

JAN 13 2023

LABOR RELATIONS



January 11, 2023

Mr. Ivan D. Butts
President
National Association of Postal
Supervisors
1727 King Street, Suite 400
Alexandria, VA 22314-2753

Dear Ivan:

As a matter of general interest, the Postal Service is redefining the employee engagement lead generation programs into LEADing Together, as part of the "Delivering for Main Street" strategy. The program is designed to educate and motivate all Postal Service employees to support small businesses across the country.

The current programs, Business Connect, Customer Connect, Rural Reach, Clerks Care, Mail Handlers, and Submit a Lead are all being combined under the LEADing Together platform. Leads entered by employees will still be credited to the appropriate program based on the employee's position.

Enclosed you will find for your review:

- LEADing Together Postcard
- LEADing Together Coordinator Checklist
- LEADing Together Core Products Fact Sheet
- LEADing Together Lead Card
- Ask the Customer Card
- LEADing Together Playbook
- LEADing Together Mailing Label
- LEADing Together Slim Jim
- LEADing Together Core Language Communication
- Screensaver LEADing Together

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "James Lloyd".

James Lloyd
Director
Labor Relations Policies and Programs

Enclosures



475 L'ENFANT PLAZA SW
WASHINGTON DC 20260

FIRST-CLASS MAIL
POSTAGE & FEES PAID
USPS
PERMIT NO. G-10



EMPLOYEE NAME
ADDRESS LINE 1
ADDRESS LINE 2
CITY, STATE ZIPCODE



LEADING Together

Welcome to LEADing Together

As part of its “Delivering for Main Street” strategy, USPS is redefining its employee engagement lead generation programs into “LEADing Together” —a program designed to educate and motivate all 630,000-plus Postal Service employees to support small businesses across the country.

As part of the USPS *Delivering for America* plan, we’ll be looking to “fill the trucks” with new package revenue and provide access to the unmatched USPS delivery network to as many businesses across America as possible

While on the clock, all employees are encouraged to support this new initiative by talking to local small businesses about the value of USPS mailing and shipping services and asking if they can have a salesperson contact them to explain the details. If the customer approves, submit a lead through the LEADing Together portal.

The LEADing Together portal lets employees enter customer leads and have access to leads they have submitted as they progress through the sales process. To ensure all employees can participate and follow their leads, the LEADing Together portal can be accessed using multiple methods.

- For carriers using the mobile delivery device (MDD scanner): While on street mode, use option “U” or Lead Card.
- For those with ACE access: Click on the LEADing Together link on the Blue page under the “Featured Topics” section or through the “Connecting with Customers” Blue page.
- For non-ACE users: Click on the LEADing Together link on the main LiteBlue page under the featured topics tab.
- For C360 users: Access the LEADing Together site through the platform under the “my tools” section.

A paper lead card can still be completed manually and provided to the employee’s supervisor/manager for entry.

We’re asking every employee to support the Postal Service’s efforts to grow revenue by sharing with local small businesses the value of using the USPS for their mailing and shipping needs. By LEADing Together, we can make a big difference.

For more information on the LEADing Together program, visit the Connecting with Customers page on Blue or email SmallBiz@usps.gov.



LEADing Together

Supporting Small Businesses Is Key to the Future Success of USPS

Talk to potential customers about USPS® solutions that may meet their business needs. If they're interested in having a salesperson contact them, collect their contact information to enter a lead.

Four Easy Ways to Enter a Lead:

1. ACE users can click on the LEADing Together link on the main Blue page under "Featured Topics" or through the link on the Frontline Supervisor's Toolkit.
2. Employees with access to a Mobile Delivery Device (MDD) can utilize its lead entry option on street mode under option "U".
3. All employees can access the LEADing Together link through the USPS LiteBlue page under the "Resources" tab.
4. Employees still have the option to submit a paper lead card to their postmaster, manager, or supervisor.

Follow the progress of your leads by viewing the individual lead status report option available on all lead entry sites.

