



2020 Mailers Hub Training Course Guide

If you're reading this you're already ahead of your competitors.

**You understand that training is not an expense,
it's an investment.**

You understand that trained employees are a valuable resource.

**You understand that training
can minimize costly mistakes.**

But if you don't, ask yourself:

How much is a failure worth? Or losing a client? Or reworking a job?

Could any of those consequences have been prevented?

Could better training have helped to avoid these situations?

Mailers Hub understands the details that can trip up commercial mailers' employees and lead to costly mistakes – and we've developed training programs to equip your staff so that those mistakes can be avoided.

Training can be tailored to your needs, from general courses to deep-dives into technical topics, and delivered on-site or by webinar.

Our managing director is a 35-year USPS veteran, and our instructors are industry veterans with years of experience on the subjects they teach.

A trained employee is a better resource, and what they learn could make an important difference.

Smart business people know that spending on training can prevent spending a lot more to repair mistakes.

**If you're a smart business person, consider what we offer,
and sign-up for employee training today.**

Email us at training@mailershubs.com



**The training courses listed below are currently available through Mailers Hub.
All are offered “on-demand” and will be scheduled once an engagement is established.
* The duration differs between the webinar and on-site presentations of the same course because
additional time is allowed for participant interaction when courses are delivered on-site.**

Course Type/Title	Synopsis	Duration*	
		Web	On-site
CERTIFICATIONS			
CT1 Mailpiece Design Consultant (MDC) Certification	This one day program teaches how to design mail to enhance its compatibility with USPS automated sorting equipment, and coaches mailers on how to achieve lower postage prices through automation compatibility. This course provides professional recognition as an MDC after successfully passing the Mail Systems Management Association certification exam and posting that achievement on the MSMA website.	--	8 hrs
CT2 Certified Quality Mail Preparation Specialist (CQMPS) Certification	This two-day course is designed to give students detailed knowledge of USPS mailing standards and their relationship to both mailpiece design and postage costs. Students passing the post-course exam earn an official two-year certification from Mailers Hub and Postal 911 Inc. Certified Quality Mail Preparation Specialists are known for their high level of expertise in mailpiece design and postal regulations, and provide greater credibility for sponsoring companies with their clients, prospects and the Postal Service.	--	16 hrs
CT3 Management Certification (Workshop)	This complete professional management training workshop provides new and experienced supervisor/managers with the critical skills to effectively lead their teams to produce exceptional results and be successful. This two-part workshop includes: Part One: Supervising Others; Goal Setting and Getting Things Done; Communication Strategies; Coaching and Mentoring Part Two: Middle Manager; Employee Motivation; Teamwork and Team Building; Leadership and Influence Each workshop module has a specific training manual that will be provided in PDF format. PDF PP handouts will be provided to support the workshop presentation and to provide a place to make personalized notes. Review questions for each workshop will be provided and graded to support a personalized Certificate of completion for each attendee at each workshop. Also a Management Certificate of Achievement Part One or Part Two will be provided to attendees that complete the respective workshop series.	--	8 hrs
MAIL (BASICS)			
MB1 Mailpiece Design Overview	This course provides a general overview of mailpiece design as a factor in eligibility for postage discounts and improved delivery.	1 hr	1.5 hrs
MB2 Top 10 Things to Do to Save Postage	Everyone wants to keep costs down, both in production and in postage. This course provides an overview of key ideas and examples of how to save postage costs.	1 hr	2 hrs
MB3 Size Does Matter	Most mail is currently processed on automated equipment, so knowing how the size and shape of a mailpiece will affect its postal processing is a significant part of the design process. Poor design will cause a piece to be run on a slower machine or even require processing by hand. Being proactive in the design process to help guarantee proper design becomes a major factor in any mailing program.	1 hr	2 hrs
MB4 Is Your Mail DAA? (Deliverable as Addressed)	Deliverable addresses are critical to the success of any mailing program. This course explores why mail can be undeliverable, strategies for maintaining a clean mailing list, and comply with USPS requirements. We promise after taking this class, you will know how improve the quality of your mailing lists and assure that your mail is truly DAA.	1 hr	2 hrs
MB5 What Do Those Funny Little Lines Do?	The barcode is the key to moving mail through the USPS in a fast and cost-efficient manner, and the mailing community benefits through postage discounts and the ability to offer tracking information to customers. This course will provide the necessary information to prepare mail properly and gain the maximum discounts.	1 hr	2 hrs
MB6 Oop\$, Goof\$ and Flub\$	We can all learn by one another’s mistakes, and this course uses example of design mistakes the caused increased postage costs as tools to help attendees avoid repeating such errors in mailpiece design, preparation, or postage.	1 hr	2 hrs
MB7 Nonprofit Mail 101	Qualifying for nonprofit rates requires compliance with many complex and specific requirements that apply to both the sender and the mailpiece. This course provides a basic overview of the relevant postal standards and the fundamentals necessary to avoid errors in eligibility, mailpiece design, content, and other elements that could result in additional postage or even rejection of a mailing.	--	4 hrs
MB8 Postal Bootcamp	This one-day course provides staff involved in the design and production of direct mail with a thorough understanding of how the USPS processes and delivers mail. Attendees develop a basic overall knowledge of the relationship between postal regulations, mailpiece design and related postage costs.	--	8 hrs

