



# New Business Seller Guide

Roadmap to Success



November 2014

# ACTION PLAN



## Ready: Start your engine

- ☐ Register as a business on eBay and get access to exclusive services
- ☐ Create a seller account and verify your business information
- ☐ Take your business to the next level: Subscribe to an eBay Store. Fee discounts based on subscription level selected.
- ☐ Select your payment methods and sign up for PayPal

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## Set: Get your bearings

- ☐ Get tips and best practices in the Seller Center
- ☐ Size up the competition in search results, completed listings, and Marketplace Research
- ☐ Choose the right listing format to maximize your selling price
- ☐ Learn the rules of the road with eBay Seller Protections policies and Seller Performance Standards
- ☐ Understand the importance of maintaining a low defect rate and high detailed seller ratings
- ☐ Track your performance—visit your seller dashboard regularly
- ☐ Build your brand with eBay Stores, collections, an eBay profile, and by cultivating a following
- ☐ Read your personalized seller newsletter each month and network with other sellers to keep up to date

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## Go: Accelerate your sales

- ☐ Experiment with a variety of formats
- ☐ Write great titles with relevant keywords and describe items completely (including flaws)
- ☐ Include up to 12 clear, well-lit photos from multiple angles on a neutral background
- ☐ Optimize your listings for mobile devices
- ☐ Price items competitively and offer free shipping or combined shipping discounts
- ☐ Sell internationally—with the Global Shipping Program, reaching millions of buyers around the world is as easy as selling domestically
- ☐ Use item specifics and product details to create complete listings
- ☐ Set a clear, competitive return policy
- ☐ Sell more with Best Offer, Buy It Now, and multi-variation listings
- ☐ Monitor success with your seller dashboard and Sales Reports Plus
- ☐ Measure traffic with counters, Listing Analytics, and Stores Traffic Reports

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## Winner's circle: Earn eBay Top Rated status and rewards

- ☐ Have at least 100 transactions with \$1,000 in sales from US buyers in the past 12 months
- ☐ Have a maximum 2% [defect rate](#) for your transactions with US buyers and 0.3% or fewer eBay Money Back Guarantee cases and PayPal Purchase Protection cases closed without seller resolution
- ☐ Upload valid tracking within your stated handling time on 90% of transactions with US buyers over the past 3 months
- ☐ Offer 1-day or shorter handling and 14-day or longer money-back returns to qualify for the Top Rated Plus seal
- ☐ Keep your account in good financial standing
- ☐ Answer emails quickly, stay positive, and add a personal touch

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# READY: START YOUR ENGINE



With more than 128 million active users globally, eBay is one of the world's largest online marketplaces. \$83 billion worth of goods were sold on the site worldwide in 2013—making it an incredible year for eBay sellers.

Whether you're interested in starting a new business or expanding your existing business with an additional online sales channel, this guide will put you on the fast track to success.

## Put eBay to work for your business

To get started and tap into the power of the marketplace, you'll need to:

1. **Register as a business.** It's free and simple to [register as a business](#) on eBay—plus, it gives you access to exclusive services designed specifically to help you sell more and achieve eBay Top Rated Seller status. Also, registering as a business gives you access to special listing promotions and seller newsletters, and it ensures that you receive important communications from eBay about changes that could impact your business.
2. **Create a seller account.** When you [create your seller account](#), you'll verify your contact information and select appropriate payment methods.

## Take your business to the next level: Subscribe to an eBay Store

With more free listings and no risk to list, subscription-based pricing allows you to choose the pricing structure that works best for the way you sell.

Go to [www.eBay.com/FeelIllustrator](http://www.eBay.com/FeelIllustrator). As a professional seller with the goal of growing your business, consider some of the following benefits of an eBay Store subscription package:

### Cost-effective pricing based on your selling activity

- More FREE\* listings—from 150 to 2,500—depending on your subscription level
- Insertion fees as low as 5¢ for fixed price listings
- Discounted final value fees, from 4%–9%
- Flat final value fee rates by category

### Powerful marketing management tools (FREE)

- A sleek, modern store design that allows you to showcase specific items, which is especially important for appealing to the growing ranks of shoppers using mobile devices
- A unique URL that promotes your Store online and offline to attract repeat business
- FREE Selling Manager Pro with Premium and Anchor subscriptions
- Great marketing tools for creating and managing promotions including Markdown Manager, advanced cross-promotion opportunities, and email newsletters. Plus, take advantage of exclusive [subscriber discounts](#) on the services small business owners need—only for Store subscribers.

