

Customer Connect

Carriers boost revenue by promoting USPS products

Checking out the competition

“At first, I noticed the UPS truck parked in front of an old warehouse on my route,” said letter carrier Tim Holstein. “Then I saw the driver pushing a dolly loaded with packages from the building and putting them in his truck.”

Every day, the Charleston, West Virginia Branch 531 member saw the same thing. “The driver was picking up 30, sometimes 40 packages from the building. So I decided to take action,” he said.

Holstein met with Jane Duffy, manager of the Weight Watchers Orders Fulfillment warehouse, and asked her if she would consider the Postal Service to meet her shipping needs. He explained that by switching to the Postal Service, she could save money and that her service would improve.

“Then I submitted a Customer Connect lead,” he said. “The company switched to the Postal Service. It’s

estimated that, annually, we’ll earn an additional \$100,000 from this customer.

“It’s an outstanding program and partnership between the NALC and the Postal Service,” Holstein said.

His advice to fellow carriers is to “look for competitors’ boxes or envelopes when you enter a place of business. Get to know your customers. Pinpoint what their shipping needs are.”

“It’s important to develop a relationship with our customers,” he added. “Start off slow and don’t be pushy. Make them aware of our products and services.”

Another tip: “I like to look up our competitors on the Internet to see what they’re doing and what they’re charging. A lot of businesses don’t realize all the surcharges they’re paying. They don’t look at their bill.”

“It’s easy,” he concluded. “If you can talk, you can do it.” ✉



Charleston, West Virginia Branch 531 member Tim Holstein. USPS photo

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	Brandon Lewis	Br. 4645, Myrtle Beach, SC	Toys & Co.	\$223,236
Eastern	Lee Cornell	Br. 549, Painesville, OH	Barr Company	14,000
Eastern	Jeff Proctor	Br. 549, Painesville, OH	Lavelle Company	13,962
Great Lakes	Mike Czapek	Br. 56, Grand Rapids, MI	IT Works	80,000
New York Metro	Joseph Battaglia	Br. 137, Poughkeepsie, NY	The Bridal Shop	381,850
Northeast	Robert Wilkinson	Br. 34, Boston, MA	Chowda Headz	225,000
Pacific	Perfecto Martin	Br. 1111, Greater East Bay, CA	Bay City Books	640,680
Southeast	Flossie Berkins	Br. 1172, Tallahassee, FL	Back to Nature Gifts	150,000
Southwest	Johnny Lewis Jr.	Br. 283, Houston, TX	ET Postal and Tax Services	8,000
Western	Ricky Hovey	Br. 440, Rochester, MN	Mississippi Welders Supply	42,640

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 **\$364 million** in new annual revenue.

