

7 steps to scalability.

CONNECT WITH CUSTOMERS,
INCREASE PROFITS.

SELLER ACTION PLAN



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Learn more: Pages 1 to 3

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Learn more: Pages 4 to 6

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Learn more: Pages 6 to 8

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Learn more: Page 10

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Learn more: Page 11

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Learn more: Page 12



Step 1. Setting up for success.

UNDERSTANDING THE MARKET

Check Out eBay Pulse. Not sure what buyers are searching for? Visit eBay Pulse frequently to track trends, hot picks, top searches, most watched items and other interesting eBay facts. Learn more at <http://www.ebay.com/pulse>

Understand Your Competition. Use the Completed Items Search on eBay to understand how the competition is marketing and pricing the same items you are selling. For more in depth pricing knowledge try eBay's Marketplace Research to analyze top searches, average start prices, and average sold prices. Understand the demand for items you're planning to sell and access up to 90 days of eBay data on all items sold. Learn more at http://pages.ebay.com/marketplace_research

The Right Pricing Strategy. Start with a price much lower than the actual item cost. This will encourage multiple bids on your item and also save you money on insertion fees. For example, if your item costs \$50, start as low as \$25 and save up to 50% on insertion fees. Learn more about insertion fees at <http://pages.ebay.com/help/sell/fees.html>

IMPORTANCE OF FEEDBACK

Feedback System. Feedback is a critical aspect of trading on eBay. Buyers often use your feedback score in making a final decision to purchase your items. A positive track record is an indicator of previous buyer's overall experience in the transaction. Following listings best practices will help you build positive feedback. Very often negative feedback or disputes are a result of simple miscommunication.

LISTING SET UP

Selling Formats. In order to maximize your sales on eBay it is recommended that you sell in a variety of formats. Remember that different buyers prefer to shop in different ways. While some enjoy the thrill and excitement of auctions-style listings, others prefer

the immediate gratification of "Buy It Now." We suggest you experiment with various listing formats, days and times to generate the most sales.

eBay Express. For those sellers looking for additional sales opportunities, consider optimizing your listings for eBay Express. eBay Express allows sellers to sell through a more conventional eCommerce experience without auctions. You will need to meet certain criteria in order to sell on eBay Express. To learn more about selling on eBay Express please visit <http://express.ebay.com>

FEATURES & TOOLS TO HELP MAXIMIZE SALES

There are several features and tools that can be used in combination with selling formats to give sales a boost. Here are some that can make help reach the most buyers and sell successfully.

Best Offer. This feature lets buyers name their best price which sellers can accept at their discretion. Once a buyer makes a Best Offer, sellers can accept the offer, decline the offer or respond with a counteroffer. If the seller chooses to accept an offer, the buyer who submitted that offer becomes the instant winner of that item.

View completed listings to determine best pricing.

FORMAT TYPE	FORMAT SPECIFICS	FORMAT BENEFITS	BEST PRACTICES
Auction-Style	The seller offers one or more items at a starting price and allow the market to determine it's final value. The item is sold to the highest bidder.	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. This format gives sellers the greatest exposure to buyers on eBay.	<ul style="list-style-type: none"> • Use Auction-style listings when selling unique, hard to find items or items in high demand. • The item starting price is critical—set the starting price based on the lowest bid you are willing to accept. • Create Auction-style listings in combination with Second Chance Offer to convert non-winning bidders into buyers.
Auction-Style with Buy It Now	Sellers can also give buyers the convenience of immediate purchase on your auction listings with Buy It Now feature. The listing can close if a buyer is willing to meet your Buy It Now price before the first bid comes in. If a bid is received, the Buy It Now option disappears.	<p>This format gives sellers more flexibility with Auction-style listings when you are selling in single item quantity.</p> <p>You can reach more buyers using this format since some buyers prefer to buy the item immediately while others enjoy the thrill of auctions!</p>	<ul style="list-style-type: none"> • Set the auction starting price well below the Buy It Now price to kick off bidding. • Set the Buy It Now price closer to the final price you want for the item.
Fixed Price	<p>Set the item price without the bidding process. Sellers can offer one or more items for sale at a Fixed Price.</p> <p>To create Fixed Price listings sellers will need to meet certain feedback criteria.</p>	<p>Fixed Price format gives sellers control of the price of the item and provides the ability to sell multiple quantity items.</p> <p>Like Auction-style listings, Fixed Price format also has more visibility on eBay.</p>	<ul style="list-style-type: none"> • While this format may give you control over the item price, it may not generate as much buyer excitement. Use it in combination with some Auction-style listings. • Consider Fixed Price format with the Best Offer feature as well and let buyers name their best price. • Best Offer feature can also allow for greater flexibility on items with minimum sales price requirements.
Store Inventory Format	<p>An eBay Store subscription allows sellers to showcase all their listings in their own customizable storefront.</p> <p>Store Inventory is an additional listing format available ONLY to eBay Store owners. The Store Inventory format has a longer duration and lower Insertion Fees but provides limited visibility. Additionally sellers can sell more than one item per listing at a set price.</p>	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.	<ul style="list-style-type: none"> • For best results we recommend that you list unique, hard-to-find items in Auctions format and Fixed Price and slow moving inventory in Store Inventory format. • Balance Store Inventory with Auction and Fixed Price listings to drive traffic to your inventory because Store Inventory has less exposure than other listing formats.

Sell in a variety
of formats to
maximize sales.

