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President, CEO*

## What is Your Definition of a Successful Package Processing & Shipping PEC Center?

Recently a PEC center called in saying they were “not happy” with the progress their PEC package processing and shipping center was making thus far. The first

thing I did was look at the center’s shipping data and found that they had been shipping less than a year and were already shipping an average of 111 packages each month. To me this was a great success story. How many stores would like to add a new product line or service and have it not only costing nothing, but actually making you money in just a couple of months after starting it.

Upon questioning the store, what part of the UPS Shipping Service was not making them happy, we could not get an answer beyond the owner wanting more...More what? More packages, more money, more customers?

One of the things about wanting more of anything most of the time, is that it requires an effort be put forth to obtain more of whatever you are wanting. I have talked to one of our largest accounts that happen to be a True Value Store and the owner told me that “anyone, any store, and location could have a successful PEC center if they worked at it.” This is the part that gets daunting.

If we say to a PEC account that they cannot just rely on putting up signage provided by PEC in their store and being listed on ups.com for advertising, they also have to actively promote their new service, very few stores agree. Most stores have never done anything to promote their new service in their store, yet want more package shipping success.

**Could you, or would you, do any of the following things to gain more customers, packages and/or money:**

- Run coupons each week or month on your Total System Shipping Receipts
- Visit all hotels/motels in your area and ask them to use your store when shipping forgotten items back to visitors
- Enter emails of all your shipping customers in your

Total System Shipping Software and send them reminders or specials

- Add “We Ship UPS Here” to all your existing advertising, whether it be newspaper, cable, radio, circulars or website
- Add a package packing service for your customers
- Use bag stuffers in every bag, every day with a bounce back or promotion
- Speak to your Lions Club, Kiwanis Club, Toastmasters, or Partnership Club about the right way to ship UPS, and hand out flyers on your services.
- Do you deliver prescriptions and/or other goods already? Offer to pick-up packages at the same time.
- Have a college nearby? Offer to set-up a shipping center on campus when students pack up to go home.
- Someone have an EBay or Pinterest retail business? Offer to keep their items in your store and then pack and ship items as they sell.

**Take  
action to  
“make  
more,” or  
achieve  
whatever  
goal you  
have.**



# 2016 4th Quarter RPDO Rebate Checks Mailed

So you're not in the RPDO program and don't receive the rebate checks? Why would you not take advantage of a program that pays you back - just for accepting packages?

PEC has been offering the RPDO program since the 4th quarter of 2012, making this the 17th

Since PEC began offering the program, rebates to accounts on RPDO have totaled more than \$1,421,900.

quarterly period for which we have mailed rebate checks.

If you have not signed up to receive rebates for accepting drop-off packages and be placed on the UPS.com locator map, give us a call and we'll help you get set up.

## Welcome New PEC Accounts



Seip Drug  
Bertha, MN



Leo's Feed & Garden Center  
Cedar Lake, IN



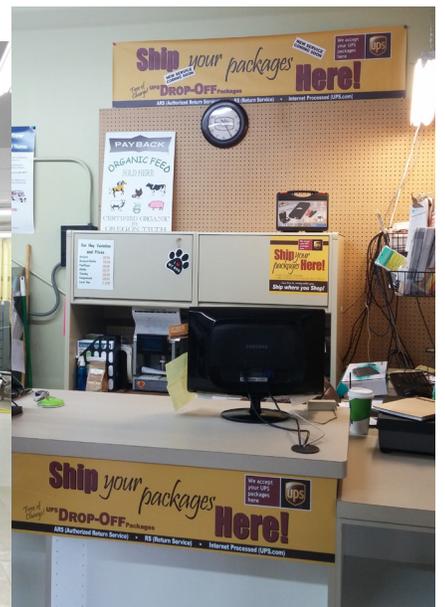
Long Shot Ammo & Arms  
Fairmount City, PA



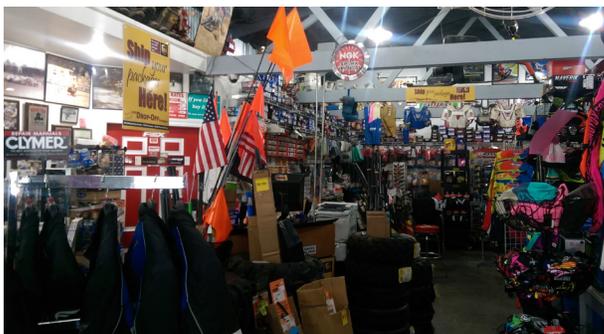
Mainline Pharmacy  
Portage, PA



Circleville ACE Hardware  
Circleville, OH



The Feed Bin  
Rochester, WA



Moto 1 Cycle & ATV, LLC  
Adrian, MI

# The Tech Corner

by Daniel Wilhoit



## Junk Mail Folder...

## What is it and why is it there?

We all know what the **Junk** or **Spam** folder is and how much of a life saver it can be for users who frequently check their email. There are hundreds of email clients in existence today and they all handle “Junk” email a little differently. Spam filters examine many of the components of an email you can see, such as keywords, flashy HTML formatting, large fonts, etc., but also hidden things like where the message is coming from and



duplicate messageIDs.

