



# Speaker Fulfillment Services



speakerfulfillmentservices.com

# News Notes

• Volume 4 •

**WELCOME** to the latest issue of the *SFS News and Notes* Newsletter. We appreciate the opportunity to share with you information we feel can help you in your information marketing business.

But, we need you to tell us what you think. Are the articles of any interest? Are you learning anything that you feel will help you grow your business or work more effectively with Speaker Fulfillment Services? But, more importantly, what would you like us to talk about in future issues?

This is your newsletter.

Our desire to continually improve our systems and processes here at Speaker Fulfillment Services also applies to the quality of the information we can provide you. Please let us know what you need so we can better serve you.

Bret Ridgway Bryan Hane

## Movin' On Up!

After several months of painstaking negotiations we're pleased to report that a deal is finally done! Speaker Fulfillment Services is going to have a new home.

We've been operating out of cramped spaces at our current location for about two years. We've been literally bumping into each other over the last few months as we continually try and figure out how to shoe horn additional people into our available 7,000 square feet. In fact, Bryan and I have been sharing a 10' x 10' icebox of an office for the last several months because of our spatial challenges.

The new facility provides us with a whopping 50,000 total square feet of space — 25,000 square feet in the produc-

tion area, a 15,000 square foot warehouse, and 10,000 square feet of finished office space. It is situated on 26+ acres of land just east of Terre Haute and should serve our growth needs for years to come.

Our objective is to make the move seamless to you. We'll take it in phases (shipping, production, administration) so that your products will continue to ship out the door without interruption.

The move will also allow us to eliminate our need for multiple offsite storage locations for inventory. So all your products will be under one roof, which will improve our inventory control processes.

We're excited about the upcoming move and how it will enable us to serve you even better than before.



Our new 50,000 square foot facility



**AUDIO TESTIMONIALS:** *Ecstatic with SFS? We'd certainly like to hear about it. Please call our toll-free audio testimonial line at 800-609-9006 ext. 1669 and, in your own words, tell us*

*about your experiences with Speaker Fulfillment Services. Not ecstatic? That's okay, too. We just really want to hear how you feel about doing business with us. Please call and give us your thoughts.*

# Selecting a Shipping Method

When selecting a shipping method for your products there are three primary factors you need to consider.

- #1 Trackable or non-trackable?
- #2 Delivery time
- #3 Cost



We utilize two primary carriers for outgoing shipments — UPS and the Postal Service. Each has its advantages and disadvantages in relation to the factors above and you'll have to decide which criteria are most important to you.

## #1 Trackable or non-trackable?

If the price point of your product is \$97 or greater we recommend using a shipping method where the status of the delivery of your product can be tracked on-line. You want to be able to verify delivery should a customer question the status of a shipment.

For trackable shipping we utilize UPS. The “trackability” of Post Office shipments is almost non-existent. There are some options which can provide “Delivery Confirmation,” but none which tell you the real time status of your shipment.

## #2 Delivery time

Both UPS and the Postal Service offer “rush” and regular ground shipping services. All packages ship from our location in Terre Haute, Indiana. That means delivery time for ground service is going to range anywhere from 1 to 5 days depending upon the ship to destination. This is true whether you're shipping via UPS or the Postal Service.

Next day air, 2nd day air, and 3 day select services are all available from

UPS. Obviously the quicker the service the more you will pay for shipping. You will have to decide how many shipping options you wish to offer your customers. We strongly recommend offering a limited number of options to your customers — 3 at the most. The more options you offer the greater the chance of confusion and the more challenges you'll face in setting up your shipping within your shopping cart.

If you chose to ship via the Postal Service the weight of your shipment will determine which shipping classes are available for you to use. Packages up to 13 ounces can go via 1st class mail and delivery time will be like ground service for UPS — 1 to 5 days depending on where the package is being sent. Above 13 ounces it bumps up to the “Priority Mail” category and delivery time on Priority Mail is typically 2 to 3 days.