Second Chance Offer. Convert non-winning bidders into buyers with Second Chance Offer. You can use this feature to make a Second Chance Offer to a non-winning bidder under the following conditions: when the winning bidder does not pay you, your Reserve Price has not been met or you have a duplicate item for sale but did not chose to run a multiple item Auction. There is no fee to make a Second Chance Offer and you only pay the Final Value Fee once the offer is accepted.

Listing Scheduler Many buyers place bids towards the end of an auction. If you are selling the same item in multiple listings you should test staggering the ending days and times to determine the best strategy for your products. Listing Scheduler gives you the flexibility to control the start and end time of your listings. For example, try starting or ending your listings on a weekend when buyers have more time to shop online.

Gift Services. Give buyers the choice to buy items as gifts. You can now offer Gift Services on your listings and help your listings stand out amongst others (especially during seasonal periods). When you add Gift Services to your listings, an eye-catching gift icon will display next to your listings that lets buyers know you offer this service. Be sure to include service details and charges in your item description.

To learn about additional features & tools please visit <http://pages.ebay.com/sellercentral/tools.html>

Maximize
sales with
**Best Offer &
Second Chance
Offer.**

SAFE SELLING PRACTICES

Review Listing Policies. Familiarize yourself with eBay's listing policies so that you are following best practices and guidelines. Take a moment to review these so that your listings are not removed due to possible violations. Learn more at <http://pages.ebay.com/help/policies/listing-ov.html>

Here are some other useful links to understanding eBay's guidelines:

Intellectual Property: <http://pages.ebay.com/help/tutorial/verotutorial/intro.html>

Keyword Spamming: <http://pages.ebay.com/help/tutorial/searchandbrowseman/intro.html>

Fee Circumvention: <http://pages.ebay.com/help/tutorial/feecirtutorial/intro.html>

Shill Bidding: <http://pages.ebay.com/help/tutorial/sbiddingtutorial/intro.html>

Feedback: <http://pages.ebay.com/help/tutorial/feedbacktutorial/intro.html>

Write Your Own Description. Copying another's description and pasting it into a listing is illegal and violates eBay policy. Learn more about Image & Text Theft Policy at <http://pages.ebay.com/help/policies/vero-image-text-theft.html>

Obtain Permission for use of Trademarks (including logos). For example, if you're selling an Alpine car stereo, you are not authorized to use the Alpine logo in your listing without permission from Alpine. Unauthorized use can lead to suspension.

Learn more about the VERO program at <http://pages.ebay.com/help/confidence/programs-vero-ov.html>

Use eBay Tool Bar. The Account Guard Protection feature of the eBay Tool Bar that helps you protect your eBay account information, Account Guard detects when you are on a potentially fraudulent (spoof) website and warns you. It also lets you report such sites to eBay. Download for free. Learn more at http://www.ebay.com/ebay_toolbar

Visit eBay Message Center. This is a centralized location in "My eBay" where eBay will send you important email notifications and special offers from time to time. Please note eBay will never ask you to submit your password or personal account information by email. To learn more about Spoof you may want to review the Spoof tutorial at <http://pages.ebay.com/education/spoof/tutorial/index.html>

Appeal to buyers by
offering gift services
& expedited shipping.

Step 2. Listing best practices.



EFFECTIVE ITEM TITLE

Maximize Title Characters. Use all 55 characters in your item title to maximize exposure to buyers. Be descriptive and include things like item condition and brand name. Remember not to compare the item you are selling to another brand name item in the title. This can help you ensure you are within eBay's listing guidelines.

Subtitle Feature. Give buyers additional descriptive information and make your listings stand out with 55 additional characters about your item as they browse categories or view search results. Include words they would generally not search for, but that would be of interest to them such as item age or origin. Or, promote the extras you offer, such as "batteries included," "free shipping" or "money back guarantee." Learn more at <http://pages.ebay.com/help/sell/itemsubtle.html>

Key (Search) Words. Since most buyers find items via the Search Box on the eBay Homepage, make a list of potential key (search) words you think they would use to find your item. Include a combination of product type words to cast a wide net, e.g., "Digital Camera," and specific key words such as the brand name "Canon" or model number.

Note: All key words in the title must be relevant to the item offered for sale. Keyword spamming can lead to possible suspension. Learn more at <http://pages.ebay.com/help/policies/listing-keywords.html>

DETAILED ITEM DESCRIPTION

Include Details. Clearly and accurately describing the item that you are selling in your listings is the number one best practice. Include details on the product type, brand, condition, attributes, model number, size, style, measurements, color, etc. If the list of specifications is lengthy, we

recommend placing this information below other important product details.

State Product Condition. It's important to mention the product condition (i.e., new, used, or refurbished). Disclose full product details including defects and any information that may impact a buyer's decision to purchase your item. If the item you are selling is not new, avoid describing the item as "like new." If your item is refurbished or used, call out in your listing that it is "refurbished."

Highlight Value. If the product you are selling is a great deal for buyers, point this out by stating the dollar amount or percent savings you are offering on your item. For example, you could state, "the MSRP is \$200, but my Buy It Now price is \$100. You save 50%!"

Make it Easy to Read. The description should be complete and easy to read. Bullet points and clear spacing make for easier reading and helps to better organize your listing information.

