snowbirds”, the service is perfect for traveling business executives, college students and others who plan to be away for an extended time period. Advantages to customers include:

- Quick Priority Mail delivery
- Receive **all** mail—not just First-Class Mail
- Perfect for extended stays

To date, PFS has brought in more than \$33 million in revenue—making it the perfect service for Retail Associates to offer to their customers who fall into this category.

Job Aids

- Express Mail Services
- Expedited Mail Packaging
- International Mail Features and Benefits
- Pricing by Shape Flowchart
- Dimensional Weight Pricing Criteria and Calculations
- Extra Services by Mail Classification
- Express Mail Products
- Priority Mail Flat Rate Products

Express Mail Services



Express Mail Pricing by Weight and Zone

The Postal Service has restructured the pricing of Express Mail to price by weight and zone which is consistent with standard industry practices. There are prices based on weight for Local and Zones 1 and 2; Zones 3-8 will have separate prices based on weight. The exception is material mailed in the USPS-provided Express Mail Flat Rate Envelope which is priced at \$16.50 regardless of the actual weight of the piece or its destination.

Express Mail Hold for Pickup

Express Mail Hold for Pickup service provides customers with the convenience of picking up shipments on their schedule, assured that their shipments are secured in a safe environment. The Postal Service eliminated the separate price schedules for Post Office to Post Office and Custom Designed Services and has renamed Post Office to Post Office as Hold for Pickup. Express items mailed under this service will be available for pickup by the addressee at the destination facility by 10 AM, 12 PM, or 3 PM of the next day the destination Post Office is open for business. The price for Express Mail Post Office to Addressee and Express Mail Hold for Pickup will be the same based on weight and zone. Retail Associates will need to ensure that Mailing Label 11-HFPU (Hold for Pickup) is filled out accurately including the contact phone number (if the sender wants automatic notifications sent to the customer that the package has arrived at the post office) and entered into retail systems when the service is purchased.

Express Mail Sunday and Holiday Premium

Some postal customers have a need for expedited delivery on Sundays on Holidays. Express Mail service is available for Sunday and Holiday delivery for an additional premium of \$12.50. The premium, equal to competitor's surcharges for *Saturday* delivery reflects the unique delivery option the Postal Service provides on Sundays. As an alternative to Sunday, customers can choose Monday delivery at the standard Express Mail price. Note: The Postal Service does not charge a premium for Saturday delivery - unlike our competitors.

Express Mail Guaranteed by End of Day Service

A new Express Mail alternative has been established for commercial mailers (who have a shipping service contract) allowing them to request delivery of Express Mail by the end of the day instead of by a specific time. This service will NOT be sold at retail. The new feature does not affect the overnight and two-day Express Mail *guarantee*. Delivery by the guaranteed date (overnight or two-day service) is still required. Express Mail with the Guaranteed by End of Day service request should be delivered by PO Box Clerks as soon as the item arrives in the Box Section. Express Mail Guaranteed by End of Day service may also include Waiver of Signature Request by the mailer.

Expedited Mail Packaging



Express Mail Legal Size Envelope

A new legal size Express Mail envelope allows customers to ship legal size documents without folding them. The new envelope, valid for both domestic and international shipments, measures 15 inches x 9.5 inches. This new legal size envelope is NOT a Flat Rate Envelope. It is an alternative for those customers who do not want to send their documents via the Express Mail Flat Rate Envelope (no longer the lowest price to some zones).

Express Mail Tyvek Envelope

The Tyvek envelope should be used when the customer wishes to take advantage of weight and zone based prices that are lower than Flat Rate Envelope prices—or they may use their own envelope or box.

Express Mail Flat Rate Envelope

The Express Mail Flat Rate Envelope supplied by the USPS is priced at the rate of \$17.50. There are no plans to produce non-Flat Rate cardboard envelopes for expedited mail. The words “Flat Rate” should never be marked out and the article charged at the non-Flat Rate price.

Priority Mail Envelope (Tyvek)

The Tyvek envelope should be used by customers who wish to take advantage of weight and zone based prices that are lower than the Flat Rate Envelope prices—or they may use their own envelope or box.