MAIL (ADVANCED)			
MA1 Business Customer Gateway	Learn how to develop a hierarchy within the Business Customer Gateway – from the BSA to users – and what is needed for each. Learn how customer service staff can put together tables for permits and CRIDs to ensure accurate documentation.	1 hr	2 hrs
MA2 Mailer Scorecard Overview	Learn how to find the Mailer Scorecard, log in, read and understand it, export data, and practice daily monitoring. Learn how to translate by/for and undocumented piece errors, and how to eliminate them.	1.5 hr	2 hrs
MA3 Informed Delivery	An overview of how to use the Informed Delivery portal, how to have a value-added service that you can build for your customer, and how to use the mail.dat file to develop personalized campaigns.	1 hr	2 hrs
MA4 Informed Visibility and Enterprise Payment	An overview of two new USPS programs and how they will benefit your business, including a discussion of how to offer additional value-added services.	1 hr	2 hrs
MA5 Advanced USPS Programs	This course combines courses MA1-MA4 into a single full-day session.	--	8 hrs
MA6 Overview of USPS Organization and Operations	This course covers the legal foundations and organization of the Postal Service, the structure and functions of USPS management, the agency's processing infrastructure, and the steps involved in moving mail from production to delivery.	2 hrs	4 hrs
MA7 USPS Rulings and Appeals	This course explains the Postal Service's rulemaking and administrative ruling processes, and the process to appeal adverse rulings, including revenue deficiencies.	1.5 hrs	2 hrs
PRODUCTION			
PR1 Cyberattacks and How to Defend Against Them	This course reviews the various types of cyberattacks, how they work, best defensive practices, and the measures that can be taken to survive them. This course also helps attendees learn how to protect critical data and be constantly vigilant for online threats.	1 hr	1.5 hrs
PR2 Ergonomics in Mail Services	The mail services operation is a physical, labor intensive operation filled with repetitive motion activities. Find out how ergonomic practices can improve mail center efficiency, increase physical wellbeing, reduce the risk of staff injury, decrease absenteeism and turnover, and increase employee morale.	1 hr	1.5 hrs
PR3 Reengineering to Eliminate Waste, Reduce Costs, and Improve Efficiency	This presentation will guide you through the daunting steps to successfully employ the resources and methods needed to achieve your goals, what to expect, how to avoid the pitfalls and move forward to a successful conclusion.	1 hr	1.5 hrs
PR4 Pathway to Success in Mail Operations	This course provides an overview of quality control basics and the use of SOPs in mail production.	--	4 hrs
PR5 How to Write Effective SOPs	This course provides a basic orientation to the concept of standardized processes and the basics of how to write concise and effective Standard Operating Procedures.	1 hr	1.5 hrs
PR6 Lean Concepts for Production	This course provides an overview of LEAN concepts, including examples, to get attendees thinking of ways to eliminate waste and other distractions that offer no customer value.	2 hrs	4 hrs
PR7 Lean Concepts for the Office (with best practices)	An overview of LEAN concepts, including best practices, that can be used in customer service, accounting, and other non-production areas. Included are lessons on MIDs, CRIDs, STIDs, piece weight and thickness, and other elements of a customer service SOP.	1 hr	2 hrs
PR8 Data Department and Operations	Attendees will learn how to read the Mail.dat files, including how to find a mailpiece by learning the relationship of the piece to the tray and to the pallet, and how to maintain tables for sequence number to avoid duplication and Undocumented Piece errors.	2 hrs	3 hrs
PR9 Developing a QC Process and SOPs	Where operators have and follow SOPs, and a QC person ensures that the SOPs are followed, errors and waste are minimized. Learn to use a team to develop written standards and check lists, and then use the team to monitor whether the SOPs are being followed. Learn how to deal with situations when errors are found or when operators don't follow SOPs or implement corrections.	1 hr	2 hrs
PR10 Introduction to Mail and Mailing Services for New Employees	This two-part course provides a broad-brush overview of mail and mailing services for newly-hired employees, including mail production from sales and customer service through data and production and the high-level basics of mailpiece design and preparation.	4 hrs (2 x 2 hrs)	--