Write Seller FAQ's. In order to save time and make for a smooth transaction, post your Frequently Asked Questions so prospective buyers can get answers without sending you an email. You can choose to display custom FAQ and other important information to buyers when they click on "Ask Seller a Question" from any of your item pages. To learn more visit http://pages.ebay.com/help/sell/answer_qs.html

Use Skype to Communicate. Skype allows you to call or chat from your computer over the Internet. Using an inexpensive communication tool like Skype can help speed up transactions with buyers on eBay. For example, include a Skype button in your listings so buyers can contact you quickly with last minute questions. To learn more visit <http://pages.ebay.com/skype>

Using PowerSeller Logo. If you are a PowerSeller, we recommend including the PowerSeller logo in all of your listings to add credibility with buyers. Learn more at <http://www.ebay.com/powersellers>

Listing descriptions
should be
easy to read.

CLEARLY STATED POLICIES

Shipping Policy. Define your shipping policy by including handling time, shipping costs, shipping methods and ship-to locations when you list your item. Remember that using the Shipping Calculator will automatically calculate up to three different shipping services based on buyer location worldwide. Visit the eBay Shipping Center to research rates and see a Shipping Calculator demonstration. Learn more at <http://pages.ebay.com/shippingcenter>

Payment Methods. State payment methods and details in both the “Description” and the “Payment instructions & return policy” fields. In the event that you do not accept a specific form of payment, state it in a positive tone by outlining which methods you do accept rather than those you don’t.

Return Policy. Buyers are more likely to purchase from sellers who have return policies. Whether you accept returns or not, clearly say so in your listings. List in both the “Description” and the “Payment instructions & return policy” fields.

Sales Tax Information. Provide sales tax information where applicable, including listing states on whose behalf you collect sales tax.

Warranty Information. Providing a warranty on items can help overcome a buyer’s resistance to buying online and may be the deciding factor in whether a buyer purchases your product over that of another seller. If you offer a warranty, clearly describe it and make it prominent in your listing. Learn about “Warranty Services” at http://pages.ebay.com/help/warranty/seller_overview.html

Customer Service. State your expected response time to buyer emails and how long it takes you to ship items after receiving payment.

Feedback Policy. It’s helpful to state your Feedback policy including when you leave Feedback for buyers. Stating your policy upfront will minimize conflicts. Familiarize your with eBay’s Feedback by visiting <http://pages.ebay.com/help/policies/feedback-ov.html>

USE POWERFUL PHOTOS

Research shows that good photos can increase bidding on items. Follow these tips to improve and enhance your pictures.

Use Gallery Feature. Entice buyers to click on your listings from search results pages by including a picture of your item next to your listing. Draw even more attention by upgrading to Gallery Plus. With Gallery Plus, buyers see a larger image of your item when they mouse over your Gallery picture. This feature is especially effective for increasing bids and sales of high ASP items. Learn more at <http://pages.ebay.com/sell/galleryplus-landingpage>

In order to
save time,
post frequently
asked
questions.

Clear Photos at Top of Listing. Be sure that the photo is one of the first things that a buyer sees. Ensure your images are in-focus, free of background clutter, and well lit. Photograph your item at a close range, at an angle, and using at least two light sources to show more detail. Also try experimenting with photo video technology especially when selling high end items.

Multiple Images/Multi-Dimensional Views. Remember that buyers are not inspecting the item in person, so provide as much detail as possible, particularly if the item is not new in the box or is damaged. Include the tag, label, or box in the image.

Use Your Own Pictures. Copying pictures (without permission) from another eBay Seller or manufacturer/retailer may be illegal and can lead to suspension. Learn more at <http://pages.ebay.com/help/tp/compliant-listings.html>

Manage File Size. If you are hosting your own picture, the file size should be under 50 KB (kilobytes) for quick page downloads.

Add Picture Icon. Ensure the camera icon appears next to your listing on the search results page (if hosting your own pictures and not using the gallery feature), otherwise buyers won’t know that you have photos in your listing. Check the SYI (Sell Your Item) box that says “The description already contains a picture URL for my item.”

PROMOTE YOUR LISTINGS

Write Reviews & Guides. Share your expertise on the items you are selling and drive traffic to your listings via eBay and internet search engines. Write Reviews & Guides that feature your top-selling products today—it’s easy, effective, and free! Learn more at <http://reviews.ebay.com>

Personalize eBay My World. Personalize your “My World” publishing space on eBay to tell the community about yourself. This is a great opportunity to add a human element to your eBay sales. Share what you sell and tell the community about your interests. Let other members get to know you and give more visibility to your listings! Learn more at <http://myworld.ebay.com>

Use of good pictures increases bidding on items.

Use Item Specifics. For applicable categories, be sure to fill in the “item specific” fields so buyers can find your items more easily when searching. For example, a buyer may search for a specific size or color when buying shoes or clothing. Learn more at http://pages.ebay.com/help/sell/item_specifics.html

Use Pre-Filled Items Feature. For applicable categories, automatically fill in your listing with item specifics information. Pre-filled Items Feature can provide basic pre-written descriptions about your item and provide a stock picture in some cases. Available now in Books, Movies, Music & Video Games, Digital Cameras, Cell Phones and PDAs.

Cross-Promote Other eBay Listings. Every listing should be viewed as an advertisement for your other listings. Include a link in your descriptions that goes to your eBay Store or About Me page (that lists your inventory). Consider using a linkable phrase such as, “Click here to find other great items I am selling on eBay.” You may also link to your eBay Store categories using clickable photos. For instance, you may recommend a battery in a laptop listing using a photo that links to the Battery category in your eBay Store. Also, see the sections on “Custom Listing Frame” and “Cross Promotional Tool” in Step Three: eBay Stores. Learn more at <http://pages.ebay.com/help/sell/cp-overview.html>



Step 3. eBay Stores.

