GETTING SHIP DONE TOGETHER

Presented by:
ShipStation®
Introduction

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- Manager, User Acquisition
Understanding Carrier Rates
USPS Rates

- **Retail Rates**
  - Highest rate; what you pay at Post Office or online

- **CBP** - Commercial Base Pricing
  - Deeper discounts than retail & online prices

- **CPP** - Commercial Plus Pricing
  - Negotiated with USPS, saves more money
FedEx/UPS Rates

- **Retail**
  - Highest rate; what you pay in-store or online

- **Contract/Negotiated Rates:**
  - Dependent on volume & amount spent; discounted from retail rates

- **Dimensional Weight:**
  - Based on package weight & size
  - \( L \times W \times H / 166 = \text{Dimensional Weight} \)
Shipping Cost Strategies
What Should I Charge for Shipping?

- **FREE Shipping**
  - Costs vs. benefits & evaluation
  - Different ways to offer free shipping

- **Flat-Rate Charge**
  - Will need to calculate your average shipping cost

- **Calculated rates**
  - Live rates pushed from your carrier to checkout
What is Your Shipping Process?

- Write down your current shipping process step-by-step
- Evaluate where you need improvement
- Get organized & designate workspaces
- Get Fulfillment Help: Fulfillment services, hire seasonal employees
**ShipStation can:**

- Import all orders from marketplaces
- All major carrier accounts and rates together
- Manage all shipments and returns in same place
- Use on any computer or device
Automating ShipStation

- **ShipStation can:**
  - Automatically assign carriers, weights, dimensions, etc...
  - Reduce costs by eliminating manual decisions
  - Notify the selling channel and customer instantly
Trial Experience

- **Unlimited** access for 30 days
- **No credit card** needed for trial
- Every sign-up is instantly assigned an Account Manager
- ShipStation recommends subscription plan at end of trial
Summary

- Wherever you sell; However you ship
- Endless automations and workflows
- Cloud-based software with native iOS and Android apps
- Print one or thousands of labels at once
OPEN Q&A

(Ask me questions!)