MANAGEMENT			
MG1 Embracing Customer Satisfaction in the Mail Center	This presentation is designed to help understand your customer or prospect's business, what their real needs are and identify the appropriate service offerings required from their point of view. Thereby achieving a high level of customer satisfaction, eliminating unnecessary steps and errors while improving value, and loyalty.	1 hr	1.5 hrs
MG2 Moving from Manager to Leader	In this presentation attendees learn how to move beyond the role of manager to leader, what it takes to be a successful manager, and the key to motivating employees and inspiring them to perform at their highest level for the team's success.	1 hr	1.5 hrs
MG3 A Manager's Guide to Successful Teams	Your job as a manager is to get the work done through others. In order to get the best consistent results, you need your team to be highly effective if it's to deliver incredible results. This presentation reviews the characteristics of good team work and strategies to motivate employees to work more effectively together.	1 hr	1.5 hrs
MG4 Lessons Learned from the Survivors Club	Did you ever wonder why some people survive and others don't? Why do some stay calm and others become highly stressed? This course looks at how to benefit from "Lessons Learned," overcome the "Failure to Respond," and the key elements to gauge your operational health. Escape unexpected pitfalls and turn them into successful opportunities by learning the steps to increasing your chances to survive and go beyond to success.	1 hr	--
MG5 Simple Project Management Techniques	Project management techniques are essential to define, execute and manage small to medium projects and ensure their on-time success. This course presents simple project management techniques and tools to use to capture the essential project steps, set achievable goals and objectives and establish the right team.	1 hr	1.5 hrs
MG6 Minding your Ps and Qs (*People & *Quality)	This course helps attendees understand and appreciate the value and cost of a company's most important asset – its people, including how to evaluate performance and motivate desirable employee behavior.	1.5 hrs	2 hrs
MG7 Developing Management and Leadership Skills	This workshop covers management basics, leadership, the characteristics of good team work, and strategies to motivate employees to work more effectively together. You will learn from management gurus like Ken Blanchard, Spencer Johnson, James Robbins and others to develop yourself and your staff not only to grow and improve but to excel and succeed beyond what was thought possible. This workshop will enable new managers and senior managers to provide to provide the skills, guidance, and empowerment to their teams, and be better suited to lead and motivate them to produce fantastic results. Materials include Time Management, to help you set goals and improve your personal and team productivity; Leadership and Influence, to provide you with the guidance to develop and grow your leadership skills and influence your people to do their best; and PowerPoint Handouts to support the presentation and to provide a place for notes.	--	4 hrs
INTERNATIONAL MAIL			
IM1 International Mail Basics	International mail delivery involves more than one postal operator. Learn the information and resources necessary to prepare your international mail for successful delivery. This course provides an overview of the common problem points for most mailers	2 hrs	4 hrs
IM2 International Mail Advanced	This course provides more detailed instruction on mailing requirements including address structure, permissible items, customs, transit time to country, and what happens when the mail is not deliverable.	--	8 hrs
IM3 International Addressing Basics	This course will cover the basic elements of addresses worldwide and the proper format of addresses on a label or envelope for successful delivery in other countries. A complimentary copy of the <i>Guide to Worldwide Postal-Code and Address Formats</i> is included.	2 hrs	4 hrs
IM4 International Addressing Advanced	This course covers detailed information about international addressing standards, address length and the space required to store them; placement of addresses in other countries; and the proper format of addresses on a label or envelope for successful delivery in other countries. A complimentary copy of the <i>Guide to Worldwide Postal-Code and Address Formats</i> is included.	4 hrs	8 hrs
IM5 International Mail Restrictions and Prohibitions	This course reviews what can and cannot be sent in international mail, when permissions are needed and where to apply for them, and restrictions on particular individuals or countries — and how to stay up-to-date on all of it.	2 hrs	4 hrs
IM6 Options for International Mail	International mail is not a monopoly. This course will cover the options available for sending mail to other countries.	2 hrs	4 hrs
IM7 Customs Forms, Duty and Tax Basics	More countries are instituting additional requirements for customs and tax payments for incoming items. In this workshop, attendees learn what will help improve the efficiencies of customs processing for internal preparation of required documents and the industry resources to support trouble-free delivery.	2 hrs	4 hrs
IM8 International Mail in the Age of Self-Declared Rates	The September 2019 UPU agreement made major changes to the way rates between countries are set for small packages and bulky letters from July 1,2020 through 2025. We'll discuss why and how postage will be affected and what mailers need know, including the caps for the rates and for the year-to-year increases.	2 hrs	4 hrs