SKU: 000000

LEADing Together



Employee Engagement and Customer Lead Programs Redefined

As part of the Delivering for Main Street strategy, USPS has:

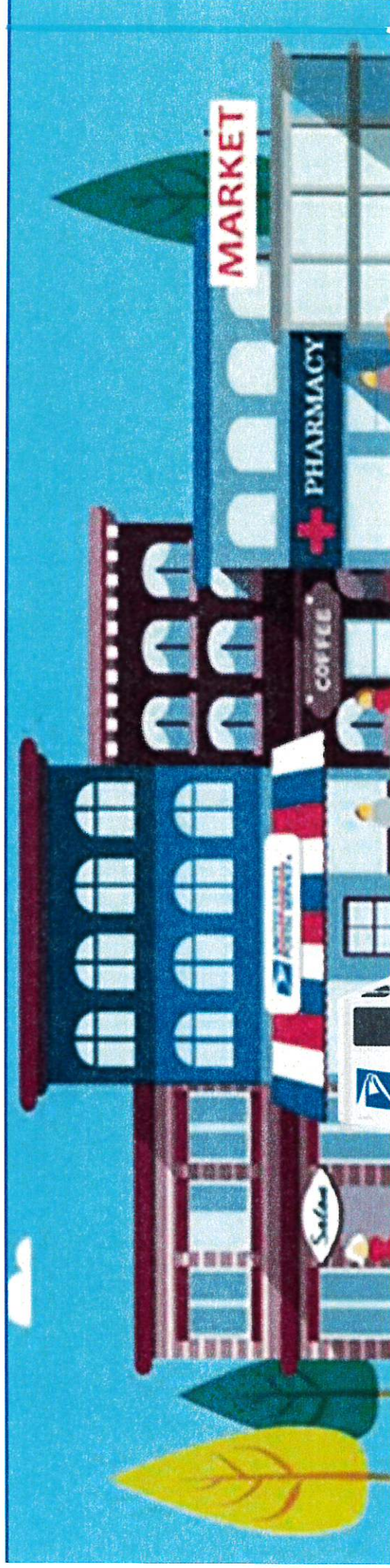
- Combined the 6-employee engagement and customer lead programs into the LEADing Together program.
- Designed the LEADing Together program to educate and motivate all 630,000-plus Postal Service employees to support small businesses across the country.



Here's How You Can Help

As part of the Delivering for America plan, USPS encourages all employees to:

- While on the clock, talk to local small businesses about the value of USPS mailing and shipping services.
- Ask if a salesperson can contact their business to explain the details.
- If the customer agrees, submit a lead through the LEADing Together portal.



The LEADing Together portal can be accessed using five methods:

- **On a mobile delivery device (MDD scanner) —**
 - While on street mode, carriers can select option “U” or “Lead Card.”
- **On an ACE computer —**
 - Go to *blue.usps.gov*.
 - Under “Featured Topics,” select “LEADing Together,” or
 - Select “Connecting with Customers.”
- **On non-ACE computers, tablets or phones —**
 - Go to *liteblue.usps.gov*.
 - Under “Featured Topics,” click “LEADing Together”
- **For C360 users —**
 - Go to the “My Tools” section to access LEADing Together.
- **For employees using paper lead cards —**
 - Complete the lead card and submit to your manager for entry.

- For more information on the new LEADing Together program, visit the Connecting with Customers page on *blue.usps.gov* or email smallbiz@usps.gov.



LEADing Together

Carry this card with you to reference during customer conversations...

Leads Are Everywhere

Key USPS® Product Points to Discuss with Your Customers

- **USPS Connect™ Solutions:** Fast same- or next-day local delivery, next-day regional delivery, and an easy returns option for a business' customers.¹
- **Priority Mail® Shipping:** Flat rate options are available, with free Package Pickup no matter how many packages you have.²
- **First-Class Package Service® - Commercial Shipping:** Best for lightweight, ounce-based shipments under one pound.
- **Every Door Direct Mail® Services:** Advertising mail designed to reach every home, every time, with no addresses required.

Refer customers to usps.com/smallbusiness for more information about our products and services.

¹ Participation in USPS Connect Local requires agreement to program terms and entry of packages close to final destination. Same-day delivery is expected but not guaranteed, and may not be available at all locations. Next-day delivery may be impacted by holidays and availability of Sunday delivery. Package pickup and on-demand pickup may not be available at all locations. Additional restrictions may apply.

² For details on free Package Pickup, visit usps.com/pickup.

Conversation Starters

Remember to complete a lead card for customer follow up.

Opening Statements

- Would you like to find out how we may be able to reduce your shipping costs?
- Did you know many USPS shipping services offer free USPS Tracking® options, free packaging, free insurance, and free pickup for online Priority Mail shipments?
- Are you looking for ways to advertise your business locally and grow your customer base?

Note: A representative will contact your customer in 48 hours or less following receipt of the lead.

