

# Congratulations—\$2 billion in sales achieved



**Timothy C. O'Malley**

**M**any thanks go out to all letter carriers throughout the country who participate in the Customer Connect program. You helped to achieve \$2 billion in revenue by submitting your leads. You can read more about this great achievement on page 5 of *The Postal Record*.

## Recent Customer Connect success stories

**Lee's Trees is an Arizona-based** landscaping and tree-trimming business that had been looking for an effective way to advertise. With limited success, owner Cameron Hollinger sought ways to reach new customers, including creating flyers

that he hoped to mail and distributing those flyers in local neighborhoods. Hollinger didn't understand the required design specifications, so he reached out to postal employees for help.

Phoenix, AZ Branch 576 member Ray Corona from Phoenix Northeast Station submitted a Customer Connect lead through the Employee Engagement program for this business. Business Development Specialist Steve Kern received the lead information and immediately contacted Hollinger to explain how Every Door Direct Mail (EDDM) could help his company grow. Kern reviewed the EDDM program, shared his experience working with other landscaping businesses, and provided specific design and pricing information.

According to Hollinger, the first \$300 he spent on this mailing generated more than \$3,000 in new business, an outstanding return far exceeding his expectations. Hollinger is now a huge fan of the EDDM program and has budgeted to distribute approximately 3,500 cards each week. This has resulted in more than \$33,300 in new revenue for the USPS.

Hollinger now recommends EDDM service to all of his friends and business associates. He is contemplating sharing advertising space on his card with other businesses so that they can also benefit from the new exposure he has been receiving.

**Southwest Missouri Branch 366 member Timothy Stoner** of the Joplin Main Office noticed B & B Discount, a business on his route, was primarily using FedEx and UPS for shipping and some USPS services if a customer requested it. Stoner spoke with Patti Volk of B & B Discount and discussed how the Postal Service could help with its ship-

ping needs. Volk was interested and wanted additional information.

The carrier then took this lead back to his station, where it was submitted as a Customer Connect lead via the Employee Engagement program. Business Development Specialist Pam Crowden contacted Volk and discussed shipping options.

Through cost comparisons and analysis, it was determined that most items would be competitive in a Priority Medium Flat Rate box. Volk now ships all packages by Priority Mail through her eBay store. USPS will receive an increase of \$23,504 in annualized revenue from this business.

**Mon-Yough, PA Branch 332 member Randy Barker** from the Irwin Post Office simply asked his customer, "Would you want to save money?" when he saw that UPS was picking up packages almost daily. Barker's encouraging words of "give it some thought" and "check us out" led to the Customer Connect lead.

That is all it took for the Heit's Wholesale business owner, who operates his business out of a bus that he converted into a traveling store selling a thousand different sewing notions. Field Representative Robin Wolf went out to meet with this customer in the bus that is parked behind his house when he is not on the road selling to customers not only in Western Pennsylvania, but throughout the tri-state area.

This lead resulted in \$98,415 new revenue. Barker has followed up with the customer, asking if he is happy with us. The answer: "Yes!"

**Houston, TX Branch 283 carrier Damon McDowell** submitted a lead when his customer, IJ Realty, inquired about Every Door Direct Mail. IJ Realty had a strong interest in marketing to specific income groups and learned that the EDDM program was a great tool to assist them.

Business Development Specialist Sonya Mackey presented McDowell with a certificate of appreciation and a "Delivering the Brand" star to proudly display at his case for his Customer Connect lead that helped generate \$10,980 in new revenue.



**Damon McDowell, a Houston, TX Branch 283 member, recently was presented with a certificate of appreciation for his role in submitting a successful Customer Connect Lead.**