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Introduction

If you live in California and you need to ship a package to Alabama, UPS or Fedex will get it there for you. But if you need to have a package delivered today to the other side of town, or have a perishable item like flowers or medical lab specimens delivered safely and promptly, a local courier service is your best choice.



United Parcel Service and Fedex are the big fish in the delivery pond, and they are very good at what they do. They have also left plenty of room in the pond for the smaller fish – the local courier/errand services that can be more flexible and responsive than the big fish. Local couriers also do not have the huge overhead of UPS and Fedex, so the profit margins are higher in many instances.

Independent local couriers can provide the kind of services that are in steady demand, but impossible to get from the big services like UPS. Here are just a few examples: Pick up a package at the airport and get it to a specific person by 3 p.m., drop off blueprints and bids to meet bid deadlines, deliver blood samples to the lab across town, deliver sandwiches from the deli to the hungry crew in the IT department, get legal documents to the courthouse before the deadline, deliver products for local retailers (even assemble that BBQ on the customer's patio), deliver last-minute building supplies to job sites, and much more. The list of potential customers is almost endless. Architects, engineers, contractors, government agencies, information technology businesses, printers, media production companies, doctors, medical labs, hospitals,



Services to Offer

Providing a list of services you offer will help generate calls and jobs. Don't worry about being too specific with your list. Just cover the general services you plan to offer, and add a line at the end, such as: *"Don't see what you're looking for? Call us to discuss your needs."*

DEPENDABLE COURIER SERVICE

What: Documents and any package that will fit in a van.

When: We are ready to go when you call.

How Far: Most of our deliveries are within 50 miles of Anytown, but we can deliver anywhere.

SERVICE OPTIONS

Regular: Pickup and delivery in 4 hours.

Rush: Pickup and delivery in 2 hours.

Stat: Pickup and delivery in 1 hour.

Economy: pickup and delivery within 24 hours.

What we deliver: Art, documents, dry cleaning, flowers, food, medical specimens, plans, product delivery, prescriptions.

"Don't see what you're looking for? Call us to discuss your needs."



Why You Should Love Complaints

Complaints can be a powerful marketing tool if you encourage them, and handle them well. Once a month or so, check in with your regular customers to ask them how you're doing. Ask if they are happy with your service. Could it be improved? Any services they would like to see added?



In the course of this chat, you might get complaints – some mild and some not so mild. That's okay. You want customers to complain, and here's why:

- ✓ Unhappy customers tell others about you. That won't happen if you listen and correct any problems.
- ✓ If your customers don't complain, you'll never be aware of any problems, and won't be able to fix them.
- ✓ If one customer is having a problem, others could too.
- ✓ Even if customers don't complain, when they are unhappy with your service, they are likely to switch to your competition.

Here's a simple four-step method for turning complaints into happy customers:

1. **Say "I'm sorry."** These two powerful words can calm an angry customer, and let them know you accept responsibility.