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22LEADTOGASKUSTCARD

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LEADing Together Office Coordinator Checklist

Review this checklist to ensure the success of the LEADing Together program in your office.

Resources to support the LEADing Together program:

- Small Business Pocket Folder - 17SMBIZPOCFOL01
- Priority Mail® Service Collateral Piece - 20SUPSHT105
- Priority Mail Flat Rate Collateral Piece - 21PMFLARATEREFRES
- Priority Mail Regional Rate Collateral Piece - 21PMREGRATEREFRESH
- Priority Mail Express® Service Collateral Piece - 20PMESHT100
- First-Class Package Service® Collateral Piece - 22FCPSSS100
- Small Business Brochure - 20SMBUSIBRO01
- USPS Connect Local™ Sell Sheet - 22CONNECTLOCALSS
- USPS Connect Local Tear Pad - 22CONNECTLOCALTRPD
- Every Door Direct Mail® Service Sell Sheet - 20EDDMRETAILSERVSS
- Every Door Direct Mail Ruler - 14EPSOTH838

Work with your office management to obtain the following items for your LEADing Together bulletin board:

- Weekly Lead Status Report (only if leads were submitted)
- Current Stand-Up Talks
- Success Stories
- Contacts - Office Coordinator and Business Lead Development Specialist (BLDS) Names

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Biweekly Stand-Up Talks are:

- Printed
- Read by office coordinator or management
- Posted on the LEADing Together bulletin board
- Certified in the BC Portal System by management

Leads are entered in the system by:

- Office management through the BC Portal lead entry option or the Connecting with Customers webpage lead entry option on the ACE Blue Page site (when given a paper lead card by an employee)
- The employee through the LiteBlue LEADing Together Site, MDD Scanner, or the ACE Blue Page site (depending on access)

Lead status information is:

- Available through the same sites where your lead was entered
- Employees can access their individual lead status report via the Lead Entry sites or the MDD scanner
- If an employee doesn't have access to these options, a copy of the Lead Status report can be requested from their manager

Questions?

Contact a Business Lead Development Specialist in your local District Customer Relations Office or send an email to SmallBiz@usps.gov.



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22LEADTOGCOORDCKLST

FOUR QUESTIONS TO HELP OUR CUSTOMERS DISCOVER OUR USEFUL SERVICES:

Specifically what product(s) is the customer interested in using?

(Check all that apply)

- USPS Connect Local
- Direct Mail
- Every Door Direct Mail
- Other _____
- Priority Mail
- Priority Mail Express
- First-Class Package Service

If shipping, how many packages does the customer ship daily?

- 1-9
- 10-20
- 21+

Which competitor(s), if any, do they use for their shipping? (Check all that apply)

- FedEx
- UPS
- DHL
- Other _____

How do they currently advertise their business?

- Direct Mail
- TV
- Newspaper
- Digital/Social Media
- Radio
- Other _____



A Simpler Way to Mail and Ship

DISCOVER USPS® SERVICES THAT COULD HELP YOU SAVE TIME AND MONEY.

Simplify shipping cost calculations with **Priority Mail Flat Rate®** services.

Reach the neighborhoods around you with **Every Door Direct Mail®** services.

Access our network like never before with the **USPS Connect™** solutions suite of services.

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LEADING TOGETHER

Customer Connect® Program

Clerks Care® Program

Rural Reach® Program

Mail Handlers Program

Submit a Lead Program

Business Connect® Program

22LEADTOGLEADCARD

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A VARIETY OF SERVICES TO FIT YOUR BUSINESS NEEDS

USPS offers convenient and cost-effective shipping and mailing options.

- **USPS Connect™ Solutions**
Fast same- or next-day local delivery, next-day regional delivery, and an easy returns option for your customers - all designed to help businesses of any size move forward.¹
- **Priority Mail® Shipping**
Domestic shipping in 1-3 business days based on origin and destination, with a variety of flat rate options available.²
- **First-Class Package Service® - Commercial Shipping**
2-5 day delivery for lightweight, ounce-based shipments under one pound.
- **Every Door Direct Mail® Services**
An easy, low-cost way to reach potential customers near your business.

¹ Participation in USPS Connect Local requires agreement to program terms and entry of packages close to final destination. Same-day delivery is expected but not guaranteed, and may not be available at all locations. Next-day delivery may be impacted by holidays and availability of Sunday delivery. Package pickup and on-demand pickup may not be available at all locations. Additional restrictions may apply.

