



***LOWER*** *YOUR NEXT*  
***CANADA POST***  
***COMMERCIAL INVOICES***

# THE 'LOWER YOUR NEXT CANADA POST INVOICES' SYSTEM



## 3-WAYS SYSTEM TO KNOW EXACTLY WHERE MONEY IS LEFT ON THE TABLE IN YOUR CANADA POST INVOICES

Hey, my name is **Matt Lessard** co-founder of Buster Fetcher.

Our product, **Buster Fetcher**, helps Canadian companies who ship with Canada Post save a lot on their shipping expenses, in turn lowering their shipping costs in ways that most of your competitors don't know about.

This system will help you to learn how we help thousands of businesses across Canada become more profitable and competitive by easily saving on their shipping expenses.

Bottom line: After you've implemented this system, I guarantee you'll start to see savings like you never thought possible.

You will discover that there are more ways to save money beyond just asking your rep for better prices.

Sounds good? Sweet.

Let's dive right in.

**BUSTER** **FETCHE**X

*Need help saving on  
your shipping even faster?*

**SCHEDULE A SAVINGS MEETING NOW!**

# GET STARTED



So, if you think that the only way to lower your Canada Post invoices is by asking your rep to give you better prices, you are wrong.

Most business owners think exactly like you.

Let me tell you a little story. I was in Montreal last summer with my in-laws and we went to see a show at the Petite Italie for a festival down in Montreal, and we parked our car in the Marché Jean-Talon's parking lot. It said it closed at 9:00.

I asked my brother-in-law if it would be okay if we park the car there even though the festival ends after 9:00. He said it would be fine.

So we went ahead and parked the car there anyway. We had fun; we ate and had a great time.

However, when we came back, the door to the parking facility was closed and a sign was posted informing us that anyone left their vehicle in the lot after hours, they would have to wait until they reopened to get it out. So, there we were, staring at this sign and my in-laws started panicking.

I was like, "What? This is a great learning experience!"

Finally, my brother-in-law discovered that, even though the sign says it's impossible to get the car out of the lot, he saw a door that would allow him into the parking lot. We paid our ticket and we were able to drive back with no problem.

What is the moral of this story?

It's this: **You will learn that, even though your Canada Post rep may tell you that it's impossible to get a lower rate, most of the time you can.**

Next





# GET STARTED



**There are other ways to get lower prices on shipping. I am going to show you how.**

It's very easy to get started.

First, you have to understand that there's a different role for every person in this process. So you have you, your Canada post reps and me, Matt from Buster Fetcher.

**What is your role?** To get the best service for the best price so your business can thrive.

**What is your Canada Post rep's role?** It's to charge you as much as possible, but to keep you around as a client so he can get his bonus. Even though this is commonplace, it doesn't make it right.

It's not that they're stealing from you, though. His goal is just to make his business profitable.

**But YOUR goal is to make YOUR business profitable.** There's other ways to save on your Canada post invoices.

**What, then, is my role in helping you?**

It's pretty easy to explain because we only get paid when our customers start saving money. **My goal is to make sure that every business saves as much as possible.**

## THREE PILLARS OF SAVING ON SHIPPING

When it's time for shipping invoices, as you can see in this image beside this paragraph, there's three pillars of saving on shipping.

Most business owners understand the negotiation pillar. But there's two other pillars you need to be aware of.

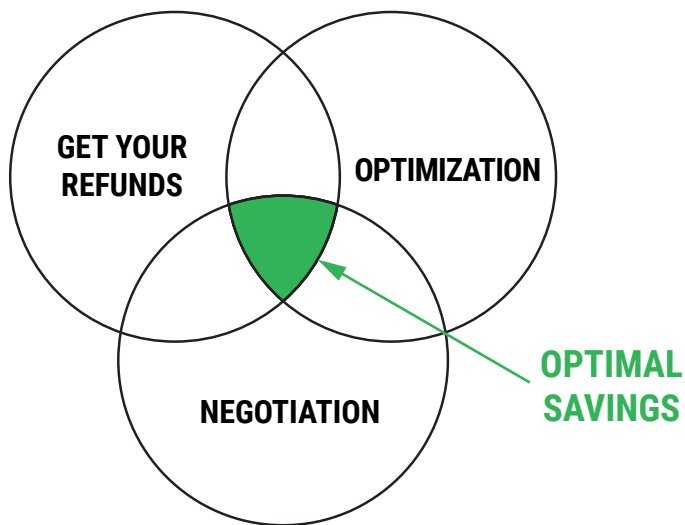


# GET STARTED



## The three pillars are:

1. Get all the refunds you can;
2. Optimization;
3. Negotiation in a way that you probably haven't thought of.



## So to get started, it's very easy.

I recommend that you take up to six months of your Canada post invoices, and If you can have them in an Excel sheet, it will be even easier this way because it's a PDF file. But it's pretty easy to dig right in.

