

Dropshipping

SPEED BUMPS

HOW TO AVOID ROOKIE
MISTAKES



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Imagine how much money you could make if you could set up a fully-stocked e-commerce store that features awesome products without having to invest any money upfront for inventory, or shipping?

If this sounds like something you'd be interested in, then drop shipping is exactly what you've been looking for.

With drop shipping, most of the heavy-lifting has been done for you. In fact, not only is it one of the easiest business formats to get involved in, but it's also one of the lowest-cost startup solutions you'll ever find.

But of-course, ALL of this convenience comes at a cost. In this book, we will talk about dropshipping speed bumps, rookie mistakes that you should avoid for free.

If this is super helpful to you, let me know! Contact me or give us a awesome rating on facebook or google.



AVOID SCAMMERS

Before we dive into some of the important components of becoming a successful drop shipper, let's talk about a few things you need to be aware of so you can avoid becoming a victim of a drop shipping scam.

PROFIT MARGINS

Pay attention to how your drop shipper determines product pricing. In order to make money you'll want to look for products that are priced much lower than retail value otherwise you'll struggle to generate enough of a profit for it to be worth your while.

REFUND/EXCHANGE POLICY

Make sure that you thoroughly research any drop shipping company you are considering and pay special attention to their refund policy. You want to be sure that the company you choose allows for product refunded if damaged or at least exchanged. This minimizes your risk when tough situations arise.



REDUCING RETURNS

Returns are probably the biggest problem you will ever face with any retail business, because many drop shippers either don't accept returns, take a long time to ship items, or require you to pay for another item to ship to the customer instead of accepting the item back and then sending out a replacement. Its very important to reduce returns so that you do not have to deal with returns.

There are a few ways to combat this, and we're going to talk about some of the best methods for reducing returns.

What Causes Returns

There are three main reasons people return items. There may be occasional situations that fall outside these three main areas, but these situations will likely be quite rare, so we are going to focus only on the most common causes.



- Buyer error. This happens when buyers don't read the description properly, choose the wrong size or color, etc. Your supplier probably won't accept refunds due to buyer error, so it's important to have a clear policy in place for situations such as these.

It's a good idea to accept all returns, because this will create loyal buyers, but you may want to charge your customer for the return shipping on the item since it wasn't your fault they made a mistake. Oops!

- Description error. If there is an error in the description, it is ultimately your fault. Make sure to double check descriptions to avoid returns

- Damaged or defective item. Most suppliers will accept returns for damaged or defective merchandise. If they don't, you shouldn't be working with them.



CHOOSING THE RIGHT SUPPLIER

It's especially important to choose the right drop shipping company right from the start in order to make everything go as smoothly as possible.

Allow me to mention; we offer suppliers. These are not randomly selected suppliers on google search. These are companies I have been working with for over 3 years with great experience and less than 2% return rate. This means that out of 100 items sold, only 2 will be unsuccessful transactions for one reason or the other. By joining our course training program, you will get these suppliers as a BONUS. Moving forward...

SHIPPING METHODS

Choose suppliers that have secure shipping methods. You probably know my Post Office horror stories... Avoid this shipping method by all means... both internationally and locally. Items from China will take 6 months to reach your customer. This is not a viable business model. Work with suppliers that provide courier delivery methods with additional insurance in case of unfortunate situations.



RETURN POLICIES

It's critical to understand a supplier's return policy before you decide to do business with them, as this can be one area that can make or break your company. It's important to find out such information as:

- Does the company accept returns, and if so, under what conditions?
- What is the time limit for returns?
- Do they charge restocking fees for returns, and if so, how much?
- Do you have to pay return shipping fees?
- Do they accept returns on orders where they sent the wrong size or made another error?

You'll need to know these things in order to make your own return policy. Be sure you follow the return policies of your strictest supplier.

Use Accurate Descriptions

Another way to reduce returns is to make sure you always use accurate descriptions and photos when you add products to your store. One of the biggest causes of returns is when a buyer receives a product that isn't exactly like it was described on your store.



To make sure you have the best possible descriptions, make sure to add any of the following elements that are applicable to the product you sell:

- Accurate sizing charts for wearable items. Provide sizing charts in both inches and centimeters to make sure buyers from around the world can find their size. Suppliers have to provide this.

- Multiple pictures from different angles and with details. Don't forget that items can look surprisingly different from varying angles.

- Go in-depth with your description. Try to include as much detail as you can about the product when you write the description. Anticipate potential questions and answer them in the description. I do this all the time.

- Write unique descriptions. Don't just use cut-and-paste from the vendor's website.

- Include warnings, if necessary. If you have a product that may have downsides for some users, be upfront.



REFUNDS & CHARGEBACKS

it is inevitable that you will run into situations where customers will request refunds instead of exchanges, or may even request a chargeback with their credit card provider.

A chargeback is the return of funds to a consumer, initiated by the customer's Bank. This money is disputed with your merchant account and too many chargebacks will result in your merchant account (Flutterwave, Payfast, Paypal, Stripe etc) being BLOCKED.

For this reason, it's very important to have a clear return policy in place, but to go out of your way to keep customers happy if you can.

Even if you have a policy that does not allow returns, it's probably a good idea to honor returns from customers who are very unhappy in order to prevent a potential chargeback and to prevent loss of merchandise.



If your customer is unhappy and wants to return a product, denying the return will mean you lose the money AND the product. If you allow the return, you may lose the money, but you will get the product back and avoid a chargeback.

Returns are never ideal, but they are much easier to deal with than a chargeback. Remember, denying a return will potentially cost you both the money AND the product, whereas allowing the return will at least get you the item back to sell again or send back to the supplier.

Let me give you my final advice, skip to the next page now.



CONCLUSION

Drop shipping allows even the most inexperienced entrepreneur to get started quickly and easily. With little upfront work involved, you can build your very own ecommerce store , fully loaded with high-quality products that your customers will love (That is a **WHOLE** different topic by the way).

As we've discussed in this guide, drop shipping does come with a few hurdles that you may need to be prepared for. However, if you use the strategies we've covered in this special report, you can significantly reduce the number of returns, and make the process easier for both you and your buyers. This is free, but we do talk about more in depth **STRATEGIES** on how to avoid problems or how to deal with specific problems in our course.

Ultimately, the goal of any business is to build a loyal customer base that will continue to buy from you, right? The easiest way to do that is to ensure a smooth customer experience from start to finish. I hope this special report will help you do just that.

If you want me to help you start your own dropshipping business, you should surely join online training program where we show you everything from A - Z. Believe me, what we discussed is a very small piece of the puzzle but it will **HELP**.

Bye, love you all & God bless.



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