WHY OPEN AN EBAY STORE?

eBay Stores Can Help Your Sales. We have found that higher volume sellers who are committed to growing their sales and expect to have a part-time or full-time business on eBay tend to get the best results from their eBay Store. With an eBay Store, sellers can display all their listings—regardless of format—in one convenient

location. Sellers with an eBay Store also get powerful and easy-to-use tools that enable them to develop their own brand and encourage repeat buying. Stores sellers also have access to an exclusive listing format called Store Inventory format, which allows them to economically list for longer durations.

BENEFITS OF AN EBAY STORE

eBay Stores sellers can list in three formats: Auction-Style, Fixed Price, and Store Inventory. All listing formats automatically appear in your Store. Economically list for longer durations with the Store Inventory listing format. Learn more at <http://pages.ebay.com/storefronts/managing.html>

Traffic-Reporting Tool. Analyze where your buyers are coming from and what they're searching for. Receive data including page views, referring URLs and keywords used by potential buyers. Learn more at <http://pages.ebay.com/storefronts/traffic-reports.html>

Phone Support At No Cost. Call the toll free number on your Manage My Store Page. In addition to 24-hour support for Anchor Store sellers, Basic and Featured Store sellers can call M-F, 6am-6pm PST.

QUALIFICATIONS & SUBSCRIPTION LEVELS

eBay Stores Qualifications. To open a Store, you must be a registered eBay user with a seller's account. You'll also need to meet one of the following requirements: Feedback score of 20 or higher, or ID Verified (\$5 charge), or PayPal account in good standing.

Choose The Appropriate Stores Subscription. eBay Stores offers three subscription tiers to meet the varied needs of sellers looking to maximize their e-commerce presence. Learn more about the features and benefits of each tier, and choose the Store that's right for you! Learn more at <http://pages.ebay.com/storefronts/subscriptions.html>

OPTIMIZING YOUR STORE

Use Custom Colors and Logos. Choose from a list of pre-designed logos or design your own. It's best to make sure your logo looks professional as a poorly designed logo may hurt your image rather than help it.

Set up Customized Categories. Since you control the look and feel of your Store, create up to 300 custom categories to merchandise your unique listings effectively.

Use Promotion Boxes. Highlight featured items and specials in your Store. These flexible, customizable displays can be used for a variety of purposes, such as highlighting featured items, announcing specials, or providing alternative ways for shoppers to browse in your Store.

Set up Custom Pages. Use your Store pages to tell buyers more about your business or product. Create pages around promotions or specials.

Search Engine Optimization. To increase your chances of appearing on search engines like Google, Yahoo & MSN, use descriptive key (search) words in your Store Name, Custom Categories and Store Description and make it easier for buyers to find you. Learn more at <http://pages.ebay.com/education/SEO-eBay-Store/index.html>

Increase chances of appearing in search results by using relevant key (search) words.

If selling a product below MSRP, highlight cost savings to the buyer.

STORES MARKETING TOOLS

Your eBay Store comes equipped with powerful tools and resources to help bring in more buyers from eBay, the internet, and offline. Use them all and help increase your sales. Plus the Store Referral Credit will give you a 75% credit on your Final Value Fees when you drive qualifying traffic to your Store Inventory listings from a location outside eBay. Learn more about at <http://pages.ebay.com/help/specialtiesites/referral-credit-steps.html>

Drive Repeat Sales with Email Marketing. Send professional email newsletters to buyers to increase your sales. Stores Email Marketing is a great way to turn browsers into buyers and existing buyers into repeat buyers. You can even schedule emails to be sent automatically in response to specific buyer actions. Learn more at <http://pages.ebay.com/storefronts/promoting.html#emailmarketing>

Offer Discount Pricing with Markdown Manager. You can use the Markdown Manager Tool to offer discounted pricing to buyers. Sales can easily be scheduled and automated across Fixed Price or Store Inventory listings. Creating a Sale can help create excitement among buyers and generate additional sales. Learn more at <http://pages.ebay.com/storefronts/markdownmanager.html>

Use the Listing Frame. The Listing Frame appears within your listing description and includes a picture or logo from your Store, an optional search box that enables buyers to search within your eBay Store and links to your Custom Categories, Custom Pages and About Me page. Learn more at <http://pages.ebay.com/storefronts/building.html>

Display Items with Cross Promotions. eBay Stores sellers are given the opportunity to display complementary items from their Store to prospective buyers on Item pages. With the Cross-Promotions tool, all Stores sellers are given complete control over which items are cross-promoted to buyers. For example, if you're selling a laptop, use the Stores cross-promotion tool to advertise any accessories you might be selling such as speakers, batteries, or monitors. Learn more at <http://pages.ebay.com/storefronts/building.html>

Feature Specials with Promotional Flyers. Create custom Promotional Flyers highlighting featured items or specials. Include a flyer with all buyer shipments to trigger additional sales. Learn more at <http://pages.ebay.com/help/specialtiesites/promotional-flyer-ov.html>

Try Listing Feeds. Drive traffic to your Store by automatically distributing your listings to buyers, search engines and comparison shopping sites. Learn more about activating this feature at <http://pages.ebay.com/storefronts/listingfeeds.com>

EXPAND TO MULTI-CHANNEL SALES

Your Own Web Store with ProStores. If you are looking to expand your online sales beyond eBay Stores, you may want to consider ProStores. ProStores gives you everything you need to build and manage your own online store at your own web address. This is your opportunity to create your own self-branded buyer experience and destination. Use your online store to drive repeat business, reduce operating costs and acquire new customers through multiple online channels. ProStores is integrated with eBay so you can display eBay listings on your ProStores Web store and also list items directly to eBay. To learn more visit <http://www.prostores.com>



Step 4. Managing payments.

