

Organizing our members and Customer Connect updates



Timothy C. O'Malley

Our career organizing percentage is now at 93.1 percent. Our CCA organizing rate is now at 86.1 percent, and our overall percentage is 91.8 percent. Excellent job, everyone—keep up your efforts.

We are building momentum as our Customer Connect numbers keep increasing. We are currently at \$1,977,887,743. We are \$22,112,257 short of our \$2 billion milestone, which we should reach sometime this year. Thanks to everyone for your help. Below are some great sales efforts.

Eastern Area

Pittsburgh, PA Branch 84 member Paul Miller had approached Toyota management years ago but

could not close a deal; however, he continued to monitor deliveries made by UPS and FedEx to keep track of what they were shipping. Paul subsequently had a conversation with the vice president and informed him that his company was throwing money away. This resulted in a lengthy conversation about the benefits of using the Postal Service.

Once the lead was input into BCDC, Field Sales Representative Senior Becky Palamides met with Toyota's operations team and presented a comparison of our Priority Mail service against UPS' charges. Becky continued to meet with the customer and recently closed the sale for \$60,634.

Paul has been in touch with the vice president and was told that USPS is saving Toyota thousands of dollars. Paul never gave up, and his tenacity helped land the sale.

Western Area

In 2013, Olympia, WA Branch 351 letter carrier Steven Haworth submitted a Customer Connect lead for the Spa Depot, a lead that has now resulted in three different sales.

Since the first sale of \$44,144, Steven has been in constant contact with Edie from the Spa Depot, ensuring that the company's daily needs and pickups were being met. In addition, Steven continued communicating with the local management and sales team for other potential opportunities with this company.

Steven's constant communication and relationship-building not only resulted in a second sale for \$1.2 million back in 2014, but allowed USPS' sales team to go back this year to steal another 40 percent of FedEx's shipments for an additional \$1.2 million, bringing the total to almost \$2.5 million.

Steven understands the importance of growing the business, not only for his own future, but for the future of those who continue to join this great organization.

Capital Metro Area

Anderson, SC Branch 1871 member Mabel Bell submitted a lead after she shared information about USPS products and services with Phoenix of Anderson, a global textile distributor in Williamston, SC. The customer was using a competitor. Postmaster Michelle Orr quickly followed up with the customer and provided information on USPS shipping options.

Due to the diligence of the postmaster in addressing and supporting the needs of the customer, Phoenix of Anderson upgraded its shipping to Priority Mail Flat Rate packaging, resulting in revenue in the amount of \$64,125. It is estimated that the customer will be shipping 100-plus packages weekly as its business continues to expand.

Southern Area

A word from a friend can make all the difference in the world—or even a word from your favorite mail carrier. Lydia Evans, owner of S.W.A.G. Essentials, created a unique personal care product line and presented it on the TV show “Shark Tank.” Although her product was not selected by any of the investors, her sales went through the roof.

Evans shared with her letter carrier, Houston Branch 283 member Aurelio Aguirre, that she was going with FedEx to accommodate her newfound growth. Aurelio felt that the Postal Service could offer her the best shipping solutions. Evans agreed to allow Aurelio to have a USPS representative contact her with some shipping options. As a result of that conversation, S.W.A.G. Essentials was soon set up with an online software solution through Endicia.com.

The local postmaster also stepped in to ensure that the customer has daily pickups and the supplies needed as S.W.A.G. Essentials moves forward. Sales are expected to increase to up to 500 packages a day, along with a healthy international shipping growth to soon follow.

The Customer Connect program is a success because of letter carriers who believe in the job we do and work hard to do their jobs well. America relies on the Postal Service and trusts its letter carriers. I encourage every carrier to continue to look for the opportunity to help our customers save money on shipping or to help their business grow by using our Every Door Direct Mail program. Ask for a business card or contact information and submit a lead today. Greet your customers with a smile and provide the best service possible, every day.



Houston Branch 283 member Aurelio Aguirre recently turned in a successful Customer Connect lead for Lydia Evans' company, S.W.A.G. Essentials, which was featured on “Shark Tank.”