



## Holiday Shipping Prep Guide: 7 MUST DO'S



- 1. Estimate order volume:** put together an Order volume (sales) forecast using historical sales data from your 2015 holiday season, plus your store/s' sales performance this year. **This is the starting point for planning a successful 2016 holiday season.**



- 2. Pre-order supplies:** order 20-30% more boxes, tape, envelopes, labels and packing materials than the expected demand calculated in Step 1 suggests. Determine cut-off times now and plan ahead. Remember carriers like [USPS offer free supplies](#)



- 3. Recruit part-time staff:** determine whether additional staff or hours will be required to pick, pack and ship the order volume estimated in Step 1. Decide on whether to hire, extend existing employee hours or enlist friends and family.



- 4. Order an extra scale:** if Step 3 suggests you need more people, do you require an additional scale or workstation to maximize throughput?



- 5. Optimize carrier selections:** Start with the holiday timelines you plan to offer your customers and then do a thorough rate and delivery comparison.



- 6. Invest in automation:** break old copy/paste and manual habits. Ask your shipping solution to help you set up:  
**A.** Product catalog **B.** Shipping rules **C.** Saved packages



- 7. Calculate turnaround times:** become obsessed with Order turnaround time. Find the right report and/or metrics to calculate the % of Orders shipped same day and share it with your team.