² In most cases, the expected delivery date that is printed on your receipt or provided at checkout will reflect a delivery time of 1, 2, or 3 days based on origin, destination and Post Office™ acceptance time. Exceptions and restrictions apply. Visit usps.com/shipping/priority-mail for details.

BUSINESS CONTACT INFORMATION

*Information Needed to Submit Lead

COMPANY NAME *

BUSINESS CONTACT FIRST AND LAST NAME *

COMPANY ADDRESS *

CITY *

STATE *

ZIP CODE™*

BUSINESS PHONE*

BUSINESS EMAIL

EMPLOYEE INFORMATION

EMPLOYEE NAME

PERSON EMPLOYEE SPOKE TO

SELECT THE APPROPRIATE LEADING TOGETHER PROGRAM:

- Customer Connect (City Carriers)
- Clerks Care (Clerk Craft)
- Submit a Lead
- Rural Reach (Rural Carriers)
- Mail Handlers
- Business Connect

COMMENTS

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LEADING Together

Did You Know?

The USPS has been delivering for main street since 1775.

For our organization to continue helping small businesses across this nation, it is imperative that we all engage potential customers and support their efforts while growing new postal revenue.



Core Products Employee Fact Sheet



No matter the potential customer's goals or needs for shipping and mailing, USPS is here to support them with solutions. Our core products, described below, are just a few of our most popular options for business clients.

Order Fulfillment Options

USPS Connect™ Local Service

Our best option for local-to-local and affordable same-day and next-day deliveries.¹ Businesses can save time and money through this program, which offers the following benefits:

- Fast same-day or next-day delivery for your customers¹
- Cost-effective shipping and mailing services
- Free package pickup available²
- Dedicated customer support
- Flat rate boxes, poly bags, and envelopes available for order

Priority Mail® Service

Fast and affordable date-specified delivery in 1 to 3 business days.³ Includes up to \$100 of insurance with most shipments.⁴

First-Class Package Service - Retail®

For lightweight shipping, this is our industry-leading, ounce-based pricing for packages up to 13 ounces.

1. Participation in USPS Connect Local requires agreement to program terms and entry of packages close to final destination. Same-day delivery is expected but not guaranteed and may not be available at all locations. Next-day delivery may be impacted by holidays and availability of Sunday delivery. Pickup On Demand® service and free package pickup may not be available at all locations. Additional restrictions may apply.

2. For details on free package pickup, visit usps.com/pickup. For additional convenience, Pickup on Demand service is available for a fee (please note, not available for the USPS Connect Local flat rate mail service).

3. In most cases, the expected delivery date printed on your receipt or provided at checkout will reflect a delivery time of 1, 2, or 3 business days and is based on origin, destination, and drop-off time. The expected delivery date does not come with a money-back guarantee.

4. To qualify for included insurance, Priority Mail domestic shipments must have the applicable USPS Tracking® service. Insurance is not included for Priority Mail shipments sent using Priority Mail Open and Distribute®, Premium Forwarding Service Residential®, or Premium Forwarding Service Commercial®. For shipments valued at more than \$100, additional insurance may be available for purchase. When additional insurance is purchased, it replaces the included insurance.

Shipping Tools and Benefits

Click-N-Ship® Application

Businesses can register for an account to easily order free boxes, pay for postage, print labels, and request package pickups online from the convenience of their stores or offices. Additionally, they can take advantage of time-saving shipping management options like creating an address book, saving preferences, or using “Ship Again” for repeat tasks.

USPS Loyalty Program

Registered business users of our Click-N-Ship feature can earn credits from purchases of Priority Mail and Priority Mail Express products which can be used towards future purchases of these products.⁵

Advertising Mail

Mail has the power to connect businesses with new and existing customers and keeps their products and services front of mind. USPS® representatives can work with business contacts to find the right advertising solution for their goals and budget, as well as inspiration and guides for next steps.