Priority Mail Flat Rate Envelope

This flat rate envelope offers the customer a predetermined rate regardless of weight or destination zone of the item mailed. Any mailable item is eligible, as long as it fits in a Postal Service provided 12 1/2" x 9 1/2" cardboard envelope. The flat rate is \$4.95 for Priority Mail items.

Priority Mail Flat Rate Box

The Regular Priority Mail Box Flat Rate Box comes in two sizes: Priority Mail O-FRB1 measures 11" X 8.5" X 5.5" and Priority Mail O-FRB2 measures 11-7/8" x 3-3/8" x 13-5/8". It is fast and provides two-day service for documents and packages. It's one of the best values in shipping with competitive, economical prices.

Priority Mail Small Flat Rate Box

Dimensions for the Priority Mail Small Flat Rate Box are 8 5/8" x 5 3/8" x 1 5/8". The Retail price is \$4.95 and \$4.80 for Commercial Base Pricing. Delivery standards are 1-3 Day Delivery. There are No Residential Surcharge, No Fuel Surcharge, and No Delivery Area Surcharge. Puerto Rico, Virgin Islands and Guam are charged the same Domestic Rate of \$4.95 at retail.

Priority Mail Large Flat Rate Box

Two new initiatives were recently introduced aimed at growing revenue in the shipping business. A new, larger Priority Mail Flat-Rate Box enables customers to ship 50 percent more than with the current box. The new, larger box extends the Postal Service's successful flat-rate offerings, providing more choices for small businesses and consumers. The new Priority Mail Large Flat Rate Box (12"x 12" x 5 1/2") can be used for both domestic and international shipments. There is also a 5% online discount.

Priority Mail Military APO/FPO Large Flat Rate Box

A special version of the Priority Mail Large Flat Rate Box is available for the military with a **\$2.00 discount** if shipped to an Army Post Office or Fleet Post Office (APO/FPO) address, a postal first for the armed forces.

Priority Mail Legal Size Envelope

A 9 1/2" x 15" Priority Mail Legal Size Envelope is now available for customers who wish to ship legal size documents without folding. The new envelope is valid for both domestic and international shipments, and is NOT a Flat Rate Envelope. It is an alternative for those customers who do not want to send their documents via the Priority Mail Flat Rate Envelope.

Note: Refer customers who need larger quantities of expedited supplies to **usps.com** where they can order supplies online and have them delivered to their door.

Note: Customers receive online discounts when shipping with our expedited products (Express Mail, Priority Mail, and International Mail).

International Mail Features & Benefits



Products	Global Express Guaranteed	Express Mail International	Priority Mail International	First Class Mail International
				
Features	<ul style="list-style-type: none"> • Service to over 190 countries • Money back guarantee • Track and Trace • Date Certain • Free \$100 insurance, additional available • Free Packaging & Carrier Pickup • 10% discount online 	<ul style="list-style-type: none"> • Service to over 190 countries • Guaranteed to select destinations • Tracking to major destinations • Free \$100 insurance, additional available • Flat Rate Envelope • Free Packaging & Carrier Pickup • 8% discount online 	<ul style="list-style-type: none"> • Service to over 190 countries • Tracking for major destinations (except Flat Rate Envelope) • Flat Rate Envelope and Boxes • Registered Service w/o insurance available (flat rate only) • Free Packaging & Carrier Pickup • 5% discount online 	<ul style="list-style-type: none"> • Service available worldwide • Registered w/o insurance • Shape-based pricing to 4 price groups for 3 shape categories; letters, large envelopes, and small packaging
Time in Transit Business Days	1 to 3 Days	3 to 5 Days	6 to 10 Days	Varies by destination
Prices	Starting @\$31.95	Starting @\$25.95 Flat Rate: Canada & Mexico: \$25.95 All other countries: \$27.95	Starting @ \$19.00 Flat Rate Envelope: Canada & Mexico: \$10.95 All other countries: \$12.95 Flat Rate Boxes: Canada & Mexico: Small \$10.95 Regular \$25.95 Large \$32.95 All other countries: Small \$12.95 Regular \$41.95 Large \$53.95	Starting @ \$.72 for one ounce letter or postcard to Canada & Mexico

Pricing by Shape Flowchart



FIRST CLASS MAIL

Weight 13 oz or less
(More than 13 oz Priority Mail)

