



Assumptions Aren't Always Accurate

- Don't assume you know what your customers' mailing needs are — they can change. Your customer can make the decision on how quickly a mailpiece needs to be delivered. That's why it's so important to offer and explain our premier services.
- Priority Mail Express offers guaranteed overnight delivery by noon or 3 p.m. (depending on zip code). It comes with up to \$100 insurance and free tracking. Or there's Priority Mail, with one-to-three-day delivery, free tracking and up to \$50 insurance included.

Explaining service options to customers ensures USPS is meeting their changing needs.

And that's smart business.

-Submitted by Retail Specialist Paula Logue