

# 7 steps to scalability

Connect with customers, increase profits

- **1** Manage Buyer Satisfaction
- **2** Set Up for Success
- **3** Create a Great Listing
- **4** Sell Internationally
- **5** Clearly State Your Shipping Policies
- **6** Grow Your Sales With Tools
- **7** Leverage Marketplace Resources

# SUCCEEDING ON EBAY

THE SEVEN STEPS TO SCALABILITY ARE DESIGNED TO HELP YOU OPTIMIZE YOUR PRESENCE ON EBAY WITH THE GOAL OF INCREASING YOUR SALES. AS YOU CONSIDER HOW TO APPLY THESE RECOMMENDATIONS TO YOUR BUSINESS ON EBAY, KEEP IN MIND THAT PROVIDING EXCELLENT CUSTOMER SERVICE IS AN IMPORTANT PART OF SUCCESS. WHEN BUYERS HAVE POSITIVE BUYING EXPERIENCES, THEY STAY ENGAGED AND CONTINUE TO SHOP ON EBAY IN GENERAL, AND WITH YOU IN PARTICULAR.

TO HELP KEEP THE EBAY MARKETPLACE ACTIVE AND GROWING, EBAY REQUIRES THAT SELLERS MAINTAIN CERTAIN STANDARDS. FOR THOSE SELLERS WHO MEET AND EXCEED THESE STANDARDS, EBAY PROVIDES INCENTIVES TO REWARD GOOD SELLER BEHAVIOR. THESE INCENTIVES INCLUDE FEE DISCOUNTS, HIGHER PLACEMENT IN SEARCH AND BROWSE RESULTS, AND SELLER PROTECTIONS.

## STEP 1

### Manage Buyer Satisfaction

#### Satisfy Your Buyers

- Receive Positive Feedback
- Achieve Higher Detailed Seller Ratings
- Know Your Performance Rating
- Use the Seller Dashboard

#### Maximize Your Good Seller Benefits & Rewards

- Become an eBay PowerSeller and Top-rated seller & reap the rewards

#### Maximize Your Visibility

- Rank Higher in Search and Browse Results (Best Match)
- Use the Search Visibility Tool

#### Safeguard Your Transactions

- Select Buyer Requirements
- Report Disputes
- Enjoy Seller Protection

## STEP 2

### Set Up for Success

#### Do Your Research

- Reference Completed Listings
- Tap Into eBay Marketplace Research by Terapeak

#### Understand Selling Formats

- Use selling features & formats

## STEP 3

### Create a Great Listing

#### Write an Effective Item Title

- Use All 55 Characters
- Include a Subtitle

#### Specify Item Details & Your Policies

- Post Powerful Photos
- Describe Your Item
- Mention Product Condition
- Clearly State Your Policies
- Follow Up on Your Transactions

#### Promote Your Listings

- List Item Specifics
- Use Product Details

## STEP 4

### Sell Internationally

#### Expand Your Sales

- Develop International Buyers
- Research International Selling Resources

#### Follow International Best Practices

- Create Effective Listings

## STEP 5

### Clearly State Your Shipping Policies

- DSR - Shipping Time
- DSR - Shipping & Handling Charges

## STEP 6

### Grow Your Sales With Tools

#### Adopt & Use PayPal

- Get Paid Quickly
- Reduce Unpaid Items
- Increase Your Revenue
- Pay Your eBay Fees
- Follow Safer Payment Requirements

#### Open an eBay Store

- Subscribe to eBay Stores
- Get Free Phone Support
- Use Store's Marketing Tools

#### Access eBay & Third-Party Seller Tools

- Increase Your Productivity

## STEP 7

### Leverage Marketplace Resources

#### Learn About Safer Selling

- Review eBay's Listing Policies
- Protect Your Account

#### Receive eBay Communications

- Opt-in for Telemarketing
- Opt-in for Emails & Newsletters

#### Check Out Onsite Resources

- Visit eBay's Announcements Board
- Try The Seller Information Center

STEP

1

## manage buyer satisfaction

eBay measures your performance as a seller mainly through ratings left by your buyers. Providing excellent customer service should be your #1 goal, since higher ratings give you access to various seller benefits and are likely to increase your sales. This step covers information to help you understand performance factors and tips to achieve higher ratings.

### SATISFY YOUR BUYERS

#### RECEIVE POSITIVE FEEDBACK

One of the ways that buyers rate the overall buying experience you provide is through Feedback. There are three Feedback rating levels: Positive, Neutral, and Negative. Your Feedback rating is presented as a Positive Feedback percentage received in the last 12 months. Following best practices and delivering excellent customer service will help you receive Positive Feedback.

#### ACHIEVE HIGHER DETAILED SELLER RATINGS

Buyers can also provide information about their buying experience by rating four aspects of the transaction: Item as Described, Communication, Shipping Time, and Shipping & Handling Charges. These four aspects are referred to as Detailed Seller Ratings (DSRs). Ratings are based on a one- to five-star scale, with one star indicating the lowest rating and five stars indicating the highest.

Avoiding low DSRs (1s and 2s) is critical for success because your ratings determine your eligibility for key seller benefits. These seller benefits include:

- **Membership to the PowerSeller program (if you meet requirements)**
- **Eligibility for discounts on final value fees**
- **Additional benefits you may receive as a Top-rated seller**

FOLLOW DSR  
BEST PRACTICES

## DSR Best Practices Checklist

### ITEM AS DESCRIBED

*Guiding Principle - It's always better to pleasantly surprise your buyers!*

- Always include item condition (new, used, refurbished, etc.)
- List all relevant details about an item, including defects, if any.
- Identify the unique qualities of your item in the item description.
- Post a picture of your item, especially if you're listing a used item. Using a Gallery picture is free. If you are hosting your own pictures, you will be required to include the URL of the picture.
- Use simple fonts and bullet points to make your description easy to read.
- Use Product Details when creating the listing to highlight product specifics.

