



# Sells Like **HOT CAKES**

---

How You Can Get From Zero To \$47,812 Per Month With No Capital  
Or Investments Using A Simple Amazon +Shopify System

## **THE BIGGEST PROBLEM WITH DROPSHIPPING: TIPS AND HACKS ON HOW TO SOLVE IT**

---

[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Hi, guys. Welcome back to Sells Like Hot Cakes. In this video, we're going to talk about the nightmare of all drop shippers: delays with delivery... "Where is my order? Why it takes so long? I ordered yesterday and I still didn't receive it. Where is my stuff?" You know, when it comes to drop shipping, you have no control over the inventory; you're not doing the shipment and you have to fully rely on third party sellers that are going to ship the stuff for you. But the problem is sometimes it just takes too long. People become spoiled by Amazon prime fast delivery... So what can you do about it? Let's talk how you can minimize customer complaints, refunds, and returns when it comes to drop shipping.

Check out a sneak peek of what in store for you:

- ***FREE yourself from panic: EDUCATE yourself on shipping times and learn why it may take some time for your stuff to arrive***
- ***Learn how to REDUCE the complaints from customers by USING the "free-shipping" technique***
- ***Customer Care Support: Why do you need it? What is its benefit? I'll teach you all these here!***
- ***Learn the IMPORTANCE of BREAKING DOWN the shipping DETAILS to your customers and how it can save you from stress***
- ***I'll REVEAL to you a SECRET insider TIP called the "preorder" and I'll TEACH you how to use it***

First of all, be very clear about shipping times. You really need to be very specific. For example, you can list, up front, that shipping takes 2 to 4 weeks, which is international priority shipping. Even if you send to United States, a lot of people assume that your shipping inside the country so they assume that it will come in a couple of days. But if you list that this is international shipping so that there is no misunderstanding and people will understand that you're shipping from overseas, and probably from China, and it takes 2 to 4 weeks.

Make sure, if you're working with AliExpress marketplace, you must make sure you're only using ePacket sellers. Those sellers have 12 to 20 days average on delivering goods to United States from China. Yeah "2 to 4 weeks" sounds a lot, but most of customers are willing to wait this time as long as you provide quality customer service and clarity on your terms and conditions so that they can be fully sure that the package is shipped and you're providing the tracking number.

So they can see that it's not you who is delaying the delivery but just the postal office which is slow, so they will blame the post office and not you. Another idea is to put shipping cost into your product price and call it "free shipping". You know, guys, when something is free, you really cannot complain about it. So you got the free



shipping, yay. It's slow. But you got it for free, so why complain? So if, in case, somebody complains about free shipping you can always say, "Okay, next time order paid shipping with higher priority, like DHL, but you have to pay for it," and the customer will stop complaining because, if they got something for free, it's less chance that they start complaining about it.

The next tip is to put a strong customer support team to provide quick responses and calm down impatient customers. I get a lot of impatient customers myself. Even a week later, they start asking me, "Where is my order? Where is my stuff?" and they don't understand that it takes up to seven days just to process the order from Chinese drop shipper, and then up to 40 days more to deliver it. So they don't understand that the supplier will not just run to the post office every day.

They will accumulate orders and, once in seven days, they just go and ship them all in bulk and they're not shipping them, obviously, one by one. But your customer doesn't understand this, so your job is to have a great customer support team, to give them clarity and calm them down, and explain that this is normal. And a lot of people will be contacting you by different means that are convenient to them. It can be Facebook comments, Facebook private messages, it can be even PayPal claim or Stripe claim, if you are processing payments using Stripe, and not just email, so you need to make sure you are checking all the social media, Twitter, and you follow all your social media because, many times, the customer will not email you and he will just ask you on Facebook or other way that he feels like it's easier to them.

So make sure you are monitoring all the social media that you have and provide quick response. Because, in the end of the day, the people just want to make sure that they're not scammed, that, even if it takes long, it's the fault of the slow Postal Service and not your fault. Another good tip is to state clearly that each order needs 2 to 7 days for processing. Again, like I explained before, no drop shipping company is just processing orders instantly; it usually takes an average 5 to 7 days to get all the orders processed before they are shipped and many people don't understand this.

So, obviously, even Amazon doesn't provide instant shipping; usually it takes a few days to process. So it's good if you add that your shipping takes 2 to 7 days for processing and then 2 to 4 weeks for shipping so it's very clear about it. And don't be afraid that your customers will be put off by the long shipping time. From my experience, it was never an issue. If they already came to your site, if they're already placing an order, in most cases they are ready to wait as long as it's clear.

Another insider tip, or call it a hack, is to call the whole process "preorder". It works especially well if you're selling just one unique item on your store, and I know a lot of Shopify stores are just selling one unique item that is bestselling for them and they don't need to fill their store with many items, and if you know that it takes too long to deliver it, you can call it preorder so people will see that this item is in preorder stage and you can say something like, "Preorder now with a special discount and get the unit once it's produced within 2 to 4 week." So you see, we just changed the wording, but, basically, we still ship the item within 2 to 4 weeks, but now we shape this as a preorder and your customer will feel like you are still producing the unit, so he will not rush you into the fast delivery questions. He will just



patiently wait because he knows that he got it with a special discount during preorder stage. It's really a great trick if you're doing some sort of unique product that is, obviously, not easy to produce.

Another tip for you is to offer to angry customers some complimentary gifts. It can be free units, free shipping upgrades for future orders, gift cards, coupons, etc. So make sure you have a strong customer service that handles angry customers with complimentary gifts in case they get too impatient or in case your supplier failed to ship your item. This way, you can easily turn a hater into a diehard fan. And I saw, many times, when somebody was really unhappy and you not only provided refund but a small complimentary gift, he will even share his great experience on social media and you can get great press about it.

And one more tip for you before I go... is to use Track My Order Shopify app to help people get tracking information themselves. Basically, we talked about this in another lesson of our course, so I won't take your time repeating it here, but just make sure you have this order tracking page on your Shopify store where people can track their order themselves. This will easily save you a lot of time and nerves.

The final tip is to try to use domestic suppliers, as well, for faster delivery time. You know, sometimes the price of the product will be higher if you're shipping from United States suppliers, but at the same time, you'll get much faster delivery so you can charge extra, for example, for shipping, something like this, and call it priority shipping. But at the same time, the person will receive the unit much faster and he'll be much happier than if they get shipped from China.

Another idea is why not to go full FBA model instead of drop shipping if you know that the product sells well? So you have a Shopify store, you know already what sells best for you, so instead of drop shipping it from China one by one, you order, for example, 100 units and you go with Amazon Fulfilled By Amazon program and you fulfill your units using your Amazon inventory. So you can still sell on Shopify, but you fulfill your units using your Amazon inventory.

So there are a lot of ways to connect your Shopify and Amazon business and, in another video, we talk about connecting the dots and how you can do drop shipping and scale it up with Amazon Fulfilled By Amazon program. So make sure to check out that video, and thank you for watching, and I'll see you in the next one. Bye for now.