Training Course Pricing

Webinar Training		
Duration of Webinar	Subscriber Price *	Non-Subscriber Price *
1 hour	\$375	\$425
1.5 hours	\$400	\$450
2 hours	\$425	\$475

** Prices are per site, not per person, and do not include any additional course materials that may be required.*

On-site Training – Standard Courses (Location of your choice)		
Duration of Training *	Subscriber Price **	Non-Subscriber Price **
First 8 hours	\$1,700	\$2,800
Each additional 4 hours or fraction	\$650	\$950

** Minimum engagement is 8 hours. For engagements exceeding 8 hours, charges accrue for each additional 4 hours or fraction.*

*** Prices are per engagement (not per person), and do not include course materials (if required) or travel expenses to the training site. Additional charges may apply for groups larger than 15 students.*

On-site Training – Certificate Courses (Location of your choice)		
Duration of Training *	Subscriber Price **	Non-Subscriber Price **
First 8 hours	\$2,200	\$3,300
Each additional 4 hours or fraction	\$750	\$1,100

** Minimum engagement is 8 hours. For engagements exceeding 8 hours, charges accrue for each additional 4 hours or fraction.*

*** Prices are per engagement (not per person), and do not include course materials (if required), certification fees, or travel expenses to the training site. Additional charges may apply for groups larger than 15 students.*

For additional information on training facilitators or to schedule training, please email training@mailershubs.com
For a calendar of scheduled webinars, please visit www.MailersHubWebinars.com.