### COMMUNICATION

*Guiding Principle - Let your buyers know that you are there for them!*

- Let buyers know that you are reachable if, for any reason, they are not satisfied with the transaction. Also, mention how quickly buyers can expect a response.
- Communicate to buyers that you are processing their orders, and notify buyers when the items have shipped. Use shipping solutions on eBay or PayPal, which automatically sends the buyer a shipment notification.
- Include answers to Frequently Asked Questions (FAQ) in your listings to address many common inquiries and avoid backlog. We also suggest that you set up a self-service knowledge base to automate the process of answering buyers' questions. To learn about setting up FAQs & a self-service knowledge base go to [http://pages.ebay.com/help/sell/answer\\_qs.html](http://pages.ebay.com/help/sell/answer_qs.html)
- Disclose your customer service policies in email exchanges with buyers, and also enclose these policies with shipped items.
- Leave Positive Feedback for the buyer as soon as payment has cleared, so you can initiate a good relationship with the buyer. Also let the buyer know when you have left Positive Feedback and remind them to give you high ratings if they are satisfied with the transaction.

### SHIPPING TIME


*Guiding Principle - Speedy delivery makes for happy buyers!*

- Commit to shipping items as soon as possible after you receive payment.
- List your shipping times for both domestic and international sales (if you sell internationally) in the item description.
- Tell buyers how long it will take you to initiate shipping. Handling time is required on all listings. Often buyers don't realize that it may take you 24 to 48 hours to complete the transaction.
- Offer shipping services that provide tracking numbers.

### SHIPPING & HANDLING CHARGES

*Guiding Principle - Charge accurate shipping prices!*

- For guidance on shipping prices, use eBay's Shipping Calculator or look at the shipping prices that sellers with high DSRs in your category are charging.
- Call out any unusual costs, such as special handling charges, in the item description and in follow-up emails. By explaining these charges, your buyers will better understand them.
- Clearly state your shipping prices for both domestic and international sales in the Shipping Details section of your listing.

*For additional best practices to help you achieve higher DSRs, look for this DSR icon  through this guide.*

To learn more about DSRs, visit <http://pages.ebay.com/help/feedback/detailed-seller-ratings.html>

## KNOW YOUR PERFORMANCE RATING

In addition to Feedback and DSRs that your buyers leave for you, eBay considers your Policy Compliance as well as your Performance Level based on the number of low DSRs you've received over the past 12 months. You can view both on your Seller Dashboard. The chart on the seller performance page tells you:

- Whether your seller performance is above standard, standard, or below standard
- Your current performance and your last evaluation by average rating and percentage of low DSRs (1- and 2-stars) per category, and the required performance level.
- Your 6-month trending data

One of the best ways to maximize your sales on eBay is to focus on your performance level. To achieve higher ratings, clearly set expectations, follow DSR best practices, and provide excellent customer service!

A poor performance rating may disqualify you from taking advantage of seller incentives such as joining the PowerSeller Program, and ultimately becoming a Top-rated seller, with fee discounts, and increased visibility in Search. We recommend you do your best to satisfy your buyers. You can find your performance rating on the Seller Dashboard.

**PROVIDE  
EXCELLENT  
CUSTOMER  
SERVICE**

## USE THE SELLER DASHBOARD

The Seller Dashboard provides you the information you need to gauge your performance. The dashboard gives you an at-a-glance look at your selling account status so you can track what's going well in your eBay business and identify areas for improvement.

Here are the modules available to you on the dashboard:

- **Detailed Seller Ratings (DSRs)** – Track your average ratings from buyers for all four DSRs. You'll be able to see your rolling 30-day DSR average, as well as your 12-month DSRs. To maintain buyer anonymity, if you have less than ten sales in a rolling 30-day period, you'll just see your 12-month DSRs.

Take a moment to write down your rating for each DSR, and then review the DSR Checklist to determine if you are following best practices in each area. You can find your DSR information on the Seller Dashboard.

DSR	30-Day Average	12-Month Rating	3-Month Rating
Item as Described			
Communication			
Shipping Time			
Shipping & Handling Charges			

*Note: You can find your 30-day average DSRs (for recent selling activity) and 12-month average DSRs (overall score) on the Seller Dashboard. Your DSRs will only be displayed if you have received more than 10 DSRs from buyers in the past 12 months.*

- **Performance** – See whether your listings are eligible to be raised in the Best Match sort order or whether they're at risk of being lowered.
- **PowerSeller and Top-rated seller status** – Determine your PowerSeller and Top-rated seller status, and what you need to reach the next level. If you're not a PowerSeller, you'll see how close you are to qualifying for the program.
- **Final Value Fee discounts** – Learn about PowerSeller and Top-rated seller discounts received on your last invoice, and monitor progress towards your next discount.
- **Policy compliance** – Get alerts about policy violations, as well as existing, pending or potential eBay sanctions—and in some cases, what you need to do to remedy the situation.
- **Account status** – Easily find billing information related to your account, including your balance and payment status.

The Seller Dashboard is available to sellers who have received at least 10 DSRs during the past 12 months. To check if you have access to the Seller Dashboard, look for visible DSRs on your Feedback profile page, or to access the dashboard directly, visit <http://www.ebay.com/sellerdashboard>

## MAXIMIZE YOUR GOOD SELLER BENEFITS & REWARDS

The PowerSeller program recognizes successful eBay sellers who meet specific sales requirements and achieve high ratings. The program provides several benefits such as the ability to become a Top-rated seller, fee discounts, and access to customer support. If you qualify, we suggest that you enroll in the PowerSeller program and reap the benefits!