LETTER

Maximum Weight & Dimensions:
(NOT according to address orientation)

- 11 1/2 inches in length
- 6 1/8 inches in height
- 1/4 inches in thickness
- Weight not more than 3.5oz

If one dimension or weight exceeds any one of the above:



Nonmachinable Criteria - Letter

**20¢
Surcharge**

- Rigid
- Keys, Coins, Pens, etc...
- Delivery address is not parallel to the longest side
- Has clasps, strings, buttons, etc...
- Aspect Ratio by address orientation
- Enclosed in plastic material

A 20 cent Non-machinable Surcharge is assessed if any of the above criteria is evident.



LARGE ENVELOPE

Maximum Dimensions:

- 15 inches in length
- 12 inches in height
- 3/4 inches in thickness

If any one dimension exceeds:



Nonmachinable Criteria - Large Envelope

- Rigid
- Not rectangular (Squares are rectangular)
- Not uniform in thickness
(1/4" Variation in thickness allowed)

If large envelope with Nonmachinable Criteria then price as a package.



PACKAGE



Length plus girth combined cannot exceed 108 inches.

Note: The First-Class Mail International Non-machinable Surcharge for a letter is also 20 cents.

Dimensional Weight Pricing Criteria & Calculations



Most packages will not be measured since they will not meet the below criteria.

Dimensional Weight Pricing Criteria

1. Priority Mail
2. Measures more than one cubic foot (1,728 cubic inches)
3. Item is destined for Zone 5 through 8

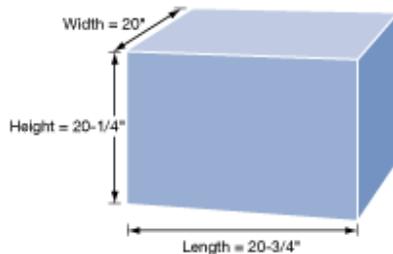
Determining Dimensional Weight Pricing

1. Weigh the item (round any fraction of a pound to the next whole pound)
2. Determine if measurements are required (use a measurement template if available)
3. If needed, measure the length, width, and height (round off individual measurements to the nearest inch) and enter measurements into retail equipment.

Dimensional weight will be calculated in POS ONE, IRT, and with an Electronic Scale or Postal Explorer CD-ROM at most manual offices. Other manual offices must perform steps 4 thru 6.

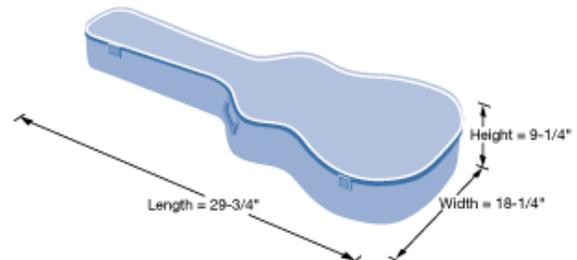
4. Multiply the length by the width by the height. This figure is the cubic capacity. If the result is 1,728 cubic inches or less, dimensional pricing does not apply. Postage will be based on the scale weight and the appropriate zone.
5. **RECTANGULAR-SHAPED PACKAGE:** If the result from #4 above is more than 1,728 cubic inches, divide it by 194 to determine the dimensional weight. Round up any fraction of a pound to the next whole pound. The applicable postage is based on the scale weight or the dimensional weight, whichever is greater, and the appropriate zone.
6. **IRREGULARLY SHAPED PACKAGE:** Multiply the result from # 4 above by the **0.785 adjustment factor**. If the result is more than 1,728 cubic inches, divide it by 194 to determine the dimensional weight. Round up any fraction of a pound to the next whole pound. The applicable postage is based on the scale weight or the dimensional weight, whichever is greater, and the appropriate zone. If the result is 1,728 cubic inches or less, dimensional pricing does not apply and postage will be based on the scale weight and the appropriate zone.

Dimensional Weight Pricing: Rectangular-Shaped Items



Example: $21'' \times 20'' \times 20'' = 8,400$ cubic inches / 194 = 43.29 pounds, which is rounded up to 44 pounds.