PayPal is a great way to increase sales in addition to accepting credit cards on eBay and on your own website. Buyers trust PayPal and feel secure making payments using PayPal. Adding PayPal makes it easy and convenient for your buyers to shop online. Several small-to-medium sized businesses have increased their revenue using PayPal as a payment method. To see how some sellers have maximized profits using PayPal visit https://www.paypal.com/en_US/pdf/tigerdirectCaseStudy.pdf



SIMPLIFY PAYMENTS

Make Automatic Payments. Paying your eBay fees with PayPal is safe and fast. You save time as there is no need to write checks or authorize one-off credit card payments. All your billing needs can now be managed in one place. There are no set-up fees or monthly fees. PayPal charges you only when you accept a payment. Plus you get one low rate for bank account payments and all four major credit cards: Visa, MasterCard, American Express and Discover.* Learn more at: <http://pages.ebay.com/help/account/payfees.html>

Reduce Unpaid Items. Letting your buyers pay right away reduces the risk that they'll forget 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.**

Minimize the Risk of Fraud. PayPal partners with you to protect your business, using proprietary risk models that help detect and predict fraudulent transactions before they affect your business. PayPal protects you in many ways that other financial institutions don't. When suspicious activity occurs, PayPal will alert you by email or phone.

Here are some of the fraud protection services PayPal provides you:

- Address Verification Service and Card Security Code checks
- Fraud prevention tools and transaction screening
- Keep financial data secure (so sellers don't need to)
- Dispute resolution assistance, even for low-volume sellers
- Chargeback fighting team

Dispute Resolution. Unlike many merchants who put buyer needs first, PayPal is equally concerned with both seller and buyer dispute resolution needs. With state-of-the-art technology and an antifraud team working 24-7, PayPal is a leader in fraud prevention and identity protection. While uncommon, if you do receive a dispute/chargeback, PayPal will partner with you to fight the dispute and obtain a fair and speedy resolution. Learn more at <https://www.paypal.com/security>

Store Less Inventory. The faster you receive payment, the faster you can ship an item. This means that you don't have to store an item while you wait for cash to arrive or a check to clear.

PayPal's Seller Protection Policy. For qualified transactions, PayPal Seller Protection Policy protects you at no additional cost for transactions PayPal considers fraudulent. Learn more about this policy at <https://www.paypal.com/cgi-bin/webscr?cmd=xpt/cps/securitycenter/sell/SellerPPOverview-outside>

ADDITIONAL BENEFITS OF PAYPAL

Earn Cash Back. Let buyers know you prefer PayPal payments on your eBay listings by automatically designating the PayPal Preferred message on your listings or on your website to earn 1.0% cash back on every purchase you make with your PayPal ATM debit card. PayPal Preferred rewards are a great way to save money!

Use PayPal
to attract
more buyers.

Send email
newsletters
to generate
repeat
purchases.

Qualify for eBay Express. Buyers will now be able to purchase fixed price goods through a more conventional eCommerce experience in addition to auction-style listings. Take advantage of the added exposure to your listings via eBay Express. Support your listings with a PayPal Premier or PayPal Business account and also set your PayPal account to ship to unconfirmed addresses or make sale-by-sale decisions. This will help qualify your listings to appear in eBay Express. For a full list of eBay Express criteria see "Step 1. Setting Up for Success."

Get Access to Free Online Tools. Below are a few of the easy-to-use tools that PayPal offers sellers. Use them to increase efficiency and save time. Learn more at <https://www.paypal.com/auctiontools>

- **Shipping**—Calculate shipping costs, print multiple U.S. Postal Service labels at once with Multi-Order Shipping, track and get delivery confirmation for your shipments, order free shipping supplies and more! To learn more visit PayPal Shipping Center <https://www.paypal.com/cgi-bin/webscr?cmd=p/ship/center-outside>
- **Virtual Terminal**—Accept phone, fax, mail and in-person payments—even from customers who don't have a PayPal account. Use Virtual Terminal anywhere you have an Internet connection!
- **Promotional Financing**—Boost your sales by offering your buyers even more payment flexibility, including deferred interest and payment.
- **Multi-User Access**—Use your PayPal Business account to create multiple logins and access levels, so your employees can complete necessary tasks without having access to business-sensitive features.

Learn about these and other PayPal services by visiting <http://www.ebay.com/paypal/seller>

* No monthly fee applies to PayPal Standard. Website Payments Pro and/or Virtual Terminal have a monthly fee.

**eBay Unpaid Item research, Q3, 2005



Step 5. Shipping & fulfillment.

Set Buyer Expectations. State shipping policies and reasonable shipping costs up front in your listing so there are no surprises for the buyer. If buyers are happy with their first purchase they will likely buy from you again.

Reasonable Shipping Costs. Avoid inflating shipping costs and charges as this inhibits buyers from bidding on your item. Reasonable shipping costs will attract more buyers. We recommend using the Shipping Calculator to help you determine accurate shipping costs.