## BECOME AN EBAY TOP-RATED SELLER

Only PowerSellers are eligible to become eBay Top-rated sellers. Effective April 2010 PowerSellers must have at least 100 transactions in 12 months and reach \$3,000 in sales, maintain 98% Positive Feedback; comply with eBay marketplace policies; have an account in good financial standing; and maintain DSRs of 4.6 or higher in all four DSR aspects. Both PowerSellers and Top-rated sellers will also be required to minimize the number of DSRs that receive a 1 or 2 to a very small percentage of total DSRs received. Find out more at [www.ebay.com/powerseller](http://www.ebay.com/powerseller).

## REAP THE REWARDS

These benefits apply if you are enrolled in the PowerSeller program:

- **Fee Discounts:** You have excellent 30-day DSRs, you will receive Final Value Fee discounts based on your DSRs. If you have a 4.6 minimum in all four DSRs, you will receive a 5% discount on Final Value Fees. With a 4.8 minimum in all four DSR categories, you will receive a 15% discount on Final Value Fees. Top-rated sellers as well as PowerSellers with 4.9 DSRs receive a 20% discount on Final Value Fees. Starting in April 2010, there will be two levels of fee discounts – 5% for PowerSellers and 20% for Top-rated sellers. To learn more, visit [www.ebay.com/powerseller](http://www.ebay.com/powerseller).
- **Access to Free Customer Support:** Reach out to your eBay customer support representatives for listings and account related questions – at no charge. To find your PowerSeller customer support number, log into the PowerSeller Portal page at [www.ebay.com/powerseller](http://www.ebay.com/powerseller).
- **Unpaid Item Protection:** Receive a credit for Feature Fees when the buyer doesn't pay you for the item and you close an Unpaid Item Protection dispute. This applies to auction-style, auction-style + Buy It Now, and single-item, fixed-price formats. This is in addition to the Unpaid Item Final Value Fee credits and Insertion Fee re-list credits. To learn more, visit [www.ebay.com/powerseller](http://www.ebay.com/powerseller).
- **Additional rewards for Top-rated sellers:** Only those PowerSellers that reach Top-rated seller status will receive promotion in Best Match search results for Fixed Priced listings, the exclusive ability to purchase the Featured First listing upgrade and have a prominent Top-rated seller badge on their View Item pages. To learn more about Top-rated seller rewards visit [www.ebay.com/powerseller](http://www.ebay.com/powerseller).

**RESOLVE A  
PROBLEM BY  
REACHING OUT  
TO THE BUYER**

## MAXIMIZE YOUR VISIBILITY

### RANK HIGHER IN SEARCH & BROWSE RESULTS (BEST MATCH)

Understand how eBay Search works so that you can maximize the exposure for your listings. When buyers shop for products via the Search Box on eBay, the default sort order for Search & browse results is Best Match. This means the order of listings that are displayed are influenced by several variables including demand, item relevance, and Top-rated seller status.

### USE THE SEARCH VISIBILITY TOOL

With the Search Visibility Tool, accessible within My eBay and Selling Manager, you'll be able to find out key data about your listings, such as where it is appearing in Best Match search results, how many times a potential buyer is exposed to the listing, how it is performing and what you can do to improve the search ranking.

## SAFEGUARD YOUR TRANSACTIONS

While you cannot leave Negative or Neutral Feedback for buyers, we understand that you may occasionally run into uncooperative buyers who create difficult transactions. Here are some ways you can prevent negative experiences and protect yourself as a seller.

### SELECT BUYER REQUIREMENTS

If you are concerned about transactions with uncooperative buyers, establish a list of bidders and buyers who will not be allowed to bid on or purchase your items. You can block buyers based on specific behaviors, such as buyers with policy violations, buyers in specified countries, buyers with unpaid items, and more. However, be careful when selecting the criteria so you don't negatively impact your sales. To learn more, visit <http://pages.ebay.com/help/sell/buyer-requirements.html>

### REPORT DISPUTES

Often the easiest way to resolve a problem is simply by reaching out to the buyer. However, if the buyer has violated a policy, you can report this problem through eBay's Resolution Center. eBay allows you to report things such as Unpaid Item claims, Feedback abuse, customs fraud, and other unethical incidents. To report a dispute, go to the Resolution Center by clicking on the link on the bottom of most eBay pages.

### ENJOY SELLER PROTECTION

PayPal Seller Protection protects sellers in the United States, Canada, and United Kingdom for any transaction PayPal deems fraudulent. The coverage is available for items sold on eBay that are paid for with PayPal. We recommend signing up for PayPal and taking advantage of this protection. To learn more visit <https://www.paypal.com/us/sellerprotection>

STEP **2**

## set up for success

Now that you understand the fundamentals of the marketplace, it's also important to understand a few aspects of selling before you create a listing. This includes things such as popular products, the right pricing strategy and selling features & formats. Understand these offerings before you create your listing.

**DO YOUR RESEARCH****REFERENCE COMPLETED LISTINGS**

A free resource for researching products and pricing on eBay is Completed listings. Check out Completed listings to see at what price a particular item has sold and use this information to help you decide how to price a similar item you want to sell. You can access listings that have ended within the last 15 days. To start searching, click the "Advanced Search" link located at the top of most eBay pages, enter your keywords, and any other search information, and check the "Completed listings only" checkbox. Then click the "Search" button.