Dimensional Weight Pricing: Irregularly Shaped Items



Example: $30'' \times 18'' \times 9'' = 4,860$ cubic inches x 0.785 = 3,815.1 / 194 = 19.67 pounds, which is rounded up to 20 pounds.

ACCEPTING A PACKAGE?



DOES THIS PACKAGE QUALIFY FOR THE DIM WEIGHT?

1. Priority Mail
2. Measures more than one cubic foot (1,728 cubic inches)
3. Over 12 inches in length
4. Item is destined for Zone 5 through 8

HOW DO I DETERMINE DIMENSIONAL WEIGHT PRICING?

1. Weigh the item (round any fraction of a pound to the next whole pound)
2. **Determine if measurements are required (Use Your Smart Mat)**
3. If needed, measure the length, width, and height (round off individual measurements to the nearest inch) and enter measurements into the POS, IRT, Electronic Scale.

WATCH OUT FOR IRREGULAR SHAPED PACKAGES!



REVENUE PROTECTION DEPENDS ON YOU!

ACCEPTING A PACKAGE?



DOES THIS PACKAGE QUALIFY FOR THE DIM WEIGHT?

1. Priority Mail
2. Measures more than one cubic foot (1,728 cubic inches)
3. Over 12 inches in length
4. Item is destined for Zone 5 through 8

HOW DO I DETERMINE DIMENSIONAL WEIGHT PRICING?

1. Weigh the item (round any fraction of a pound to the next whole pound)
2. **Determine if measurements are required (Use Your Smart Mat)**
3. If needed, measure the length, width, and height (round off individual measurements to the nearest inch) and enter measurements into the POS, IRT, Electronic Scale.

WATCH OUT FOR IRREGULAR SHAPED PACKAGES!



REVENUE PROTECTION DEPENDS ON YOU!

Extra Services by Mail Classification



Domestic Mail Classes and Services				
Classes of Mail	First Class Mail	Priority Mail	Package Services	Express Mail
Services & Forms				
Delivery Confirmation PS 152	X (Parcel)	X	X	
Signature Confirmation	X (Parcel)	X	X	
Insured (\$200 or less) PS 3813	X	X	X	
Insured (More than \$200) PS 3813-P	X	X	X	Automatic \$100 on merchandise
Registered PS 3806	X	X		
Certified PS 3800	X	X		
Return Receipt PS 3811	X	X	X	X
Return Receipt for Merchandise PS 3804		X	X	
Certificate of Mailing PS 3817	X	X	X	
COD PS 3816	X	X	X	X
Registered COD	X	X		

Express Mail Products

	Express Mail Box	Express Mail Flat Rate Envelope	Express Mail Tyvek Envelope	Express Mail Legal Size Envelope
Express Mail Products				
Domestic Retail Price	Based on Weight & Zone	\$17.50	Based on Weight & Zone	Based on Weight & Zone
Size	12.50" x 15.5" x 3"	12.5" x 9.5"	11.625" x 15.125"	9.50" x 15"
Features and Benefits	<p>For a customer's extremely urgent shipments, Express Mail is the ideal choice. This popular garment box accommodates a variety of items such as clothing, books, board games, and relatively thin items.</p> <p>Some key benefits:</p> <ul style="list-style-type: none"> • Can be used for Domestic and International destinations. • This item features self sealing tape on each end. • Customers can visit Click N Ship to purchase and print postage from their home or small business. • The U.S. Postal Service offers free Package Pickup from a customer's home or office at a time and place convenient for them. For customers to schedule Package Pickup, other pickup options and determine availability, they should visit usps.com. 	<p>This is a flat rate envelope for Express Mail®: our fastest service for time-sensitive letters, documents or merchandise. Customers receive guaranteed next-day and second-day delivery nationwide or their money back.</p> <p>Some key benefits:</p> <ul style="list-style-type: none"> • Can be used for Domestic Express Mail (\$17.50) and International Express Mail (\$25.95 to Canada and Mexico- \$27.95 to all other countries....regardless of weight) • Commercial Prices for postage paid through Click-N-Ship service at usps.com, authorized PC Postage vendors, and Express Mail Corporate Account, are discounted 3% from the retail price. • Customers can visit Click N Ship to purchase and print postage from their home or small business. • The U.S. Postal Service offers free Package Pickup from a customer's home or office at a time and place convenient for them. For customers to schedule Package Pickup, other pickup options and determine availability, they should visit usps.com. • \$16.63 is charged for Domestic Commercial Base Pricing 	<p>For a customer's extremely urgent shipments, Express Mail is the ideal choice.</p> <p>Some key benefits:</p> <ul style="list-style-type: none"> • This envelope is made of durable, water resistant Tyvek. • The envelope offers customers flexibility and speed when shipping items that do not require the added protection of a corrugated box. 	<p>For a customer's extremely urgent legal document shipments, the Express Mail Legal Size Envelope is the ideal choice.</p> <p>Some key benefits:</p> <ul style="list-style-type: none"> • This envelope is made to perfectly fit legal sized documents. • The envelope offers customers flexibility and speed when shipping larger documents that shouldn't be folded.

