



SERVICE LEVEL SUMMARIES

CLEARVIEW BILLING → SERVICE LEVEL SUMMARIES

(FEATURE-BENEFIT LEVEL: 2)

DEFINITION:

A summary that appears within the invoice subtotalling the number of shipments, and the costs incurred for each type of service.

OPPORTUNITY:

Service level summaries are useful to companies that want to manage their shipping costs by keeping watch over the distribution of services between next morning delivery, and the various deferred services. None of the other carriers provide a service level summary, although UPS may appear to where they detail out the earned discounts for the various types of services. Areas to exploit are:

- Poor visibility to the utilization of services makes it difficult to see the balance between priority and deferred services.
- The UPS invoice may seem like it provides this summary, but shipments are double counted since more than one incentive can apply to an individual shipment.

WORLDWIDE EXPRESS SELLING POINTS:

<i>Features</i>	<i>Benefits</i>
Ease of use	<ul style="list-style-type: none">• Easy to read and understand.
Management reporting	<ul style="list-style-type: none">• The summary can easily be used by management to get a snapshot view of associated spending, allowing tighter control on costs.
Fraud protection	<ul style="list-style-type: none">• Better visibility to the data allows for easy identification of possible abuses.

SAMPLE QUALIFYING QUESTIONS:

1. How do you monitor your shipping expenses?
2. Is it important for you to keep tabs on how much you are paying for priority services?
3. What kind of management reporting do you receive about your shipping expenses?

What other qualifying questions can you create?

SAMPLE PRE-CLOSING QUESTIONS:

1. ...show you an easy way to monitor the breakdown of your shipping expenses,
2. ...provide you with management summaries to give tighter control of your shipping expenses,
3. ...give you better visibility to your shipping activity,

Using the key phrases (*arrange for you, furnish you, give you, introduce you to, present you with, provide you with, show you how, supply you with*) what other pre-closing questions can you construct?

SAMPLE FILL THE NEED STATEMENT:

“...The next thing I want to discuss is how you can gain better visibility to shipping activity. Earlier you told me that you try to discourage the use of priority overnight shipping unless it is absolutely necessary, but that it was difficult to manage. Our Clearview Billing product will provide you each week with a service level summary so you can see exactly what you are spending on overnight, deferred air, and ground services. Here is an example. This will improve your ability to manage the distribution of services. *Do you agree that this will be a useful tool for you to have?*”



What other **Fill the Need** statements can you devise?