Another classification available through the Postal Service is one called “Media Mail.” It is less expensive than 1st class service, but delivery time is in the 7 to 10 day range.

## #3 Cost

If you desire trackability of your packages you will pay higher shipping costs. For UPS ground service (the most frequently selected option) you can anticipate spending approximately \$6.50 to \$9.50 on average depending on where you're shipping to. The same package going via the Postal Service will typically run around \$4.25 to \$6.00 depending on the package weight.

Another factor you'll need to take into account is whether you are shipping to a residential or commercial location. UPS charges approx. \$2

more for a package delivered to a residential address than it does for one going to a commercial location. When we are shipping out your packages we have to assume it's going to a residential address unless we can determine with relative certainty that the address is a business location (i.e., a Suite Number is part of the address).

You'll also need to consider you fulfillment costs when you're setting up your shipping and handling charges in your shopping cart. We'll talk more about this later when we cover our recommendations on setting up shipping in your shopping cart.

## Setting Up Your Shopping Cart Shipping

When setting up your shipping within your shopping cart we recommend that you set it up as what is called a “Flat Fee.” A myriad of other options are available — weight based shipped, real time integration with UPS, etc. — but we feel flat rate shipping is quickest and easiest to set up and manage.

We suggest three flat rate shipping amounts be set up — one for U.S. shipments, one for Canadian shipments, and one for all other international shipments. You'll find the majority of your overseas shipments are going to the United Kingdom and Australia.

It is important to remember that you're essentially playing a game of averages with your flat rate shipping. On some shipments you will take in a little more than it costs you and on others you may come up a little short. But, on balance, what you collect for shipping will pretty much equal what you've paid out.

*“Shipping” continued on page 3*

# Take Advantage of the Free Ride



Are you a freeloader? You should be. Here's what I mean.

You're paying hundreds, maybe thousands of dollars per month to have your products shipped to your customers. So why aren't you including in your outgoing package a flyer, upsell sheet, catalog, or some offer for additional products and services of yours?

We have hundreds of clients. I can count the number on one hand that take advantage of the free ride available to them with their own products. Your only cost is the printing cost of whatever piece you want

to include in your outgoing shipment. So, you're essentially getting a free mailing.

Even if you don't have other products or services of your own to offer you can offer other people's products via your shipments on a joint venture basis. Obviously, the product needs to be compatible with your market. But we have clients today looking for people willing to accept ride along offers on a joint venture basis. If you have any interest in this let your Client Care Specialist know.

Is it okay to be a freeloader? You bet it is — so start mooching off yourself today.

## Shipping *continued from page 2*

You'll also need to remember to roll your fulfillment charge into your shipping costs. Depending on what type of product is being shipped your fulfillment charge will be \$2 to \$3 per item. You'll want to add this to the actual shipping costs to cover your total out of pocket costs.

If you're selling an information product that is priced at \$97 or above we recommend you set your charges for each of the three major zones as follows:

- United States — \$12.95
- Canada — \$24.95
- All Other International — \$59.95

Again, you're playing a game of averages. Some of the international destinations may cost more than \$59.95 to ship. But if you try and cover every possible shipping destination in the options you offer you're going to have a mess on your hands.

If you're shipping a low ticket item such as a book that sells for \$19.95 you should ship via the Postal Service. You can decide between first class and media mail (1 to 5 days vs. 7 to 10 days

delivery time), but we don't feel UPS is a viable option because your costs are too great a percentage of the selling price of your product. If you try and charge \$12.95 shipping and handling on a \$19.95 book you're likely to have some buyer resistance.

If this is the type of product you're shipping we suggest the following shipping and handling charges:

- United States — \$5.95
- Canada — \$7.95
- All Other International — \$12.95

## International Shipping

On the International side of things, we suggest either the USPS Airmail Letter/Airmail Package Service or UPS Worldwide Express. Bear in mind that sometimes carriers will apply what they call an "Extended Area Surcharge" to a shipment.

