

# Question and Answers for Retailers

## What is the USPS® Approved Shipper Services Program?

The **USPS® Approved Shipper** initiative allows your shipping center to accept prepaid USPS packages and to offer USPS® products and services at Post Office prices or with a surcharge.

## What's In It For the USPS® Approved Shipper?

- Association with a Trusted and Well Known Brand!
- Point of Purchase signage is provided free of charge from USPS®!
- Increased Customer Traffic!
- Increased Store Revenue!
- No Fee License Agreement!

## What Services Will USPS® Approved Shippers Offer?

Your USPS® Approved Shipper center can offer the most commonly requested postal services. Services offered include:

- Express Mail®
- Priority Mail®
- First-Class Mail®
- Parcel Post®
- Express Mail International®
- Priority Mail International®
- Delivery Confirmation™
- Signature Confirmation™
- Certified Mail™
- Insurance
- Return Receipt

## What Happens if My Location is Selected to Participate in this Program?

- A local USPS® representative will contact your location to review the program and obtain appropriate signatures on the License Agreement. Additionally, they will provide your location with the USPS® Products Guide for Approved Shippers and Aviation Security information.
- Once the agreement has been completed, a start-up kit will be delivered to your location:

The kit will contain:

USPS Approved Shipper Signage

A DVD containing an overview of USPS Products and Services and guidance on Aviation Security/Hazardous Materials regulations

USPS Product Guide for Approved Shippers (Hard copy and CD)

### **What Does My Location Need To Do To Participate in this Initiative?**

- Currently use a Postage Evidencing Device (i.e. postage meter, PC postage)
- Ensure Physical Security of the letters and parcels
- Display USPS Signage as Directed
- Comply With Aviation Security and HazMat Requirements
- Follow USPS Products Guide for Approved Shippers
- Accept Click-N-Ship® and other prepaid packages
- Approval of the USPS®

### **How Quickly Can I Get Started?**

Once the no fee License Agreement is signed and approved by the district Manager and the USPS AvSec/Hazmat Agreement for Shipping Centers is signed, your start-up kit will be ordered. Once your kit is delivered, this initiative can be started.

### **Will I Receive USPS Supplies?**

USPS® supplies can be ordered by calling 1-800-222-1811 or at <http://supplies.usps.gov/>.

### **What Kind of 'Secure Environment' is Required for Items Awaiting Postal Collection?**

The only special accommodation required is that items be stored in a secure area such as a backroom, or behind a counter - away from "public" areas. USPS will provide storage containers for holding items until collection.

### **When Will My Items Be Collected?**

The local Post Office™ will collect outgoing letters and parcels, when mail is delivered Monday through Saturday (except for holidays). An additional afternoon collection may be established if volume warrants a second collection, based on local approval.

### **May I Refuse Mailing Services to Selected Individuals?**

You may not refuse mailing services to anyone. As an USPS® Approved Shipper, you are required to receive letters and packages and offer shipping services to the general public. Only packages or letters that are suspicious looking or have improper or incomplete labeling, addressing or packaging can be refused. Specific guidelines will be provided.

### **Who Can I Contact if I Have Questions or Issues?**

Contact your local postmaster/station manager with any questions or issues or email: [HQ-USPS-Approved-Shipper@usps.gov](mailto:HQ-USPS-Approved-Shipper@usps.gov)

# How the program benefits retailers

## As an USPS Approved Shipper, retailers provide their customers:

- Ease Of Use - Convenience
- Competitive Pricing
- Service Reliability and Consistency
- Information On Package Status -Tracking
- Customer Care

## Changes in the Package Market with Competitors that Erode the Retailer Profit Margin

- Competition Rate Increases
- Shipping Rate Increases
- Air Fuel Surcharge Increases
- Ground Fuel Surcharges
- Residential Delivery Surcharge
- Saturday Delivery Surcharge
- Dimensional Weight Surcharges

## How using USPS Products and Services Enhances the Retailers profits?

- No Pick Up Fees
- No Ceiling On Convenience Fee that the Retailer Can Charge the customer
- No Fuel Surcharges
- No Residential Surcharges
- No Address Correction Fees

## What Does the USPS Approved Shipper Offer The Retailer?

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## For More Sales Tips Reference:

<http://blue.usps.gov/marketing/businessconnect/resources.htm>