**TAP INTO EBAY MARKETPLACE RESEARCH by TERAPEAK**

Subscribe to the Marketplace Research tool by Terapeak for more in-depth pricing knowledge. This tool lets you analyze top searches, average start prices, and average sold prices. You can view the demand for items you're planning to sell, and access up to 90 days of eBay data on all items sold. To subscribe, visit [http://pages.ebay.com/marketplace\\_research](http://pages.ebay.com/marketplace_research)

This and many other tools to help you sell in the eBay Marketplace are now available within Selling Manager (free for all sellers) and Selling Manager Pro. Simply click on the Applications tab to review all the options available and take a test drive with a free trial.

**UNDERSTAND SELLING FORMATS****USE SELLING FEATURES & FORMATS**

To maximize your sales on eBay, we recommend that you sell in a variety of listing formats. Remember that different buyers prefer to shop in different ways. While some enjoy the thrill and excitement of auction-style listings, others prefer the immediate gratification of "Buy It Now".

Experiment with various listing formats, days of the week, and times of day to generate the most sales. Also use features such as Best Offer and Second Chance Offer in combination with selling formats to give your sales a boost.

**USE BEST OFFER  
AND LET BUYERS  
NAME THEIR  
PRICE**

Format Type	Format Specifics	Format Benefits	Best Practices
<b>Auction-style</b>	<p>The seller offers a single item at a starting price, and allows the market to determine the item's final value. The item is sold to the highest bidder.</p>	<p>Auction-style listings are a great way to maximize your final sales price. Use this format to get the best market price for your item.</p> <p>This format gives sellers the greatest exposure to buyers on eBay.</p>	<ul style="list-style-type: none"> <li>• Use Auction-style listings when selling unique, hard-to-find items or items in high demand.</li> <li>• The item starting price is critical: Set the starting price based on the lowest bid you are willing to accept.</li> </ul>
<b>Auction-style with Buy It Now</b>	<p>Sellers also can provide the convenience of immediate purchase on the auction-style listings with the Buy It Now feature.</p> <p>You have a sale if a buyer is willing to purchase your item at the Buy It Now price instead of bidding.</p>	<p>This format gives sellers more flexibility with Auction-style listings when sellers offer an item in single-item quantity.</p> <p>Sellers can reach more buyers using this format because some buyers prefer to buy the item immediately, while others enjoy the thrill of bidding.</p>	<ul style="list-style-type: none"> <li>• Set the auction starting price well below the Buy It Now price to kick off bidding.</li> <li>• Set the Buy It Now price closer to the final price you want for the item. It must be at least 10% higher than the auction starting price.</li> </ul>
<b>Fixed Price</b>	<p>Set the item price without the bidding process. Sellers can offer one or more items for sale at a Fixed Price.</p>	<p>Fixed Price format gives sellers control over the price of the item and provides the ability to sell multiple identical items.</p>	<ul style="list-style-type: none"> <li>• While this format may give you control over the item price, it may not generate much buyer excitement. Use it in combination with some Auction-style listings, or for commodity items where you know the true value and market demand.</li> <li>• Consider the Fixed Price format with the Best Offer feature, and let buyers name their best price.</li> <li>• Try free shipping on your Fixed Price listings to boost sales.</li> </ul>
<b>Store Inventory Format</b>	<p>An eBay Store subscription allows sellers to showcase all of their listings in a customizable storefront.</p> <p>Store Inventory is an additional listing format only available to eBay Store owners. The Store Inventory format has a longer duration and lower Insertion Fees, but provides limited visibility.</p>	<p>The Store Inventory format is an optimal format for sellers who have continuous access to inventory and want to start an online business. This format is most advantageous for slow-moving inventory and accessory items.</p> <p>A subscription to eBay Stores offer benefits such as free tools and pictures.</p>	<ul style="list-style-type: none"> <li>• We recommend that you list unique, hard-to-find items in an Auction-style format and Fixed Price listings and slow-moving inventory in the Store Inventory format.</li> <li>• Balance Store Inventory with Auction-style and Fixed Price listings to drive traffic to your inventory because Store Inventory has less exposure in search than other listing formats.</li> </ul>

# STEP 3

## create a great listing

Creating a great listing is essential for scoring higher DSRs. Your listing should include relevant product details and clearly stated sales policies. Be sure to set the buyer's expectations up-front. An informed buyer is less likely to be disappointed with the transaction.

### WRITE AN EFFECTIVE ITEM TITLE

#### USE ALL 55 CHARACTERS

Use all 55 characters in the item title to maximize exposure to buyers. Be descriptive and include information such as item condition and brand name. Since most buyers find items via Search, make a list of potential key (search) words that a buyer might use in searching for an item. Include a combination of product-type words to cast a wide net (e.g. "Digital Camera," and specific keywords, such as the brand name "Canon," or model number). However, using too many broad terms could lead to overexposure and can hurt your standing in Best Match for Fixed Price listings. Visit the Best Match Best Practices page for more information: <http://pages.ebay.com/sellerinformation/growing/bestmatchtips.html>

Note: All keywords in the title must be relevant to the item offered for sale. For information on eBay's Search & Browse policy, reference the Safer Selling section in Step 7.

#### INCLUDE A SUBTITLE

Make your listings stand out with an additional 55-character subtitle. Buyers will notice this additional information as they browse categories or view search results. Include words buyers would not generally search for, but that would be of interest, such as item age or origin. Promote item extras, such as batteries included, free shipping, or a money-back guarantee. To learn more, visit <http://pages.ebay.com/help/sell/itemssubtitle.html>

### SPECIFY ITEM DETAILS & YOUR POLICIES

#### POST POWERFUL PHOTOS DSR

Photos are often the first thing buyers see, so be sure to use quality photos. Remember that a buyer cannot inspect the item in person, so provide as much detail as possible, particularly if the item is not new or is damaged. Images should be in focus, free of background clutter, and well lit. Photograph an item at close range, at an angle, and using at least two light sources to show more product detail. Include any specific markings or defects. We recommend taking eBay's photo tutorial.

