



California Association of College Stores and
Nebraska Book Company Present ...

Shipping By the Book

Please stand by.
The webinar will begin shortly.

INVIGORATE YOUR BOOKSTORE.





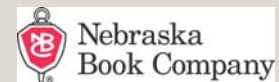
California Association of College Stores and
Nebraska Book Company Present ...

Shipping By the Book

Today's Presenters

. Triina Turula, Director Customer Service, Siriani & Associates

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BUILDING BETTER BOOKSTORES

Getting Started

- First Priority: Store's Shipping Policy
- Ask if there is a routing letter. When was the last time it was updated?
- Are you following policy? Is everyone else?

It only takes one person not following policy to increase your shipping costs.

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Shipping Policy

- Who is your preferred carrier?
- When/why would you ship with one carrier over another?
- Am I getting the right discounts? How can I tell?
- What are the exceptions?

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Key Elements

College Store Shipping Policy

- Mentions preferred carrier for small shipments (under 300-400 lbs). Both Express and Ground shipments.
- A preferred carrier/contact for large shipments (over 300-400 lbs).
- Note exceptions - when it is okay not to ship with preferred carriers.



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Routing Letter Management

- Send to all current vendors.
- Send with orders to new vendors.
- Give copies to reps when they are in the store writing orders.
- Realize some smaller vendors cannot use your preferred small package carrier.

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You Can't Sleep On The Job!

- Person placing orders must request proper shipping.
- Rethink “best way” instructions.
- S/R department must log shipments.
- Accounting must monitor invoices.



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New Rules

- Pay the vendors for product and the carriers for shipping.
- Make note of free freight or 2nd day air at ground textbook shipments. These are okay to pay on a vendor invoice.
- Enforce your routing instructions.



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Audit Your Freight Invoices

- Make sure that either the shipper or the consignee is YOU!
- Make sure you are getting the proper discount (it will be a line item!).
- Be sure that you understand the assessorial charges and why you are being charged.



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Red Flag Items

- Residential fees
- Large insurance fees
- Address correction fees
- Inside delivery
- Trade show delivery
- Express fees that are not yours
- Shipments that have NO discount

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Monitor Yourself

- Is everyone doing their part?
- Does everyone understand how important this is?
- Monitor Ground vs. Express to see if changes can be made to use Express less.
- When shipping out, use all the tools available to find best price.

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Claims

- Make sure you note ALL damages on packages when they arrive at your dock - Do not let the driver leave without your notation!
- Remember that there is usually a window of time in which to file claims – don't drag your feet!
- If your claim is denied, try again or ask your provider to help.
- If no insurance, only \$100.00 is reimbursed.

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Take Action

- Now that you know freight is not so difficult to manage, start today!
- Talk with the appropriate people to determine store policy.
- Make sure that all store staff is on the same page ... this is not just for textbooks.
- Paying your Vendors for merchandise and your Carriers for freight is the rule. But there are always exceptions.
- Enforce your routing instructions.

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Thank you for attending
today's webinar.

*To receive a copy of the slides used in today's
presentation go to:*

Knowledge is Power on nebook.com

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