Use Shipping Calculator. Use the Shipping Calculator to give your buyer confidence in the shipping cost of your item. The Shipping Calculator calculates actual costs of shipping based on the buyer's location worldwide. Tell eBay the size and weight of your item and we will automatically show your buyers the correct shipping cost in your listing, it's that simple! You can also include your handling fees so the buyer only sees total cost for shipping and handling. Specifying shipping services and costs can reduce the number of questions from buyers by 20%.[†] Learn more at <http://pages.ebay.com/services/buyandsell/shippingcenter7.html>

Offer Combined Shipping Discounts. Offer combined shipping discounts on multiple items purchases which will encourage your buyers to save while buying from you, a seller they know and trust. This feature has recently been improved with enhanced merchandising to buyers, greater flexibility for sellers, and promotional shipping tools. Learn more at <http://www.ebay.com/shippingdiscounts>

Offer Expedited Shipping. Appeal to buyers who want their items in a hurry with the Get It Fast feature. For example, this can be effective around shopping holidays. Include overnight shipping service as one of the shipping options when you create your listings. Domestic buyers will be able to easily search for listings that offer Get It Fast. Learn more at <http://pages.ebay.com/getitfast>

Increase Your Buyer Base, Ship Internationally. A significant and fast growing part of eBay is selling to buyers outside the United States. Shipping to Canada can be a great way to start off selling internationally. Choose "will ship to" countries in SYI (Sell Your Item) Form or in Turbo Lister. You can also print and pay for international labels with customs forms right from your PayPal account. Learn more at <http://ebay.com/internationaltrading/sellertips.html>

Get Free Shipping Supplies. You now have access to eBay Co-branded shipping materials from the U.S. Postal Service (USPS). Ship your items with FREE Priority Mail® and Priority Mail Flat Rate boxes from the U.S. Postal Service.® Order free eBay-USPS shipping materials at <http://ebaysupplies.usps.com>

Use PayPal MultiOrder Shipping. Use this shipping tool to save time and drive repeat business. With MultiOrder Shipping you can combine multiple eBay sales into one shipment and print up to 50 domestic U.S. Postal Service shipping labels from your PayPal account. Learn more at <http://pages.ebay.com/services/buyandsell/shippingcenter10.html>

Print Shipping Labels Right From PayPal. Reduce the amount of time you spend shipping your items and eliminate trips to carrier locations. Print and pay for shipping labels from the U.S. Postal Service and UPS® from your PayPal account. The buyer's address is automatically printed on the shipping label so you won't risk any mistakes entering the address. Once the label is on the package, you can arrange to have it picked up at your location. Learn more at <http://pages.ebay.com/services/buyandsell/shippingcenter9.html>

Track your Package. Once you print your shipping label and attach it to the package, both you and your buyer can easily monitor the status of the package from My eBay. Shipping information is important in boosting buyer confidence and reducing time required to manage emails. Learn more at <http://pages.ebay.com/services/buyandsell/shippingcenter8.html>

Shipping Center. The eBay Shipping Center gives you all of the information you need to accomplish the essential aspects of shipping—from eBay and PayPal! Learn more at <http://www.ebay.com/shippingcenter>

[†]Based on eBay site data from March, 2007. Data sample limited to the following listing types: auction-style, Store Inventory Format, and Fixed Price. Data sample limited to sellers with 50 or more feedback. Data sample limited to listings from sellers who reside in the U.S.

Increase your
sales—ship
internationally.



Step 6. Use seller tools to grow.

Whether you sell ten, a hundred or thousands of items on eBay there are various tools to meet your selling needs. Get help to list more in a shorter time by automating your selling processes based on your listings volume and requirements. Many of these tools are available at no cost and some offer free trials, so familiarize yourself with these tools. We also recommend that you evaluate the tools you use on a regular basis so that you are constantly improving processes and maximizing your eBay sales.

For details about seller tools mentioned below refer to the URLs in the Quick Links section (see 'Next Steps' insert).

LISTING VOLUME	USER REQUIREMENTS	TOOL OPTIONS
0–10 items (monthly)	• Understand Your Competition	• Completed Item Searches
	• Step by Step Listing Process	• SYI (Seller Your Item) Form
	• 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)
11–49 items (monthly)	• Price Points & Demand	• eBay Marketplace Research
	• 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, Selling Assistant Products Blackthorne
	• Sales Reports	• Sales Reports Plus (Free)
50+ items (monthly)	• Market Research	• eBay Marketplace Research
	• Professional Looking Listings	• Turbo Lister (Free), Selling Manager Pro, Selling Manager Products 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
	• Managing 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)	• eBay Solutions Directory

The following tools are **web-based solutions** and can be accessed from any computer with an Internet connection—**eBay Selling Manager, eBay Selling Manager Pro, eBay Sales Report Plus.**

The following tools are **desktop solutions**—**eBay Turbo Lister, eBay Blackthorne.**

Step 7. Marketplace information.

SELLER RESOURCES

Seller Development. The Seller Development team is chartered with helping sellers grow their business on eBay. From time to time, eBay representatives may contact sellers via phone through programs like Seller OnRamp, Seller Alert and Seller Outreach to discuss growth opportunities and inform them of important events. Set your telemarketing preferences to receive these phone calls by visiting <http://www.ebay.com/optin>

Seller Emails. Get advanced notice of special promotions (discounted listing days), feature and tool discounts, and exclusive invitations to events such as eBay Live by opting in to receive seller email. Sign into “My eBay,” click “Preferences” under the My Account section in the left hand column, then select ‘Newsletters, Promotions, and Event Notifications.’

Seller Central. Get advanced notice of seasonal promotions and learn which items will be promoted to eBay buyers. Discover which categories are in high demand and have short supply. Get an insider’s view of best practices from eBay’s most successful sellers. Seller Central is a complete source for all the latest information, resources, and advanced strategies for selling on eBay.