To take the tutorial, visit [http://pages.ebay.com/help/sell/photo\\_tutorial.html](http://pages.ebay.com/help/sell/photo_tutorial.html)

#### DESCRIBE YOUR ITEM DSR

Creating a detailed item description has a positive impact on your Item as Described rating. We recommend you describe the item you are selling in full detail, and include all relevant attributes such as brand, model number, size, style, measurements, color, and product type. You can also provide additional information by posting a Frequently Asked Questions (FAQ) list so that prospective buyers can easily get answers to common questions without sending an email.

To learn more, visit [http://pages.ebay.com/help/sell/answer\\_qs.html](http://pages.ebay.com/help/sell/answer_qs.html)

## USE CLEAR PICTURES

## MENTION PRODUCT CONDITION DSR

It's also important to mention the product condition (e.g. new, used, or refurbished) when listing an item for sale to help you get a higher Item as Described rating. Disclose full product details, including defects, and any other information that may impact a

buyer's decision to make a purchase. Use photos to show any defects and avoid using stock photos if your item is not new. If the item is not new, do not describe the item as "like new," rather, list the condition as "excellent". Buyers will appreciate the honesty!

### SET BUYER EXPECTATIONS UP-FRONT

## CLEARLY STATE YOUR POLICIES DSR

In addition to describing the item, it's also critical to clearly state your sales and customer service policies since this information impacts your Communication, Shipping & Handling Charges, and Shipping Time DSRs. Specify topics such as preferred method of contact, shipping, payment, return, and tax information. Leave no doubt in the mind of the buyer about the transaction details.

Here are some policies you should cover in the listing description:

- **Contact:** Mention your preferred contact method and let buyers know that you are reachable when the listing is up and also post-transaction. Mention how quickly buyers can expect a response.
- **Shipping:** Include shipping cost, shipping method, shipping time, and ship-to locations when you list an item. Shipping policies are a very important part of the transaction, and providing excellent service in this area can help boost your shipping DSRs. Use the Shipping Calculator to help you determine reasonable shipping costs and shipping services available in the buyer's location worldwide. Check out Step 5 to learn more about eBay's Shipping Calculator.
- **Payment:** State payment methods and details in both the "Description" and the "Payment Instructions" fields when you create a listing. If you do not accept a specific form of payment, state this exception in a positive manner.
- **Returns:** The more customer-friendly your policies, the more you will be able to convert potential buyers into loyal customers. State your return policy directly in your listing – which is required. To learn more, visit <http://pages.ebay.com/help/sell/your-return-policy.html>
- **Sales Tax:** Provide sales tax information where applicable, including a list of states where you collect sales tax and the rate.

## FOLLOW UP ON YOUR TRANSACTIONS DSR

After the listing has closed, we recommend that you restate your customer service policies to the buyer. Remind buyers about response times to emails and expected shipping times. Consider including a note that has your contact information (email, telephone, and fax) when you ship the item. Use this as your opportunity to let buyers know that you are reachable if, for any reason, they are not satisfied with the transaction. Finally, as a closure, remind buyers to leave you a 5 star rating on each DSR if they are satisfied with the transaction or to contact you if they are not satisfied. Offer a discount coupon for repeat customers.

## PROMOTE YOUR LISTINGS

### LIST ITEM SPECIFICS

Complete the "item specifics" fields during the listing-creation process. These specifics ensure that buyers can find your items more easily. For example, a buyer may search for a specific size or color when buying shoes or clothing. In many categories, you can add your own Custom Item Specifics to tell the user even more about the item. Learn more at

[http://pages.ebay.com/help/sell/item\\_specifics.html](http://pages.ebay.com/help/sell/item_specifics.html)

### USE THE PRODUCT DETAILS FEATURE

When you create listings in categories such as Books, Cell Phones, Digital Cameras, Movies, Music, PDAs, and Video Games, you can automatically fill your listing with stock product descriptions and photos. Product Details saves you time and helps to make your listing clear and appealing to buyers.

Note that while Product Details automatically provides most of the Item Specifics information, it does not address product condition. Sellers should provide the product's condition using Item Specifics. If the item is not new, make sure to supplement the listing with additional photos. To learn more, visit

<http://pages.ebay.com/help/sell/prefilled-information.html>

### BE ACCESSIBLE TO YOUR BUYERS

STEP **4**

## sell internationally

**INCREASE YOUR  
SALES — SHIP  
INTERNATIONALLY**

Selling internationally is a growing trend among eBay sellers. Cross-border trade gives you the opportunity to tap into new markets and find new customers.

**EXPAND YOUR SALES****DEVELOP INTERNATIONAL BUYERS**

If you are currently not selling internationally, we recommend that you consider this opportunity to expand your sales. New DSR policies which only count U.S. transactions and the ability to choose individual countries to exclude from international offerings, should have eliminated some barriers. By selling internationally, you are likely to see increased resources that can help you handle aspects of internal sales revenue and higher average selling prices. The eBay site and partner websites offer resources that can help you with shipping methods, customs fees, duties, trade restrictions, and more.

**RESEARCH INTERNATIONAL SELLING RESOURCES**

The best business plans start with quality research. Get the information you need and then build your global business. Here are some helpful International Selling resources:

- eBay's Global Trade Hub  
<http://pages.ebay.com/globaltrade>
- U.S. Government Export Portal  
<http://www.export.gov>
- UPS Global Advisor  
<http://www.ups.com/content/us/en/resources/advisor/index.html?WT.svl=SubNav>
- USPS International Mail Manual  
<http://pe.usps.gov/text/lmm/welcome.htm>
- International Time Zone Calculator  
<http://pages.ebay.com/internationaltrading/timezones.html>

**FOLLOW INTERNATIONAL BEST PRACTICES** **CREATE EFFECTIVE LISTINGS**

If you sell internationally or plan to sell internationally, here are a few suggestions to help you create effective listings that minimize questions from international buyers and help you achieve higher DSRs.