If you do not have an Excel spreadsheet for the past three to six months at your disposal, just ask your Canada Post rep or you may be able to click an option in your Canada Post dashboard to access it.

If not, you could just call Canada Post Customer Support to ask them how and where you can get your report spreadsheet. This will make it much easier to understand the various ways you can save more money.

# 1



## GET ALL THE AVAILABLE REFUNDS

Let me tell you the story of where and when I discovered the first tip of getting all the refunds that are available to you.

My father, who owns an e-commerce store, ships worldwide.

When he was shipping to France, Canada Post gave his packages to a company there called Chronopost. My father used to have so many problems with Chronopost because, oftentimes, they would either make their deliveries late or didn't deliver the packages at all.

So, my father called his Canada Post rep and asked him, "Is it possible to give my packages to another carrier there in France?"

So the Canada Post rep, Bernard, told him, "You will just have to find every package that is delivered late and then call the Canada Post customer service to ask for a refund for the shipping fees."

So that's how my father discovered this huge and easy way to lower your Canada Post invoices

Just to help you understand a little bit more, when you give your packages to Canada Post, in your contract that you sign with them, ([in the Parcel Services Customer Guide](#)), it gives you clear conditions. It says something like: "If you ship a package with us, we guarantee the delivery time. And if it's not in the delivery standard, we will refund your shipping fees if you ask for them".

95% of businesses never read this, but it can lower your Canada Post invoices up to 35%. Yes, 35%! We even have a customer, a large store chain, who had 53% of all their shipping fees refunded because their packages were late.

It may not always be that large of a percentage, however, if you can lower your Canada Post invoices and obtain a significant refund, I'm pretty sure you'll be happy.

Next



1



# GET ALL THE AVAILABLE REFUNDS

So, 95% of the businesses never take note of this. **You have the potential to get refunds on all of your late packages.**

Obtaining all of these refunds yourself can be quite tedious. You have to look at every single package to verify that they were delivered late and then argue with them to prove it. It's a lot of work.

Here's the second way to get refunds: **62% of the businesses we're working with have at least one shipping label they paid for, that they'll never use. So they end up paying for nothing.**

If you look at all these unused labels, you'll discover hidden gems. We have store chains who just forget about them and lose thousands of dollars every month. We even have a customer who got all his processes rebuilt entirely because he discovered that he was losing thousands of dollars worth of shipping labels. This helps a lot.

**Here's a quick story about late packages. We have a customer in the furniture industry.**

**They are a business that is 100% online. He has no showroom. However, because they sell couches, they rely entirely on sample shipments.**

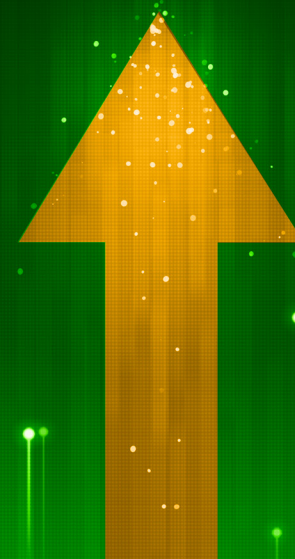
**They use Xpresspost to ship about 500 samples per week, and they discovered that they have a 30% conversion on a sale when they ship a sample like this.**

**So, if the package is late, it has a direct impact on their credibility, thereby affecting their sales.**

**When they discovered Buster Fetcher, they discovered a way to put profits back in their pockets.**



# 2 OPTIMIZATION



Another good way to optimize your Canada Post invoices and to lower your Canada Post invoices is through optimization. The easiest way to do this is to take your Excel sheet with all your shipments from the last three to six months, and to look at all the surcharges.

What kind of surcharges?

Look at all your invoices.

Are you sure that you're using the right shipping service?

I have a customer who has a new employee who was shipping with priority instead of the expedited service. He was paying every time this employee came to work. He was paying far too much for his shipment. He discovered this by using this trick to look at all his invoices for the last three to six months on an Excel sheet with all of his tracking numbers.

There's a surcharge that you might not know about yet. It's called "auto billing".

The auto billing is a surcharge where you pay \$1.50 for every package that you send and that you ship without giving the proper manifest to Canada Post.

What is the manifest?

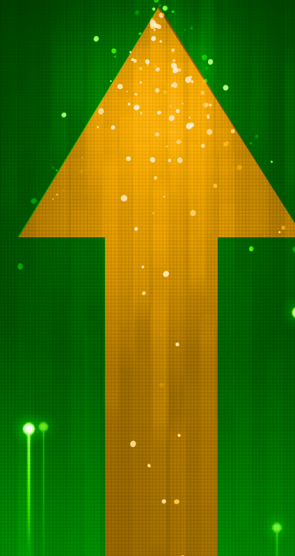
**When you ship a package, Canada Post has two choices:**

1. To scan every package (one after the other, but it's impossible to do this if you have 500 packages). So they ask you to print a manifest of everything you are shipping at the end of the day. They'll ask you to bring this to the post office or to give this to the person who comes to get your packages so they just have to scan one barcode.