Priority Mail Flat Rate Products

	Priority Mail Large Flat Rate Box	Priority Mail APO/FPO Flat Rate Box	Priority Mail Flat Rate Box	Priority Mail Flat Rate Envelope
Priority Mail Flat Rate Products				
Domestic Retail Price	\$13.95	\$11.95 when used for APO/FPO addresses	\$10.35	\$4.95
Size	12" x 12" x 5-1/2"	12" x 12" x 5-1/2"	11-7/8" x 3-3/8" x 13-5/8"	12-1/2" x 9-1/2"
Features and Benefits	<p>Some key benefits:</p> <ul style="list-style-type: none"> • Can be used for Domestic Priority Mail (\$13.95) and International Priority Mail (\$32.95 to Canada and Mexico; \$53.95 to all other countries, 20 lb weight limit applies) • Only \$11.95 when used to send to APO/FPO addresses. • Commercial prices are available for postage paid through Click-N-Ship service at usps.com, authorized PC Postage vendors, and other authorized postage payment methods. • The Domestic Commercial price is \$13.50, APO/FPO is \$11.50. • The U.S. Postal Service offers free Package Pickup from a customer's home or office at a time and place convenient for them. Customers can schedule Package Pickup, other pickup options and determine availability, by visiting usps.com. 	<p>Some key benefits:</p> <ul style="list-style-type: none"> • Only \$11.95 when used to send to APO/FPO addresses; \$2.00 less than our domestic pricing. • Box features the "America Supports You" logo and APO/FPO addressing block. • Commercial prices are available for postage paid through Click-N-Ship service at usps.com, authorized PC Postage vendors, and other authorized postage payment methods. • The APO/FPO Commercial price is \$11.50. • The U.S. Postal Service offers free Package Pickup from a customer's home or office at a time and place convenient for them. Customers can schedule Package Pickup, other pickup options and determine availability, by visiting usps.com. 	<p>Some key points:</p> <ul style="list-style-type: none"> • Can be used for Domestic Priority Mail (\$10.35) and International Priority Mail (\$25.95 to Canada and Mexico- \$41.95 to all other countries, 20 lb weight limit applies) • Commercial prices are available for postage paid through Click-N-Ship service at usps.com, authorized PC Postage vendors, and other authorized postage payment methods. • The Domestic Commercial price is \$9.85. 	<p>Some key benefits:</p> <ul style="list-style-type: none"> • Can be used for Domestic Priority Mail (\$4.95) and International Priority Mail (\$10.95 to Canada and Mexico- \$12.95 to all other countries, 4 lb weight limit applies) • Commercial prices are available for postage paid through Click-N-Ship service at usps.com, authorized PC Postage vendors, and other authorized postage payment methods. • The Domestic Commercial price is \$4.80. <p><u>Small Flat Rate Box</u></p> <ul style="list-style-type: none"> • Same Key Benefits as Flat Rate Envelope

Module 6: Understanding USPS.COM

Objective:

- Retail Associates will be able to explain the “Quick, Easy and Convenient” products and services available on USPS.COM.

