

15  
WEEKS  
OF TIPSTO HELP YOU  
**SURVIVE  
& THRIVE**  
THIS HOLIDAY SEASON

SIXTH EDITION. 9 MORE WEEKS TO GO!

## Manage Shipping & Returns Like A Boss This Holiday Season

Hey CONTACT.FIRSTNAME,

As online retailers prepare for the annual sales rush, they are filled with the same mix of enthusiasm and trepidation as in years past. Why? Managing retail sales and returns through the holiday season can be a daunting task – one filled with long hours and hidden costs that can eat into profit margins. So what can retailers do to make the season more enjoyable and stress-free? Here are some tips from the experts at [Liquidity Services](#), a global leader in reverse supply chain management.

### **Tip #1: Negotiate lower shipping rates.**

With gas prices down, shipping companies are spending less to deliver your products. You know what that means? Now is a great time to renegotiate shipping rates and pass the cost savings on to your customers. This can yield more sales and increased revenue, as high shipping and handling fees are one of the primary reasons customers abandon their shopping carts.

## Tip #2: Be mobile-friendly.

Almost 30 percent of e-commerce sales come from mobile devices during the holiday season. Allowing your customers to shop when they're on the go will help your bottom line. Create visibility for both in-store and online promotion, and make sure your online presence is user-friendly on computers and mobile devices to entice customers to come back. Make sure your shopping cart, check-out and shipping experience are all seamless and easy. Put yourself in your customers' shoes and test what it's like to buy a product from your site. It's not too late to put a better shopping cart technology in place before the big holiday shopping rush kicks in.



### KABBAGE TIP

#### Some of our favorites are:

- Best e-commerce shopping cart and out-of-the-box solution: [Shopify](#)
- Best WordPress shopping cart plugin: [WooCommerce](#)
- Best software for digital downloads: [Selz.com](#)

**Tip #3: Prepare now for post-holiday returns.** When a customer returns an item, the behind-the-scenes process can cost retailers valuable margin and can affect customer loyalty. It's important to come up with an efficient returns management plan. Start by reviewing your current process and return-to-vendor agreements. Are there ways to streamline? Can you leverage technology? Are you aware of relevant

compliance issues, particularly those surrounding data privacy? Have you considered reselling merchandise through a secondary marketplace online? Planning today will cut costs, increase recovery and mitigate risks associated with the return or resale of certain types of goods.

Following these simple tips will help retailers alleviate stress and stay organized during the hectic holiday shopping season. For more ideas and best practices for managing your surplus and returned assets and inventory, visit [LiquidityServices.com](http://LiquidityServices.com).

***Liquidity Services [NASDAQ: LQDT]*** is a global solution provider in the reverse supply chain with the world's largest marketplace for business surplus. With nearly \$6 billion in completed transactions, and approximately 3 million buyers in almost 200 countries and territories, Liquidity Services is the proven leader in delivering smart surplus solutions. Visit Liquidity Services at [LiquidityServices.com](http://LiquidityServices.com).

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