Merchant Solutions Center. Whether you are looking to start or grow your business on eBay, check out the Merchant Solutions Center for helpful information. We also recommend you identify yourself as a business on eBay. Change your account type to business by logging into “My eBay.” On the left hand side under Personal Information edit your Account Type to “Business.” This will allow you to receive helpful business related information that eBay may send from time to time. Learn more at <http://pages.ebay.com/merchantsolutions>

Use seller tools to
manage listings
and increase
productivity.



PRODUCT SOURCING

eBay’s Reseller Marketplace. eBay’s Reseller Marketplace offers PowerSellers an online private marketplace to buy liquidation inventory in large lot sizes directly from manufacturers, liquidators and wholesalers. PowerSellers can source from a number of suppliers on the Reseller Marketplace immediately and save time by not having to form relationships with individual suppliers. Learn more at <http://ebay.com/reseller>

Buy Direct. Act as a “reseller” for a local manufacturer. Often local manufacturers are anxious to find sources that will buy out returned items, out-of-season and overstocks they cannot sell. When talking to retailers, contact operations and ask for the person in charge of liquidated inventory or excess inventory. Often, retailers receive new products and are highly motivated to get rid of “old” inventory to make space for the new.

REVENUE OPPORTUNITIES

Trading Assistants. If you are an experienced eBay seller, leverage this opportunity to sell on behalf of others. The Trading Assistant Program enables experienced eBay sellers to generate a new revenue stream by enrolling in this program. Learn more at <http://ebay.com/tahub/index.html>

eBay Affiliates Program. By integrating eBay into your websites or any other marketing campaigns off-eBay you can receive a commission for every new, active registered user and successful transaction with the Affiliates Program. You can easily display customizable live eBay listings on your website by using the simple widget creator. Choose from a range of banners, buttons and logos to display a clean, creative eBay presence on your campaigns. To learn more visit <http://affiliates.ebay.com>



Next steps.

Extending your business opportunity.

The Seven Steps to Scalability are designed to help you optimize your presence on eBay with the goal of increasing your sales. As you are considering how to apply these recommendations to your eBay business, please take a moment to consider the economics of your business as well. Balancing the opportunity of growth with the associated costs is something that you are likely very conscious of.

While increasing total sales, it is also important to maintain focus on managing your overall profitability. For example, consider how each decision you make will change your total costs. The most effective businesses are able to scale costs more slowly than or at the same rate as their sales. If your costs begin to grow more quickly than sales, you may need to revisit some of your business processes to see how you can optimize more efficiently.

While an increase in sales is a key goal of most businesses, it is also critical to add the focus of sustainable growth. We hope you'll revisit the materials in this guide as your business continues to grow and change.

1.

2.

3.

4.

5.

Category Best Practices	ebay.com/sellercentral/sellbycategory.html
eBay Express	express.ebay.com
Listing Policies	ebay.com/help/policies/listing-ov.html
Keyword Spam	ebay.com/help/policies/keyword-spam.html
Obtain Permission to use Trademarks & Images	ebay.com/help/confidence/programs-vero-ov.html
Marketplace Research	ebay.com/marketplace_research
eBay Pulse	ebay.com/pulse
eBay Sales Reports	ebay.com/salesreports
eBay My World	myworld.ebay.com
PayPal	ebay.com/paypal/seller
PayPal Multi-Order Shipping Tool	ebay.com/services/buyandsell/shippingcenter10.html
PowerSeller Program	ebay.com/powersellers
ProStores	prostores.com
Reviews & Guides	reviews.ebay.com
eBay's Reseller Marketplace	ebay.com/reseller
Selling Formats	ebay.com/help/sell/formats_ov.html
Gallery & Gallery Plus Feature	ebay.com/sell/galleryplus-landingpage
Get it Fast Feature	ebay.com/getitfast
Item Specifics	ebay.com/help/sell/item_specifics.html
Listing Scheduler	ebay.com/help/sell/schedule.html
Subtitle Feature	ebay.com/help/sell/itemssubtitle.html
Seller Central	ebay.com/sellercentral
Selling Tool Recommendations	ebay.com/sell/toolrecommendations.html
Blackthorne	ebay.com/blackthorne
Selling Manager	ebay.com/selling_manager
Selling Manager Pro	ebay.com/selling_manager_pro
SYI (Sell Your Item)	ebay.com/sell/syi/index.html
Turbo Lister	ebay.com/turbo_lister
Shipping Center	ebay.com/shipping
Shipping Calculator	ebay.com/services/buyandsell/shippingcenter7.html
Shipping Calculation Policy	ebay.com/help/sell/actual-rate-example.html
Shipping Discounts	ebay.com/shippingdiscounts
International Shipping	ebay.com/internationaltrading/sellertips.html
Shipping Labels	ebay.com/services/buyandsell/shippingcenter9.html
Shipping Supplies	ebaysupplies.usps.com
eBay Solutions Directory	solutions.ebay.com
Account Guard Protection (Using eBay Toolbar)	ebay.com/ebay_toolbar
Accounting Assistant	ebay.com/accountingassistant
eBay File Exchange	ebay.com/file_exchange
eBay Store Subscription Overview	ebay.com/storefronts/subscriptions.html
Stores Cross Promotion Tool	ebay.com/crosspromotions.html
Store Export Listings	ebay.com/storefronts/listingfeeds.com
Stores Markdown Manager	ebay.com/crosspromotions.html
Stores Off-eBay Promotion	ebay.com/storefronts/promoting.html
Optimize Search Engine Keywords	ebay.com/help/stores/contextual/title-and-meta-tags.html
Selling Tool Recommendations	ebay.com/storefronts/traffic-reports.html
Stores Traffic Reports	ebay.com/crosspromotions.html
Trading Assistants	ebay.com/tradingassistants
Warranty Information	ebay.com/help/warranty/seller_overview.html





Helping pair the right seller
with the right solution.