Time Allocated for Module:

- 20 minutes

Instructional Methods:

- Presentation
- Discussion

Summary:

- Communicating USPS.COM Advantages
- Using USPS Shipping Products & Services
- Using USPS Mailing Products & Services
- Printing Online Postage
- International Shipping
- Calculating USPS Postage
- Ordering USPS Supplies
- Creating Cards
- Creating Direct Mail
- Using Change of Address Services
- Using PO Boxes Online
- Making Hold Mail Requests
- Scheduling a Pickup
- Using Track & Confirm
- Finding a ZIP Code/Post Office

Participant Material Used:

- Job Aids

Media Required:

- Flip Chart and Markers
- LCD Projector with Computer

For Further Information

- Contact your Supervisor, Station/Branch Manager or Postmaster

Facilitator Notes:

Refer learners to RevPak 6 –Understanding USPS.COM.

Introduction and Objective

Ask different volunteers to read the Introduction and the Objective.

USPS.com Advantages

Instructor reads this section.

Shipping Products and Services

Ask a volunteer to read the paragraph on Shipping Products and Services. Facilitator will log onto usps.com and click on Mailing & Shipping. Discuss information found on this site.

Mailing Products and Services

Ask a volunteer to read the paragraph on Mailing Products and Services. Facilitator will click on Mailing & Shipping and discuss information found on this site.

Printing Online Postage

Ask a volunteer to read the paragraph. Facilitator will click on Print A Shipping Label to demonstrate how to create labels.

International Shipping

Ask a volunteer to read this paragraph. Discuss three ways International Shipping was made easier for customers.

Calculating Postage

Ask a volunteer to read this paragraph. Facilitator will click on Calculate Postage on upper tool bar. Demonstrate how to calculate domestic postage for a package/letter of your choosing (class, size, dimension, destination, etc.)

Ordering Supplies

Ask a volunteer to read the paragraph. Facilitator will click on Stock up on Supplies and demonstrate how to order free packaging supplies.

Creating Cards

Ask a volunteer to read the paragraph. Facilitator will click on Create Your Own Cards and demonstrate how to create a card.

Creating Direct Mail

Ask a volunteer to read the paragraph. Facilitator will click on Direct Mail Center and demonstrate how to create customized direct mailings.

Change of Address

Ask a volunteer to read the paragraph. Facilitator will click on Change Your Address and demonstrate the procedure to change an address online.

P O Box Service

Ask a volunteer to read the paragraph. Facilitator will click on Locate a Post Office on upper tool bar. Click on the option PO Boxes Online and then add the ZIP Code or address of the Post Office. Screen will show box availability at that particular office.

Also, discuss how PO Boxes can be reserved and payments made online.

Hold Mail Requests

Ask a volunteer to read the paragraph. Facilitator will click on Put Your Mail on Hold and demonstrate the procedure to create a request.

Scheduling a Pickup

Ask a volunteer to read the paragraph. Facilitator will click on Schedule A Pickup on the upper tool bar. Click on Carrier Pickup and demonstrate the procedure to request a pickup. Click on Pickup on Demand Service and demonstrate the procedure to request a pickup for this service.

Track & Confirm

Ask a volunteer to read the paragraph. Facilitator will click on Track & Confirm on the upper tool bar. Demonstrate how to enter the label and receipt number ensuring that you enter them exactly as they appear on the label or receipt.

Finding a ZIP Code/Post Office

Ask a volunteer to read the paragraph. Facilitator will click on Find a ZIP Code on the upper tool bar and demonstrate how to locate a ZIP Code by entering an address in the required fields. Click on Submit and explain to participants how the full address was verified and the ZIP + 4 added. To further demonstrate, enter an incorrect portion of the address (example: the address of your post office but enter Lane rather than Street). Explain how the address was automatically verified and corrected and the ZIP + 4 added.

To locate a Post Office, facilitator will click on Locate a Post Office on the upper tool bar. Select the option Post Office Locations and enter the ZIP Code or address of the post office location requested. Click Submit and view location of post office and hours of operation, etc.

Refer to Job Aid on Services Offered on www.usps.com.

RevPak 6

Guidelines for Revenue Generation
in the United States Postal Service

Understanding USPS.COM

Introduction

The USPS.COM site provides everything at our customers' fingertips. Finding information, securing services, mailing packages and more are just a mouse click away. On average, usps.com receives about 7 million visits per month with customers having accessibility to a full range of information, products, and services.