- **Specify Global Measurements:** U.S. sizes do not always translate directly for international buyers, so we suggest you provide global measurements and other product specifications when available. Include international sizes for clothing and provide measurements in metric units. Some electronics and media may not work in all countries due to differences in voltage, plugs, or formats. Prominently state this information in your listings to avoid confusion, and avoid listing your item in countries where the item will not work.

- **Explain Shipping Costs:** Specify international shipping destinations and costs. It also helps to explain customs, duties, and buyer tax responsibilities that may increase shipping costs. Often buyers don't realize that they may be responsible for these costs. It helps to specifically call these out.
- **Specify Shipping & Handling Time:** Address the international shipping and handling time. Consider creating a special email and FAQ specifically for international customers.
- **Specify Response Times:** Be clear about international response times. Mention in your communication policy that it may take a day longer to respond to buyers in different time zones. Use the Time Zone Converter to help customers gauge your business day.
- **Mention Your Return Policy:** Clearly state any international limits to your return policy or warranties. For example, if you don't cover international return postage or have specific warranty limitations, spell it out in your listing and other communications.

# STEP 5

## clearly state your shipping policies

State your shipping policies and costs up-front in your listing, so that there are no surprises for the buyer. Following good shipping practices will help you build a loyal customer base, gain greater visibility in Search, and achieve higher DSRs. In the following section, we offer tips and best practices for two of the shipping DSRs: Shipping Time and Shipping & Handling Charges.

### DSR - SHIPPING TIME DSR

*Guiding Principle: Ship as soon as possible – make every effort to please the buyer!*

- Be specific about your shipping services, including delivery time for each service.
- Specify the timing of when an item will ship after payment receipt. Often buyers don't realize that it may take sellers a day or two to process the transaction in addition to shipping time. This could cause frustration and lead to lower DSRs.
- Appeal to buyers who want their items in a hurry by offering a variety of services from economical to express shipping services.
- Provide tracking information. You can pay for shipping and print U.S. Postal Service or UPS labels with PayPal. The service is free, convenient, and easy. PayPal shipping labels provide tracking or delivery confirmation numbers and help you communicate with their buyers. To learn more, visit <http://pages.ebay.com/sellerinformation/shipping/labels.html>

## INCLUDE SHIPPING & HANDLING TIME

### DSR - SHIPPING & HANDLING CHARGES DSR

*Guiding Principle: Charge accurate shipping prices that will delight your buyers!*

- Use eBay's Shipping Calculator to determine accurate shipping charges. Using the calculator in your listings will automatically calculate the shipping costs for the buyer based on the seller's ZIP Code, the buyer's ZIP Code, package details, and shipping service. Using the Shipping Calculator will also help to reduce buyer inquiries and emails.  
To learn more, visit <http://pages.ebay.com/sellerinformation/shipping/calc.html>
- If you post a flat shipping rate, make sure that shipping rates are reasonable and do not violate the Excessive Shipping Policy. You can also look at the shipping costs charged in your category by sellers with high DSR scores. To learn more about the Excessive Shipping policy, visit <http://pages.ebay.com/help/policies/listing-shipping.html>
- Consider offering combined shipping discounts to buyers who purchase multiple items. Discounts for combined shipping stimulate additional sales and reduce your costs. Try the Combined Shipping Discounts feature, which provides added flexibility for discounts on multiple-item purchases. To learn more, visit <http://pages.ebay.com/CombinedShipping>
- If you sell internationally, specify shipping destinations and costs. Use eBay's Shipping Calculator to make country-specific pricing easier and more visible to buyers. Also, if there are any additional costs that buyers may be responsible for, such as customs fees and duties, explain these in the listing description.
- Grab the buyer's attention by offering free shipping and differentiate yourself from other sellers. Listings with free shipping appear with an eye-catching Free Shipping icon on the View Item page. Appeal to these buyers with free shipping. To learn more, visit <http://pages.ebay.com/shippingtips/index.html#freeship>

For more tips, visit <http://pages.ebay.com/shippingtips/index.html>

To learn about shipping in general, visit <http://pages.ebay.com/shipping>

## USE CALCULATED SHIPPING

# STEP 6

## grow your sales with tools

eBay provides a selection of tools and services to make selling easier and more efficient. We recommend that you evaluate these tools based on your requirements and sales volume.

**USE PAYPAL TO  
HELP ATTRACT  
MORE BUYERS**

### **ADOPT & USE PAYPAL**

Streamline the payment process by signing up for PayPal. PayPal is a great way to attract more buyers, and increase sales on eBay and on your own website.

### **GET PAID QUICKLY**

Buyers trust PayPal because they can pay numerous merchants quickly without exposing their financial details. As a leader in security technology, PayPal uses state-of-the-art fraud prevention to help stop cyber crime. Adding PayPal makes it convenient for your buyers to pay you faster.