Growing your business is no easy task, but you don't have to go it alone. That's why we built the eBay Certified Provider Program: to qualify third party companies with demonstrated expertise and experience, and to give you tools to locate them.

WHAT CERTIFIED PROVIDERS CAN DO FOR YOU

There is a wide variety of things Certified Providers can do for you. Most importantly, they let you concentrate on the part of your eBay business you want to do most. They can help you:

- Save time
- Increase your profits
- Reduce requirement for hired help
- Attract more buyers
- Get buyers to come back

WHAT IS A CERTIFIED PROVIDER

We have two types of Certified Providers: Certified Service Providers, and Certified Solution Providers. Both perform tasks for sellers through software or services they offer. The major difference is that Certified Solution Providers offer software that connects directly with eBay. Both are just as qualified to help you. It just depends on what type of solution you need.

Certified Providers have taken objective exams on features, policies, best practices, and where applicable, eBay technology. They also have provided customer references we check, and an overview of their business. So you know they have a proven track record to help businesses like yours grow. See <http://developer.ebay.com/certifiedprovider> for more information on qualification.



SOLUTIONS AVAILABLE

Software and services Certified Providers offer include:

SOLUTION TYPE	CERTIFIED PROVIDERS THAT OFFER IT
Setup & Creative Services	Aspyro http://aspyro.com As Was http://aswas.com
Business Review & Strategy Consulting	Aspyro http://aspyro.com As Was http://aswas.com
Listing Management Software	Auctiva http://auctiva.com EZLister http://ezlister.net ChannelAdvisor http://channeladvisor.com Infopia http://infopia.com KyoZou http://kyozou.com Marketworks http://marketworks.com TruTuition http://truTuition.com Vendio http://vendio.com
Product Sourcing	Doba http://doba.com Whatdoisell.com http://whatdoisell.com Worldwide Brands http://worldwidebrands.com
Outsourced Listing Management	ChannelVelocity http://channelvelocity.com Dealtree http://dealtree.com JustDeals http://justdeals.net Receller http://receller.com
Market Research	EverySeller (AsWas) http://everyseller.com HammerTap http://hammertap.com Mpire http://mpire.com TeraPeak http://terapeak.com
Business & Finance	KeepMore.net http://keepmore.net Palo Alto Software http://paloalto.com
Customer Management & Retention	HostedSupport http://hostedsupport.com MyStoreRewards http://mystore Rewards.com
Merchandising Software	Infopia http://infopia.com Vendio http://vendio.com
Trade-In Solutions	Dealtree http://dealtree.com JustDeals http://justdeals.net
Cause Marketing	Kompolt http://kompolt.com
Bonded Shopping	buySAFE http://buysafe.com
Custom Development	CanDo http://cando.com JDT Technologies http://jdttech.com

WHERE TO FIND THE RIGHT SOLUTION FOR YOU?

- **eBay Live!:**
 - Look for the Certified Provider Logo on their booths
 - Come to a class taught by Certified Providers (see below)
 - If you're a PowerSeller, visit during our Office Hours in PowerSeller Central
- **Solutions Directory:** <http://solutions.ebay.com>
Look for the Certified Provider logo.
- **Solutions Finder:** <http://solutionsfinder.ebay.com>
Guided help to the right solution.
- **Certified Provider Catalog:**
<http://developer.ebay.com/certifiedprovider>
Click the 'provider catalog' tab for a complete list and videos of Certified Providers.
- **From your TSAM:** Ask your account manager if you have one.



A company's
expertise and
experience gets
them qualified.

Ebay Live! classes taught by Certified Providers

TITLE	DAY & DATE	TIME
Using Certified Providers to Grow Your Business	Thursday, June 14	10:00am–11:30am
Easy Listing Strategies to Maximize Profits	Thursday, June 14	12:30pm–2:00pm
Business Planning & Financial Management for Success	Thursday, June 14	3:00pm–4:30pm
Product Sourcing—Find Products Buyers Want	Thursday, June 14	3:00pm–4:30pm
Making the Most of eBay Search	Friday, June 15	9:00am–10:30am
Using Research to Uncover New Products that Buyers Want	Friday, June 15	11:30am–1:00pm
Build Your Credibility Branding & Merchandising	Friday, June 15	2:00pm–3:30pm
Promotions & Retention Marketing to Boost Sales & Retain Customers	Friday, June 15	4:30pm–6:00pm
Advanced Business Strategies from the Pros	Friday, June 15	4:30pm–6:00pm
Product Sourcing—Find Products Buyers Want (repeat)	Saturday, June 16	9:00am–10:30am
Motivation: Cultivating Your Passion for Long Term Success	Saturday, June 16	12:30pm–2:00pm
Using Research for Strong Selling Strategies & Increase Profits	Saturday, June 16	12:30pm–2:00pm
Advanced Product Sourcing: Importing, Large Volume Wholesale & Liquidation Lots	Saturday, June 16	3:00pm–4:30pm

For more information about the Certified Provider Program, visit <http://developer.ebay.com/certifiedprovider>



This information was made possible by analyzing our own internet research, talking with many successful sellers, and working with our Preferred Solutions 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.