Objective

Retail Associates will be able to explain the "Quick, Easy, and Convenient" products and services available on USPS.COM.

USPS.COM Advantages

USPS.COM is a Post Office that never closes, without crowds and without lines, open 7 days a week, 24 hours a day, and easily accessible from home or office. By doing business on the internet today, the Postal Service is establishing customer relationships and a "presence" that will grow as we continue to advance in the electronic commerce area. USPS.COM is a cost-efficient access channel that economically benefits the Postal Service as well as the customer—offering quick, easy, and convenient service, online discounts, and 24 hour / 7 day a week ease of use.

Shipping Products and Services

Shipping is easier than ever now that customers can do it all online with Click-N-Ship and usps.com. With a computer, a printer, and an internet connection, customers can print shipping labels with postage. Free Delivery Confirmation and service discounts are available when using USPS.COM.



Customers can skip the scales and rate charts by using our free Priority Mail Flat Rate envelopes and boxes.

Customers can save a trip to the Post Office by scheduling a free Carrier Pickup of Priority Mail, Express Mail, and International Mail by their regular letter carrier. It's easy if they just use usps.com.

Mailing Products and Services

Customers can now select a shipping service based on their budget and timetable. Domestic service options are: Express Mail, Priority Mail, and First-Class Mail. International shipping service options are: Global Express Guaranteed, Express Mail International, Priority Mail International and First-Class Mail International.

Printing Online Postage

Customers can print either postage or shipping labels with postage from their computer. Click-N-Ship makes it easy and convenient to ship online for single or multiple packages.

Online postage is available to customers through:

- Click-N-Ship
- eBay
- Stamps.com
- Endicia
- Pitney Bowes Inc.
- PC Postage

Retail Associates who have questions about how to handle domestic and international packages paid online that are presented at retail can refer to the Retail Operations Standard Operating Procedures (SOPs) located at:

http://blue.usps.gov/retail/L2Policies_SOPindex.htm

International Shipping

International Shipping just got easier for customers. We've reorganized our international products into three simple online options: Global Express Guaranteed®, Express Mail International®, and Priority Mail® International. Some of the benefits of this change are:

- Use the same supplies and flat-rate options for domestic and international shipments.
- Get discounts for shipping online with USPS.com or authorized postage vendors.
- Purchase insurance for international shipments online.

Calculating Postage

Calculate postage with a click. Postage can be calculated right from the customer's computer by selecting the type of service for their shipping needs. If they have the size, shape, weight, and ZIP Code information ready, customers can easily calculate domestic and global postage rates.

Ordering Supplies

Customers can order online all their shipping supplies, including important forms and labels, scales and pre-inked rubber stamps. They can obtain free expedited shipping supplies (such as boxes, envelopes and labels) to be used specifically for shipping the following classes of mail:

- Priority Mail
- Express Mail
- Global Express Guaranteed

All domestic shipping supplies may be used for International shipments except Global Express Guaranteed.

Go to [Stock up on Supplies](#) on [usps.com](#). Free items will show as "no charge" when you press "order now".

Scales to weigh packages can also be ordered online at [The Postal Store](#).

Creating Cards

Customers can find the perfect card for any occasion or they can make a card with their own digital photo. It's quick and easy to personalize and send professionally printed cards and postcards from our partner sites. They can turn a greeting card into a thoughtful gift by adding a gift card from a popular retailer or restaurant. They can save their address book and send holiday cards. There are high quality postcards in a variety of sizes. These are also the perfect format for direct mail! Businesses can add their logo, signature, and images to postcards and folded cards.

Change of Address

Customers can submit a domestic internet change of address request (ICOA) from any personal computer with access to the internet. Filing an ICOA adds security, convenience, and improved accuracy. Customers may access the online form by going to [Moversguide.com](#). For their security they will be required to have a valid email address and a valid credit/debit card for identity verification. They will be charged a \$1.00 verification fee upon successful confirmation of the COA request.

Post Office Box Service

Customers can get their mail when and where they want it with a secure P O Box. Many customers value the privacy, security and flexibility. Finding a P O Box is only a click away on [usps.com](#). Click on [Locate a Post Office](#) and select [PO Boxes Online](#) from the options list and enter the ZIP Code or street address as required. One more click under [More Info](#) will list P O Box lobby hours.

