



SELLER COMMUNITY

JULY 2017

WE'VE JUST FINISHED FILMING our Father's Day video & can't wait to share it with you all. With so many awesome gifts for men on hardtofind, we have a feeling this Father's Day is going to be huge! See pics from the day [here](#).

We were also pretty excited to see a certain famous princess-to-be sporting our best-selling Luxury Leather Tech Case by Stow on a recent trip to Texas.



Eri had a fab time catching up with some of our UK sellers on her recent trip to London – a special shout out to the teams at Lisa Angel, Samantha Warren, Victoria Eggs and Merci Maman! And to Harriet from Ginger Rose for the awesome pub recommendation!

SELLER GROWTH PROGRAM

We were delighted by your positive response to the first of our Seller Growth Workshops & look forward to a fab day in August. For those interstate sellers who were also keen, we'll be organising another day in Melbourne soon, so watch this space!

FATHER'S DAY MARKETING

We still have some spaces left for Father's Day marketing in August. If you'd like to book something in, please email Erin at marketing@hardtofind.com.au. You can find our Seller Marketing packages doc [here](#).

INVENTORY

There has been an increase in order cancellations recently due to items/ variations being out of stock, despite being available to buy. This creates a negative customer experience and a lot of unnecessary back-and-forth between customers, Customer Support and sellers. To prevent this from happening, please ensure you are keeping your stock levels refreshed and up-to-date, by adding stock to the inventory tables and ticking the 'track inventory' boxes next to each stock level.

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Remember we now have an Orders and Inventory (stock) API that you can connect to your system to keep your stock levels in sync. Get in touch with Sarah C at sarah@hardtofind.com.au if you'd like to know more about this, or [click here](#) for the documentation to pass onto your developers.

INTERNATIONAL – PHASE 2

As we continue the roll out of our international project, customers can now select their currency and country by clicking on the currency icon at the top of the site.

SELECT COUNTRY AND CURRENCY

Australia

\$AUD

START SHOPPING ▶

Would you like to set your currency to NZD and your location to New Zealand?

UPDATE SETTINGS

BEAUTIFUL IMAGES = MORE SALES!

Emma from Recreational Studio recently updated all her deep-etched product images to beautifully styled, professionally shot lifestyle images. She is already loving the impact this has had on her sales, stating: "Really noticing the sales going with the lifestyle shots, which is great." Can we cheekily say we told you so?!



IMPORTANT UPDATE RE DISPATCH TIMES

Now that we're in the second half of 2017 and gearing up for our busiest period, we need to set expectations for delivery to help ensure customer satisfaction and consistency across the site.

We now require all sellers offering non-personalised, ready-to-ship products to dispatch orders within 1 business day. This means you'll need to ship your orders the same business day or next business day (if an order has come in late). Obviously, this doesn't apply to weekends – if you receive an order late on a Friday, you have until Monday to ship it.

Please note: This does not apply to sellers who personalise some/

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all of their products – your dispatch times will remain unchanged.

If you are unable to adhere to the 1-day dispatch and have a truly valid reason, please email Sarah Curtis at sarah@hardtofind.com.au. We can make exceptions in certain cases and enable sellers to edit their dispatch time either at a store level or product level.

Reducing dispatch times will result in a positive impact on sales, as customers now expect super-fast delivery, especially leading up to important gifting occasions such as Christmas.

Please note: When you mark an item as shipped in the system, this is when the delivery time is calculated from. It is important that you are marking orders as shipped accurately and in a timely manner.

HOT TIPS CORNER

Framing

Print sellers – can you offer framing? Framed, ready-to-hang artworks are continuing to sell well. If you are able to offer framing, or even the more simple, wooden hanger version, please set this up as an add-on to your unframed prints.

Ring size & clothing size guides

Do you have a size chart you can upload

as an image to each product page? This could help minimise returns, as customers can be really clear on which size they need to order.



Gift sets

Can you create gift sets from your current products? This is always a good way of increasing overall order values. If you can source lovely packaging/boxes, then photograph your sets in a beautiful way, we can pop them into our gift categories and promote your products as gifts leading up to Father's Day and/or Christmas.



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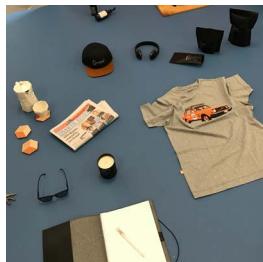
Beautiful & thoughtful packaging

We would love each and every customer to be just as delighted and thrilled when opening their packages, as they are with your wonderful products. Is there anything you can do to improve your packaging? Even something as simple as wrapping the product in brown paper and twine, or including a little note of thanks can make all the difference.



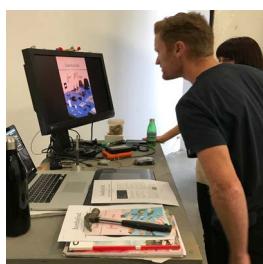
CHRISTMAS SUPPORT

If anyone needs an extra pair of hands leading up to Christmas, you might be interested in a company called Virtually Belle – a Personal Assistant service run by a lovely lady called (wait for it...) Belle! Belle works with smart, stay-at-home, ex-corporate mums who are looking for part-time opportunities. If you would like more information about this, please email Sarah Curtis at sarah@hardtofind.com.au.



AS ALWAYS, STAY SOCIAL!

Facebook Seller Community: <https://www.facebook.com/groups/1615082682052604/>
Facebook: <https://www.facebook.com/hardtofind.com.au>
Instagram: [hardtofind_](https://www.instagram.com/hardtofind_)



'Til next time,

the hardtofind team.



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