How often have you forgotten a DirectTV, Ebay, Amazon, UPS or Etsy password and have to click the **Forgot Your Password** link? If you are like most people, you do this often. The message you usually see when you click on **Forgot Your Password** states, “**Make sure you check in your Junk Email Folder.**”

Junk mail is a great idea and a decent system, but the unfortunate problem is that some messages that you need to see will inevitably be marked as spam at some point. This counter-productively forces you to sift through the same junk you already blocked.

How often have you been stuck waiting for an email that says it sent, but has been sitting in your Junk Folder all along? This is something very common for companies that frequently send emails to their users, malicious or otherwise. Since there isn't one single governing body over what senders get “black-listed”, many reputable senders and important emails will continue to get

blocked or end up in your spam filter. Black-listed users depend entirely on the email client you are using and can differ greatly. This is why it is still important to check the Junk Folder.

Some email clients will have a feature allowing you to “white-list” an email address or domain. If this option isn't available to you, most other email clients will have the option to filter emails from a certain address into a certain folder. This can be very helpful when organizing your email to be more readable or just simply making sure certain email doesn't end up in the Spam folder. We reviewed all the email addresses we have on file for our Network of Package Express Centers and the highest percentage of email addresses we have on file are google email addresses.

For you the majority of PEC accounts using google email addresses you can do the following:

- Navigate to settings
- Create a **Filter** for all messages from [staff@packageexpresscenters.com](mailto:staff@packageexpresscenters.com)
- Select the *Never send it to Spam* option
- You can also specify that it gets marked with a certain label or sent to a certain folder.

This will ensure that all software update information, UPS change information or any other important information we email you, will to actually get to you in your inbox.

**Bottom Line:** It is always a good idea to scroll through and check your Junk Email folder daily for any emails you actually do want to see prior to deleting.



# March Madness Sale



## Dell Optiplex 380 Desktop

- 3.2GHz Processor
- 8GB Memory
- 320GB HDD

**Windows 10 Professional**

**\$349<sup>95</sup>**

FOB Greenville, TN

**Buy 1 Toner  
Get 12 Rolls of  
tape FREE**



## HP Toner Cartridges

Item Number	Item Description	Wholesale Price	3 Or More
TONR1100	Fits HP 1100	\$47.99 ea.	<b>\$43.99 ea.</b>
TONR1012	Fits HP 1012 & 1020	\$59.99 ea.	<b>\$56.99 ea.</b>
TONR5L6L	Fits HP 5L & 6L	\$41.99 ea.	<b>\$36.99 ea.</b>
TONR1000	Fits HP 1000 & 1200	\$55.99 ea.	<b>\$49.99 ea.</b>
TONR1505	Fits HP 1505	\$69.99 ea.	<b>\$66.99 ea.</b>
TONR1006	Fits HP 1006	\$64.99 ea.	<b>\$61.99 ea.</b>
TONR1102	Fits HP 1102	\$64.99 ea.	<b>\$61.99 ea.</b>

FOB Greenville, TN

**Get ready for Spring with a colorful 6' banner!**

**\$49<sup>95</sup>**

Also check our website for Spring bag stuffers.



**Ship your packages Here!**

We accept your UPS packages here



ARS (Authorized Return Service) • RS (Return Service) • Internet Processed (UPS.com)

FOB Greenville, TN

## ORIGINAL YELLOW SIGN PACKAGE

**SAVE 50%**

**\$74<sup>95</sup>**

4 ft. Horizontal Indoor/outdoor permanent sign



Window Decal  
Size: 16" x 16"



Door Decal  
Size: 6" x 8"



2 ft. Vertical Indoor/outdoor permanent sign

Item# - ORYELLPACK

FOB Greenville, TN

**SAVE 39%**

**\$45<sup>95</sup>**

- 1 - 2 ft. Sign
- 2 - Window Decals



Window Decals  
2-Sided - 10" x 10"



2 foot Vertical  
2 sided 24" w x 33" t



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Fax: (800) 570-0683

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