Next



# 2 OPTIMIZATION



If you forget or don't give them a manifest, then they will charge you \$1.50 for every package.

I have Phil, one of our customers and friend who was paying up to a thousand dollars for nothing just after using Canada Post for one month.

So make sure you never forget this because you're wasting your money.

2. You also have the choice of looking at the volumetric equivalent, or "VE".

What is the VE?

Canada Post will charge you, not only for the weight of your boxes, but for the size of the boxes. If you ship a big empty box, it'll cost you more than it would for a small heavy box, depending on the weight.

If you look at all the times they upgrade your shipping weight, you will discover that it's possible to use smaller boxes.

This will result in you spending less to ship a package. If you have two to three centimeters all around your product between the box and the product, it can raise your invoices up to 10% just for that empty space.

Next



# 3

## OPTIMAL NEGOCIATION



Have you ever felt like you were playing poker without any cards when it's time to negotiate with your Canada Post rep?

I've talked to a lot of business owners and managers, and that is exactly how they feel because your rep knows stuff about your profile that you don't.

If you have cards in your hand, it will help you get better prices and know exactly where to get those better prices.

So, would you like to know exactly what your Canada Post rep knows?

Take your last three to six months to get a better picture, but it's very important to discover what your shipping zones are and where you ship the most. If you can get a discount on this, it's going to help.

Make sure that you have the average size and weight, as well as the services that you use the most. It will also be helpful if you have the postal codes where you ship to the most.

There's another way to save. Be sure you keep this card close to your chest.

**We have a tool that might be very useful when it's time to negotiate.** We call it the **analysis and comparison report** where we will take your three to six months worth of expenses.

Three to six months of shipping expenses, and we will put this in a way that it's way **easy to know exactly what your Canada Post rep knows** about your profile and to **compare your prices. We will compare your current rate with other businesses across Canada to show you if you pay more than the other Canadian businesses!**



# 3

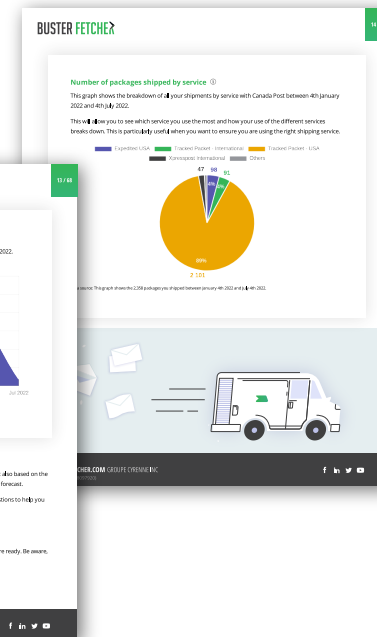
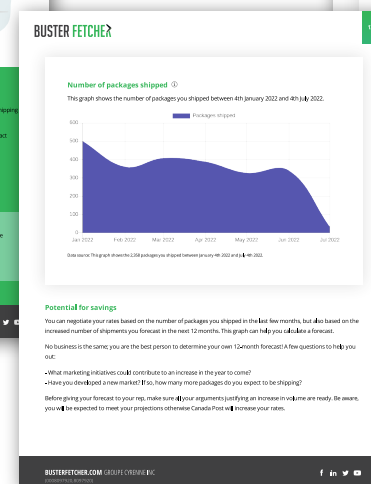
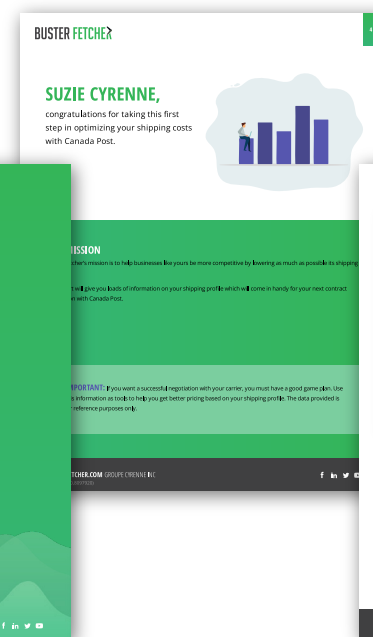
## OPTIMAL NEGOCIATION



But it's just for you. You don't have to show this to your Canada Post rep because it's a negotiation tool. When you negotiate, you don't show all your cards, just use it to your own advantage.

Just call us if you need help with this, but for negotiation, make sure that you know exactly what are your average weight and size and where you ship the most.

This is going to help you the next time you negotiate with them and ensure that you get the best price.



# NEXT STEP

To help you lower your next Canada Post Invoices in 5 minutes without changing anything to your current processes, book a call with one of our 'Save on Shipping' Experts and they will tell you exactly where you can save big on your next Canada Post commercial invoice the same way we do everyday with thousands of Canadian businesses.

***Book a Call Now***