### **REDUCE UNPAID ITEMS**

PayPal payments can be sent immediately after a purchase, helping reduce the risk that your buyers will forget to pay or change their mind about their purchases. In fact, listings that do not accept PayPal are 37% more likely to result in an unpaid item.\*

*\* Results from an eBay Unpaid item research, Q3 2005*

### **INCREASE YOUR REVENUE**

Many of the world's top online businesses, including Buy.com, Barnes & Noble, Dell, Sharper Image, StarbucksStore.com, PetSmart, and Toys "R" Us accept PayPal as an additional payment option because customers demand it. In fact, 80% of PayPal users say they're more likely to buy from an online business a second time if that business accepts PayPal.\*\* To see how some sellers have maximized profits using PayPal, visit <https://www.paypal.com/merchantcasestudies>

*\*\* Q1 2006 PayPal phone survey of small- and medium-sized businesses doing a minimum of \$120,000 USD in annual online sales.*

**USE PAYPAL TO  
AUTOMATICALLY  
PAY YOUR EBAY  
FEES**

### **PAY YOUR EBAY FEES**

In addition to getting paid for your listings through PayPal, you can also use PayPal to automatically pay your eBay fees. Automatic payments reduce the time spent writing checks or authorizing one-off credit card payments. There are no set-up or monthly fees; you pay fees only when you accept a payment. To learn more, visit <http://pages.ebay.com/help/account/payfees.html>

## FOLLOW SAFER PAYMENT REQUIREMENTS

eBay and PayPal are working together to make buying safer on eBay. Some sellers may be required to offer PayPal or a merchant credit card as a payment option to their buyers. If your buyer satisfaction rating is poor, or you sell in specific categories (Cell Phones, Computers, Consumer Electronics, Gift Certificates, and Video Games), or you have less than 100% Feedback, you will be required to offer safer payment options. To learn more, visit <http://pages.ebay.com/help/policies/accepted-payments-policy.html>

## OPEN AN EBAY STORE

With an eBay Store you can display all your listings regardless of format in one convenient location. The eBay Store is the perfect foundation to extend your brand to eBay shoppers and to encourage repeat buying. Opening an eBay Store will help you if you plan to list higher volumes.

**USE MARKDOWN  
MANAGER  
TO OFFER  
DISCOUNTS TO  
BUYERS**

## SUBSCRIBE TO EBAY STORES

eBay Stores offers three subscription tiers: Basic, Premium, and Anchor Stores. As the name suggests, a Basic Store provides an easy, entry-level solution for an online storefront, while the Premium and Anchor Store levels are better suited for higher-volume sellers who are looking to accelerate sales growth. To determine which tier would be most suitable for your sales needs, visit <http://pages.ebay.com/storefronts/subscriptions.html>

## GET FREE PHONE SUPPORT

As an eBay Stores owner, you get a dedicated phone-support line at no cost. If you have an eBay Store, the toll-free number will appear on your Manage My Store page.

## USE STORE'S MARKETING TOOLS

eBay Stores come equipped with powerful tools and resources to help you bring in more buyers from eBay, the internet, and offline. We recommend using the following tools:

- **Email Marketing:** Send professional email newsletters to your buyers to increase sales. Stores Email Marketing is a great way to turn browsers into buyers and existing buyers into repeat buyers. To learn more, visit <http://pages.ebay.com/help/specialtiesites/email-marketing.html>
- **Markdown Manager:** Use Markdown Manager to offer discounted pricing or time-limited free shipping to your buyers. Creating a discount sale is easy, and can help you generate excitement among buyers, which can bring you additional sales. To learn more, visit <http://pages.ebay.com/storefronts/markdownmanager.html>

## ACCESS EBAY & THIRD-PARTY SELLER TOOLS

Whether you list 10, 100, or thousands of items, eBay offers a selection of tools to meet your selling needs. List more items in a shorter time by automating your selling processes based on your listings volume and requirements. Many of these tools are available to you at no cost and some offer free trials.

## INCREASE YOUR PRODUCTIVITY

Here are some seller tools to use based on your monthly listings volume.

LISTING VOLUME	USER REQUIREMENTS	TOOL OPTIONS
<b>0–10 items (monthly)</b>	Understand Your Competition	Completed Listing Searches (Free)
	Step-by-Step Listing Process	SYI (Sell Your Item) Form (Free)
	Professional-Looking Listings	SYI, Turbo Lister (Free)
	List Multiple Items	Turbo Lister (Free)
	Track Listings (from anywhere)	My eBay (Free)
	Ease of Use	SYI, Turbo Lister (Free)
<b>11–49 items (monthly)</b>	Price Points and Demand	eBay Marketplace Research by Terapeak
	Professional-Looking Listings	Turbo Lister (Free)
	List Items Faster	Turbo Lister (Free), Blackthorne
	Track Listings Status	Selling Manager, Selling Manager Pro, Blackthorne
	Save Time Managing Feedback & Email	Selling Manager, Selling Manager Pro, Blackthorne
	Single Tool (List & Manage)	Selling Manager Pro, Blackthorne
	Print Shipping Labels & Invoices	Selling Manager Pro, Blackthorne
	Sales Reports	Sales Reports Plus (Free)
<b>50+ items (monthly)</b>	Market Research	eBay Marketplace Research by Terapeak
	Professional-Looking Listings	Turbo Lister (Free), Selling Manager Pro, Blackthorne
	Save Time Listing	Turbo Lister (Free), Selling Manager Pro, Blackthorne, File Exchange
	Track Listings Status	Selling Manager Pro, Blackthorne
	Listing & Management Tool	Selling Manager Pro, Blackthorne
	Manage Feedback & Email	Selling Manager Pro, Blackthorne
	Print Shipping Labels & Invoices	Selling Manager Pro, Blackthorne
	Inventory Management	Selling Manager Pro, Blackthorne
	Manage Non-Paying Bidders	Selling Manager Pro, Blackthorne
	Sales Reports	Sales Report Plus (Free)
	Integrate with QuickBooks	Accounting Assistant
	Other Solutions (3rd party)	Certified Provider Program

*These tools are web-based solutions and can be accessed from any computer with an Internet connection: eBay Selling Manager, eBay Selling Manager Pro, eBay Marketplace Research by Terapeak, eBay Accounting Assistant, and eBay Sales Reports Plus.*

*The eBay Turbo Lister and eBay Blackthorne tools are desktop solutions.*

*Many additional 3rd party tools are offered in the applications tab of Selling Manager. Certified Provider solutions can be found at <http://certifiedprovider.ebay.com>*

## STEP

## 7

## leverage marketplace resources

The last step covers additional resources available to help you succeed on eBay. We recommend that you familiarize yourself with eBay policies, update your account information as needed, remain opted-in for communications, visit the site and Seller Dashboard often.

