

htf **SELLER COMMUNITY**

SELLER NEWS | *June 2015*

Dear sellers,

Can you believe we're almost at the halfway mark of 2015?! Between raising money for the Cancer Council and learning the art of pasta making, we've been working hard to bring you some new developments and initiatives, so stay tuned. Here's to a successful second half of the year.

The hardtofind team

BRAND REFRESH

Over a pasta-making class (and maybe a glass of wine or five), we came together as a team to work on a brand refresh to get a clear, re-energised vision of who we are, what we do, and how we do it better than anyone. We've come up with some outside-of-the-box ideas and we'll be bringing you more details soon.



FEEFO REVIEWS

Some of you have spoken to us about your concerns over negative reviews. A mix of glowing and... less positive reviews actually gives customers confidence in their rigour and unbiased nature and – interestingly – tends to work out better in the long run. And to reassure you, ratings without detailed feedback don't hold much sway, and detailed feedback can give customers a steer on avoiding ordering hiccups (like choosing a size larger, for instance). Given we have an overall 95% service rating and 96% product rating, we figure we can all easily stomach the odd unhappy customer when we've got so many satisfied ones.

STOCK LEVELS

Just a quick reminder to make sure you allocate a minimum stock level of 3 (per size if applicable) to your new products. That way, if you're a runaway success (which is a distinct possibility...) customers won't be disappointed... by new items going out of stock straight away. And don't forget to tick the Track Inventory box!

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IMPROVEMENTS TO SEARCH

The one time 'hard to find' is not a desirable thing is when it comes to search results. Many of you may have noticed changes to the search function on the site, which have made big improvements to the accuracy. This is a great opportunity to update your product names and descriptions – remember to be literal and think about incorporating words customers might use to look for your products.

HARDTOFIND DOES AUSTRALIA'S BIGGEST MORNING TEA

Last week, we got our bake on (and in the interests of full disclosure, some of us got our 'buy' on) to host our contribution to Australia's Biggest Morning Tea. We made \$570.60 for the Cancer Council, enjoyed some tasty treats and got to mingle with some of our lovely sellers and office neighbours. If you'd still like to donate, you can do so [here](#).

As always, if you have any questions or concerns, please don't hesitate to get in touch with us at sellersupport@hardtofind.com.au

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