Did you know?

Post Office Boxes can now be reserved; payments made, and even automatic credit card payments established - all online at USPS.COM.

Hold Mail Requests

Whether customers are on vacation or an unexpected business trip, they can put their mail on hold at usps.com.

- This online service will electronically notify their local Post Office to hold their mail
- Mail can be held from 3 – 30 days
- For same day service, online requests must be submitted by 2 AM CST Monday – Saturday
- The Post Office will also hold all packages received during this timeframe

Scheduling a Pickup

Scheduling a package pickup is easy on usps.com. Two options available are: Carrier Pickup and Pickup on Demand Service. Carrier Pickup is free regardless of the number of packages customers are sending. It is available for Express Mail, Priority Mail, International Mail, and return items. Pickup on Demand Service is available for one low fee regardless of the number of packages. It is available for

Express Mail, Priority Mail, Global Express Guaranteed, or Package Services.

Track and Confirm

Put our delivery information to work for customers. To check on the delivery status of their mailing, customers enter their label or receipt number into the space provided. They must enter all letters and numbers exactly as they appear on their label or receipt. USPS.COM makes it easy to verify the delivery status of a customer's mailing.

Finding a ZIP Code/Post Office

Every piece of mail needs a ZIP Code. Customers can log on to usps.com and click on Find a ZIP Code in the upper left hand corner. They can enter the street address of the addressee and the address will be automatically standardized - including the ZIP + 4. USPS.COM also makes it easy to locate a post office. Simply select Locate a Post Office from the main page, then Post Office Locations from the Options list and search by ZIP Code or address.

Refer to Job Aid on Services Offered on www.usps.com.

Job Aids

- Services Offered on www.usps.com.

Services Offered on www.usps.com



[HELP / SIGN IN](#)

[Find a ZIP Code](#) [Calculate Postage](#) [Print a Shipping Label](#) [Schedule a Pickup](#) [Locate a Post Office](#) [Track & Confirm](#)

[BUSINESS >>](#)

[HOUSEHOLD >>](#)

[BUY STAMPS & SHOP >>](#)

[ALL PRODUCTS & SERVICES >>](#)

[ABOUT USPS & NEWS >>](#)

Some links and services offered on usps.com:

Acronyms & Abbreviations		Frequently Asked Questions		Postal Bulletins	
All Publications & Forms		Glossaries		Product & Service Help	
Freedom of Information Act (FOIA)		Business Mail 101		Search	
BUSINESS >>		HOUSEHOLD >>		BUY STAMPS & SHOP >>	
ALL PRODUCTS & SERVICES >>		ABOUT USPS & NEWS >>			
Shipping & Mailing for your business	Postal Store	Redirects to the Postal Store:	Shipping & Mailing	Organization Information	
Direct Mail	Find a ZIP Code, Post Office, or Passport Office	Stamps	Mailing & Shipping Guidelines	Innovation @ USPS	
International Mail & Packages	Arrange for Package Pickup	Mailing & Shipping	Options for Receiving Business Mail	News & Events	
Catalogs & Publications	Make Greeting Cards, Postcards & Letters	Fun	Prices & Fees	Serving the Community	
Get Shipping Supplies	Print Label with Postage with Click-N-Ship	Collecting	Shop at the Postal Store	Forms & Publications	
Address Verification Tools	Create Postage with Photos	Education	Send Money	Financial Information	
Postage Payment Options	Put Mail on Hold	Quick Order	Insurance & Extra Services	Vision 2013	
ZIP Code Carrier Route Maps	PO Boxes Online		Postage Options	National Postal Museum	
Mailing & Shipping Guidelines	Request Redelivery of Mail		Customer Service	Postal Act of 2006	
Options for Receiving Mail	Change of Address		Calculate Postage	Jobs	
Business Customer Support	Hold Mail		Products & Services are in Alphabetical Order	Postal Pricing	
SHIPPING TOOLS		MAILING TOOLS		RECEIVING MAIL	
Shipping Products & Services		Mailing Products & Services		Change of Address	
Print Online Postage		Mailing Resources		Premium Forwarding Services	
Supplies		Additional Services		Hold Mail	

