

# Customer Connect

Carriers boost revenue by promoting USPS products

## Carrier scouts out new business

**T**oledo, Ohio Branch 100 member Danny Meyer is always on the lookout for new revenue and worked for almost a year at winning the shipping account of Exclusive Health Products. "I was confident we could get the company to do business with us since the UPS truck shows up at the same time I do," Meyer said.

"Danny is very organized and a team player," said Northland Station Manager Lewis Nimmons. "He is on a business route and he's always on the lookout for the brown truck and what they're picking up."

The Exclusive Health Customer Connect lead led to an annual sale of more than \$212,000.

"I believe we can meet or beat UPS in service and price in almost any category," Meyer said. "I ask UPS customers if they're happy with their service. Then I ask them if they'd be interested in learning how the Postal Service can help their business and their bottom line." ✉



USPS photo

**Toledo, OH Br. 100 member Danny Meyer always looks for brown trucks on his route to recruit new businesses for the Postal Service.**

## Comforter zone: U.S. Postal Service bags bedding company revenue

**W**ith an eye on the competition, Fort Lauderdale, Florida Branch 2550 member Dave Hanson persuaded the folks at Smart Deals/Beyond Bedding to consider USPS for their shipping needs. The end result was \$39,100 in new annual revenue.

"I always keep my eyes open for new business for the Postal Service," Hanson said. Smart Deals/Beyond Bedding is on his route and "each day I noticed they were shipping a large volume of packages with a competitor. I also noticed that several of the packages being shipped were international, so I mentioned to the shipping manager, Simone Sampaio, that USPS had very competitive shipping rates, especially to Canada.

"He seemed very interested, so I told him that I would

have a salesperson contact him with additional information," Hanson said. He then submitted a Customer Connect sales lead.

Small Business Specialist Theresa Fondon contacted Simone Sampaio at Beyond Bedding. "Following a conversation with Dave, Simone looked up the rates on usps.com and was pleasantly surprised at our competitive rates, and the availability of free Carrier Pickup and was most interested in what we had to offer," Fondon said.

Smart Deals/Beyond Bedding is now shipping 100 packages monthly to Canada. "We're very happy with service we're receiving from the letter carrier, and savings we've captured by switching to the Postal Service," said Fred Moll, director of operations. ✉

## Customer Connect contributors

Here's a sample of the successes carriers have had promoting USPS products:

USPS Area	Carrier	Branch	Company	Sale Amount
Capital Metro	Thomas Delaney Jr.	Br. 233, Columbia, SC	Digital Edge Inc.	\$274,962
Eastern	Carl Kujawski	Br. 100, Toledo, OH	Maritz Research	152,200
Great Lakes	Samuel Braun	Br. 1151, Naperville, IL	Salem Hanger	65,000
New York Metro	Michael Sweeney	Br. 6000, Long Island Mgd., NY	Total Health Network Corp.	175,000
Northeast	Juan Martinez	Br. 60, Stamford, CT	Home Service USA	123,648
Pacific	Evelyn Sanchez	Br. 1111, Greater East Bay, CA	Oznum.com	78,000
Southeast	Juan Hernandez	Br. 1071, South Florida	Northern Capital Insurance	100,000
Southwest	Randy Moyse	Br. 1004, Fayetteville, AR	Scrub Shopper	146,640
Western	David Wallace	Br. 1902, Arizona Merged	J.B. Media	1,298,028

Through Customer Connect, letter carriers are taking advantage of their special relationships to encourage business patrons to use USPS instead of private delivery services. Since the startup in mid-2003, letter carriers have generated more than **\$721 million** in new annual revenue.