*"Shipping" continued on page 4*

## Non-shipping Days for Remainder of 2007

The following is a list of dates where no shipments will be made due to holidays or other business closures. In some cases both the Postal Service and UPS will be closed. In other instances only one or the other is affected.

- Mon., February 19th (No Postal Service Shipments)
- Mon., May 28th (No shipments of any type)
- Wed., July 4th (No shipments of any type)
- Mon., September 3rd (No shipments of any type)
- Mon., October 8th (No Postal Service Shipments)
- Mon., November 12th (No Postal Service Shipments)
- Thur., November 22nd (No shipments of any type)
- Fri., November 23rd (No shipments of any type)
- Mon., December 24th (No shipments of any type)
- Tues., December 25th (No shipments of any type)
- Mon., December 31st (No UPS shipments)
- Tues., January 1st, 2008 (No shipments of any type)

This will invariably result in one of those situations where you probably haven't collected enough for shipping.

If you offer three shipping options such as we suggest and a situation occurs where an international customer selects the U.S. shipping rate on a drop down menu you'll have to decide whether you want us to go ahead and ship the product. Most of our clients chose to go ahead and ship the product if it's a high ticket sale because the headaches of trying to collect a few more dollars for shipping outweigh the time spent trying to collect more money and possibly jeopardize the sale. The choice is yours, however, you need to let us know your preference.

There is nothing inexpensive about international shipping. You need to weigh carefully the pros and cons of trackable vs. untrackable and how it impacts the shipping costs.

### Online Help

Both UPS and the Postal Service offer online help to help you calculate shipping costs. Once you know the weight of your product for shipping purposes you may want to plug in various destinations to their system to get an idea of what you're looking at for shipping costs. This may impact what you want to set your rates at. Here's where to go:

UPS: [http://www.wapps.ups.com/calTimeCost?loc=en\\_US](http://www.wapps.ups.com/calTimeCost?loc=en_US)

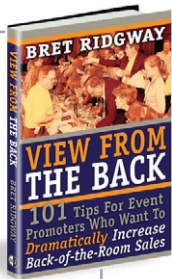
Postal Service: <http://www.usps.com/tools/calculatepostage/welcome.htm?from=home&page=0061calculatepostage>

## Doing a Special Promotion? Let Us Know.

Speaking at an upcoming event? Running a special on-line promotion for one of your products? In either situation be sure to let us know.

We allow you to keep low inventory levels so you don't have a lot of money tied up in a product sitting on our shelves, but keep in mind, when you run a promotion, be sure to notify us at least two weeks prior to be sure you have sufficient inventory on our shelves. Normal production time is 7 to 10 days.

No one likes to wait a couple of weeks to receive a product they ordered from you.



## The View from the Back: *Tips for Increasing Back of the Room Sales*

This regular column is pulled from Bret Ridgway's book *View from the Back: 101 Tips for Event Promoters Who Want to Increase Back-of-the-Room Sales*.

### Tip #3 Merchant Account Classification

If you're going to promote your own seminars or workshops that will include "back of the room" sales you're going to need to accept credit cards. That means you're going to need a merchant account.

When you set up your account initially make sure the provider understands exactly what types of sales you'll be running through your account. Your account needs to be classified so that event sales are an accepted transaction type.

I've had more than one speaker or promoter call me after an event (that we didn't handle) and tell me they couldn't process the sales from an event because their merchant account

provider says their account is not rated for that type of sale.

Nothing is more embarrassing than having monies frozen by your merchant account provider because you didn't set up your account properly in the first place. You probably need those funds to pay all your speakers and other vendors, so don't get yourself in trouble by not having the right type of merchant account before you begin.

Tell your merchant provider you are in the education business. First, so they won't have a problem with the sale of products. Second, don't say the "seminar" business. For some reason this is considered a red flag to merchant account providers and may make them more wary of your business and wanting to question all or some of your future transactions.

*Can't wait for all 101 tips? Buy the book at:*  
[www.101TipsForEventPromoters.com](http://www.101TipsForEventPromoters.com)