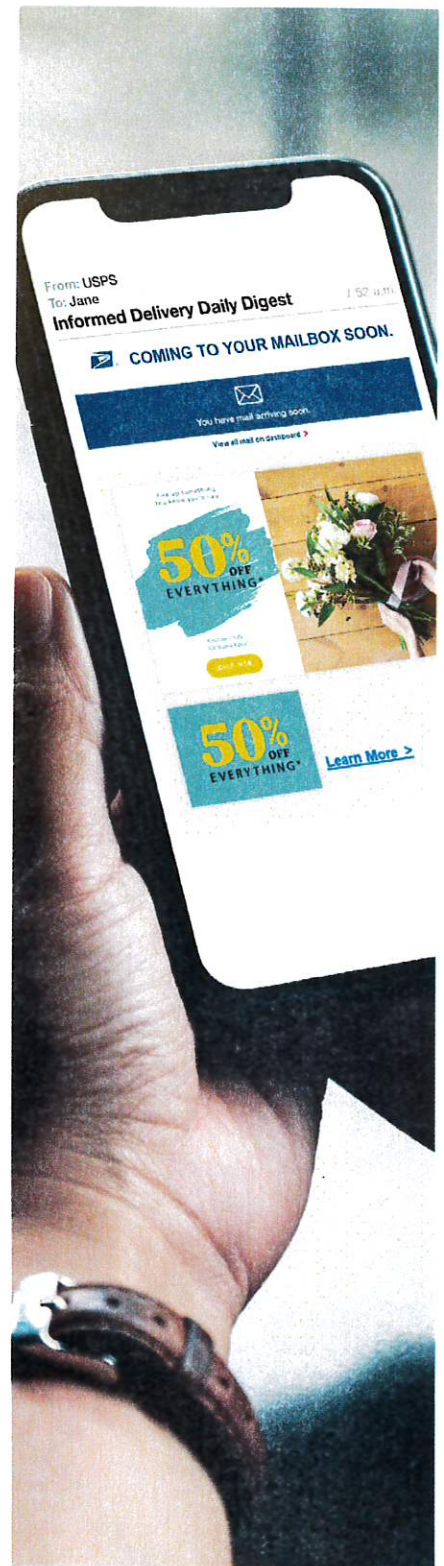
Direct Mail

Businesses can set themselves apart with direct mail, which can be customized to include brochures, menus, postcards, or fliers. With these targetable, trackable mailings, they can even access data to determine their ROI and inform their next marketing campaigns.

Additionally, direct mail offers the opportunity to integrate a digital component to further engage their customers. The Informed Delivery® feature can generate multiple impressions from a single mailpiece and provides valuable data insights to optimize a business' marketing spend.⁶

Every Door Direct Mail® Service

EDDM® service allows businesses to reach new potential customers locally without having to purchase an expensive address list. For this option, USPS offers easy-to-use tools so they can plan and prepare their mailings and map routes for the neighborhoods near their businesses.



5. Only purchases of Priority Mail and Priority Mail Express services by registered businesses through the Click-N-Ship feature are counted towards credits earned, and credits may only be applied to Priority Mail and Priority Mail Express shipments through the Click-N-Ship feature.
6. Informed Delivery is not available for Every Door Direct Mail.

Your leadership is vital to driving Postal growth.

As an office LEADing Together coordinator, your role is to support USPS® revenue goals by helping employees identify and submit new leads.

Your Role:

- Work with management to ensure lead cards and support materials are available in your unit.
- Encourage employees to use the **Ask the Customer card** for tips and suggestions on how to talk to customers.
- Find a designated location for an employee bulletin board to display up-to-date information on the LEADing Together program. Note, having a LEADing Together bulletin board is not mandatory, but it helps drive participation.
- Participate in **stand-up talks** (given biweekly) and support the program. Post a hard copy of the talk to the LEADing Together bulletin board.
- For city letter carrier coordinators, attend the quarterly **LEADing Together program webinars** hosted by your district customer relations and union or management leadership.

Keep your **LEADing Together Office Coordinator Checklist** (22LEADTOGCOORDCKLST) on hand!

Leads are everywhere. Look for...



Customers who might want to grow a business



Customers who use competitor services like **UPS®** or **FedEx®**



Customers who are advertising via newspapers, magazines, fliers (in mailboxes or on vehicles), billboards, or social media

Biweekly Stand-Up Talks

Support management in the execution of the biweekly stand-up talk. Stand-Up Talks educate on enhancements to USPS® products and services and provide updates on the LEADing Together program. These talks ensure employees can speak with confidence when presented with new business opportunities.

Stand-Up Talks should be signed by both the office coordinator and management, and a hard copy placed on the bulletin board. Management must then certify that the Stand-Up Talk was given in the Business Connect Portal.

Found a business that could benefit from using the USPS?

Talk to potential customers about USPS products and services that might meet their needs and ask to have a salesperson contact them. If they're interested, collect their contact information to enter a lead.