**LEARN ABOUT SAFER SELLING**

To promote a fair and enjoyable trading experience, eBay has established certain policies and guidelines. It's important that your listings comply with all applicable policies. Learning about eBay's listing policies before you list an item will help you to avoid unintentionally breaking the rules.

**REVIEW EBAY'S LISTING POLICIES**

- **Verified Rights Owners (VeRO) Program:** eBay is committed to protecting the intellectual property rights of third parties and to providing its users with a safe place to trade. eBay created the Verified Rights Owner (VeRO) Program so that intellectual property owners could easily report listings that infringe their rights. To learn more, visit <http://pages.ebay.com/help/tp/programs-vero-ov.html>
- **Image & Text Theft Policy:** eBay members are not allowed to use another eBay user's pictures or descriptions in their listings or About Me pages without the owner's permission. To learn more, visit <http://pages.ebay.com/help/policies/vero-image-text-theft.html>
- **Search & Browse Manipulation Policy:** Since most buyers find items on eBay via the Search, it's critical that you only include information relevant to the item listed. Including non-relevant information intended to divert buyers to a listing leads to a poor and frustrating shopping experience, and also puts sellers who do not violate this policy at a disadvantage. To learn more, visit <http://pages.ebay.com/help/tutorial/searchandbrowseman/intro.html>
- **Fee Circumvention:** Any systems or techniques used to avoid eBay fees are considered fee circumvention. Fee Circumvention is not allowed on eBay because these listings undermine trust in the eBay Marketplace. To learn more, visit <http://pages.ebay.com/help/tutorial/feecircutorial/intro.html>
- **Shill Bidding:** Shill Bidding is bidding that artificially increases an item's price or apparent desirability, or bidding by individuals with a level of access to the seller's item information not available to the general community. For this reason, eBay has a policy prohibiting Shill Bidding. To learn more, visit <http://pages.ebay.com/help/tutorial/sbiddingtutorial/intro.html>
- **Prohibited & Restricted Items:** Before you list your item, verify that your item is legal to sell and allowed on eBay. Conducting this step will help you avoid potential issues with your listing. To learn more, visit <http://pages.ebay.com/help/policies/items-ov.html>
- **International Trading:** You are responsible for ensuring that your transactions are lawful in both the country of the seller and the country of the buyer. eBay strongly encourages you to learn about the laws of the country you reside in, as well as the countries where you plan to do business. To learn more, visit <http://pages.ebay.com/help/policies/international-trading.html>

To learn about other eBay listing policies, visit <http://pages.ebay.com/help/policies/listing-ov.html>

**FOLLOW EBAY'S  
LISTING POLICIES  
& GUIDELINES**

**PROVIDE  
SECONDARY  
CONTACT  
INFORMATION**

### **PROTECT YOUR ACCOUNT**

Providing up-to-date contact information protects you and minimizes the risk of account take over. In addition to your primary phone number, we encourage you to add a mobile phone number to your registration details. This will allow eBay to reach you in the event it is necessary to verify the identity of the person listing through your account. Your mobile phone number will not be shared with other members and will be treated in accordance with eBay's Privacy Policy. You can add a secondary phone number by logging into your account and updating your eBay Registration Information. If you would like to report unauthorized access of your account, visit <http://pages.ebay.com/help/account/securing-account.html>

### **RECEIVE EBAY COMMUNICATIONS**

#### **OPT-IN FOR TELEMARKETING**

From time to time, eBay representatives may contact you via telephone to discuss sales and growth opportunities. You may also hear about listings promotions and receive invitations for special events via phone. We recommend you opt-in to receive calls from eBay and update your phone number, so you don't miss out!

#### **OPT-IN FOR EMAILS & NEWSLETTERS**

You can also get advanced notice of site changes, special promotions, and feature and selling tools updates essential to your business, by opting in to receive seller emails.

To opt-in to receive phone calls and emails from eBay, log in to your account and update your marketing preferences. To log into your account go to <http://www.ebay.com/optin>

### **CHECK OUT ONSITE RESOURCES**

#### **VISIT EBAY'S ANNOUNCEMENTS BOARD**

This is the place on eBay to get updates about site changes, policy announcements, and other news. As an eBay member, you'll want to stay informed about the latest updates so that you can adjust your business on eBay accordingly. You can also join eBay Announcements News Group or subscribe to eBay's RSS feed. RSS (Really Simple Syndication) is an xml format eBay uses to aggregate and share eBay's announcement board updates.

To go to eBay's General Announcements Board, visit <http://www.ebay.com/announcements>

#### **TRY THE SELLER INFORMATION CENTER**

Visit the Seller Information Center to get basic and advanced information about selling on eBay. Learn tips & best practices for successful selling on eBay - all in one place. To learn more, visit <http://pages.ebay.com/sellerinformation>

The information in this guide is accurate as of November 2009.





This information was made possible by analyzing our own internet research, talking with many successful sellers, and working with our Certified Providers. On eBay, every business is built differently. What works for one company may not work for another. Please use these steps as a guideline for growing your business, not as hard and fast rules.

**SELL IN MULTIPLE FORMATS · CHARGE ACCURATE SHIPPING · EXCEED BUYER EXPECTATIONS · CREATE DETAILED DESCRIPTIONS**