

poster boy for success

internet auction retailer relies on USPS for reliable package deliveries

by Sandra Beckwith

Adam Hersh is one of those high-energy Internet entrepreneurs who just can't seem to work enough. "I look forward to Monday mornings because I love what I do," he says.

The 27-year-old New Yorker founded a successful online poster retailing business when he was just 20, quickly expanding a year later with another company that sells other people's merchandise on eBay and other Internet auction sites.

Today, Hersh's company, Adam Hersh Auctions, sells and ships "hundreds of thousands" of products every year — "everything from used college text books to multi-million dollar landmarks" — through www.adamherhposters.com and www.adamherhauctions.com. In addition, he consults for several major companies, national charities and government agencies.

Along with success comes challenges

One of the biggest challenges of Hersh's business is making sure his products not only get out on time, but that they arrive at their destinations as promised.

This is especially important because the items he auctions are unique and sometimes one-of-a-kind pieces.

"In my experience, I have found that when there's a delivery problem with some carriers, customers get reimbursed for the product, but they don't get the unique item they won on an online auction," Hersh explains from his Manhattan office. "These items are sometimes irreplaceable."

Challenges met head on

Because so many of the items he auctions are rare pieces, Hersh prefers to ship with the United States Postal Service®. He particularly likes the peace of mind — for both him and his customers — of the Delivery Confirmation™ service.

"With it, I know for sure that my packages have arrived safely," Hersh says. "It's the one feature that has become the ultimate resolution to a lot of customer service issues because it gives an exact date of arrival."

Good service means good business

This type of proactive custom-

er service has allowed Hersh to expand in seven years from a one-man, home-based operation to a company of 22 employees in two locations — the Manhattan headquarters and a warehouse and fulfillment center in Florida.

And while he gets help from his Post Office™, Hersh says his real secret to success is his enthusiasm for his two businesses. "I couldn't imagine working this hard if I didn't enjoy it so much," he says.

The payoff

It's this kind of hard work that's earning Hersh accolades in his industry, including the Marketworks Customer Spotlight, the 2005 Marketworks Marketer of the Year, the Nortica 500 (Top 500 feedback ratings on eBay) and the Nortica 200 (Top 200 fastest growing eBay companies).

He also hosts seminars and speaking engagements about selling on eBay in cities all over the world, including New York, Los Angeles and Seoul, South Korea.

"What can I say?" Hersh asks. "I love what I do."

on time, every time

Needed to make sure packages arrive as scheduled.

U.S. Postal Service® Solution: Delivery Confirmation™

Results:

Hersh receives the exact date of arrival for packages.

“... I know for sure my packages have arrived safely.”

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