Three Easy Ways to Submit a Lead Online

Use your 8-digit employee identification number (EIN) when you access the:

1. LEADing Together Site via LiteBlue
2. Supervisor's Toolkit via ACE Intranet
3. LEADing Together hyperlink under **Featured Topics** via ACE Intranet

How to Enter a Lead on the MDD

1. Select the new **U** or **Lead Card** MDD scanner function and then select **Submit Lead**.
2. Review the privacy notice with the potential client. If it does not appear on your MDD, direct them to the statement on the lead card.
3. Enter all company details, including the contact name and phone number, and then select or manually enter the appropriate address.
4. Review product lines and select all that are of interest to the potential client.
5. Enter additional comments to help follow up on a lead if needed, such as alternate contact info or best contact times.

Once the confirmation pop-up screen appears, your lead has successfully been entered. For assistance with any questions on the MDD lead card process, please contact management.

LEADing Together Bulletin Board

Offices with a bulletin board should post the following information.

LEADing Together Bulletin Board

LEAD CARDS



EDDING BELL SHEET



SHIPPING BELL SHEET



LEAD STATUS REPORT



TEAM PADS



OFFICE COORDINATOR CONTACT NAME



LEADING TOGETHER STAND-UP TALKS



SUCCESS STORIES



How to Check Your Lead Status

- Visit the bulletin board to view posted lead status report hard copies.
- Log in to any of the lead entry locations available (i.e., MDD scanner menu or Blue or LiteBlue sites) and view the individual lead status report option.

Support Materials

Encourage employees to use the materials mentioned below, along with other products and services support materials. These resources can help start the conversation with potential customers and can be ordered on the Material Ordering Site (MOS).

Only management can order support materials.

- Small Business Pocket Folder
17SMBZPOCFOLD1
- Priority Mail® Service Collateral Piece
20SUPSHT105
- Priority Mail Flat Rate Collateral Piece
21PMFLARATEREFRES
- Priority Mail Regional Rate Collateral Piece
21PMREGRATEREFRESH
- Priority Mail Express® Service Collateral Piece
20PMESHT100
- First-Class Package Service® Collateral Piece
22FCPSST100
- Small Business Brochure
20SMBUSBR001
- USPS Connect Local™ Sell Sheet
22CONNECTLOCALSS
- USPS Connect Local Tear Pad
22CONNECTLOCALTRPD
- Every Door Direct Mail® Service Sell Sheet
20EDDMRETAILSERVSS
- Every Door Direct Mail Ruler
14EFSOTHR38

Questions? Reach out!

Business Lead Development Specialist:

Contact Name:

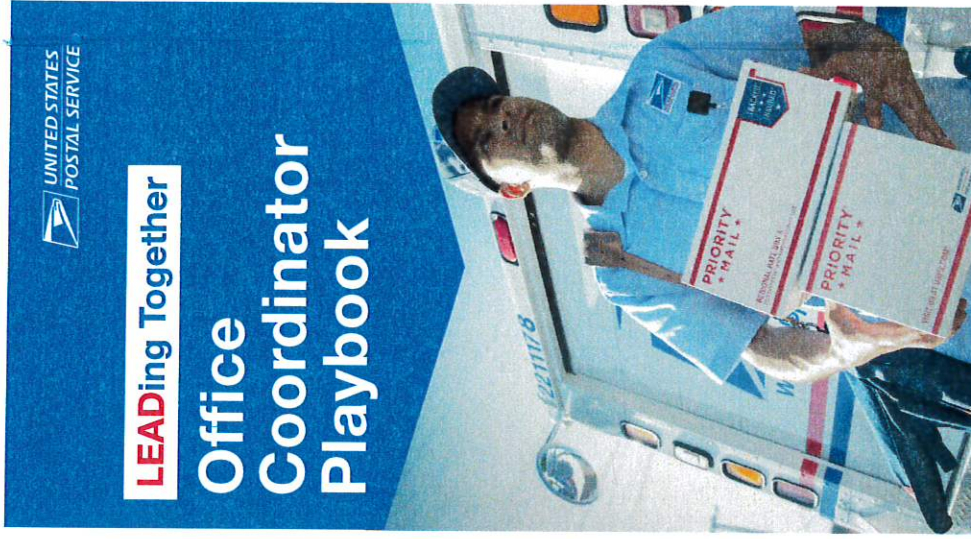
Phone Number:



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LEADING TOGETHER

Office Coordinator Playbook