\* Pay no insertion fees for your allotted free listings per calendar month. Optional fees, including advanced listing upgrades and supplemental service fees, still apply. Motors Vehicles, Real Estate, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses are excluded. 12 free pictures does not apply to Motors Vehicles listings. Terms are subject to change. [Learn more.](#)

## Select your payment methods

When it's time to pay for an item, buyers prefer a predictable online experience. To ensure a seamless transaction, accept payment using these approved options:

**PayPal.** Get paid instantly with [PayPal](#), the preferred way to accept fast, secure payments on eBay. PayPal lets buyers pay quickly using a credit card or bank account, without sharing their financial information. You get a secure online payment and free tools to help better manage your sales.

**Internet merchant account.** Accept credit or debit cards directly during checkout by opening an Internet merchant account with your bank or an authorized service provider. Transaction fees may vary, so be sure to compare several options. If your business already has an account for off-eBay transactions, select the cards you accept in your payment preferences.

**Payment on pick-up.** You're required to offer at least one electronic payment method, but you can allow payment on pick-up.

**Paper payments (restricted).** Checks and money orders are allowed in these categories only: vehicles categories in Motors, capital equipment categories in Business & Industrial, Mature Audiences, and Real Estate.

Grow your business! Get more free listings\*, lower final value fees, and powerful marketing tools with an eBay Stores subscription. Plus, new subscriber discounts on services small businesses need most.

**Choose from three subscription levels:**

| Basic  | Premium  | Anchor  | Goal   |
|--|--|---|--|
| <p><b>Up to 150 FREE listings*</b> per month<br/>Fixed price or auction-style</p> <p>After that, 25¢ auction-style insertion fees, 20¢ fixed price insertion fees</p> <p>Final value fees from 4% to 9%.</p> <hr/> <p>Consider a Basic Store if you list more than 50 fixed price or auction-style items per month. It's a great starter package to ramp up your selling.</p> <hr/> <p><b>\$15.95/month</b><br/>Yearly subscription**</p> <p><b>\$19.95/month</b><br/>Monthly subscription**</p> | <p><b>Up to 500 FREE listings*</b> per month<br/>Fixed price or auction-style</p> <p>After that, 15¢ auction-style insertion fees, 10¢ fixed price insertion fees</p> <p>Final value fees from 4% to 9%.</p> <hr/> <p>Building your business on eBay? Choose a Premium Store for more free listings* and lower insertion fees. Subscribers must meet <a href="#">minimum performance</a> standards for all sellers.</p> <hr/> <p><b>\$49.95/month</b><br/>Yearly subscription**</p> <p><b>\$59.95/month</b><br/>Monthly subscription**</p> | <p><b>Up to 2,500 FREE listings*</b> per month<br/>Any format</p> <p>After that, 10¢ auction-style insertion fees, 5¢ fixed price insertion fees</p> <p>Final value fees from 4% to 9%.</p> <hr/> <p>If you're a higher volume seller who wants top savings and the lowest package rates on eBay, an Anchor Store may be right for you. Subscribers must meet <a href="#">minimum performance</a> standards for all sellers.</p> <hr/> <p><b>\$179.95/month</b><br/>Yearly subscription**</p> <p><b>\$199.95/month</b><br/>Monthly subscription**</p> | <p><b>Start your engine</b></p> <ul style="list-style-type: none"> <li>▶ Register as a business on eBay and get access to exclusive services</li> <li>▶ Create your seller account and verify your business information</li> <li>▶ Subscribe to an eBay Store</li> <li>▶ Select your payment methods and sign up for PayPal</li> </ul> |

\* Pay no insertion fees for your allotted free listings per calendar month. Optional fees, including advanced listing upgrades and supplemental service fees, still apply. Motors Vehicles, Real Estate, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses are excluded. 12 free pictures does not apply to Motors Vehicles listings. Terms are subject to change.

[Learn more.](#)

\*\* All subscriptions automatically renew until cancelled. 1-year term required for yearly subscriptions.

# SET: GET YOUR BEARINGS



Before selling your first item, spend some time getting to know your way around. The [Seller Center](#) is a great place to start. You'll find information that ranges from [Getting Started](#) to [Shipping Tips](#) and [Best Practices for increasing sales](#).

## Size up the competition

Do you know how much buyers are willing to pay for your items on eBay? What keywords should you use? Research items similar to yours to develop your pricing and selling strategies to get top dollar.

**Explore eBay search results.** Use the Search box to find items similar to those you plan to sell. What formats are being used? How many results do you see? Now try different keywords. Were the results different? Along with several other factors, [Best Match](#), our default sort option, sorts listings based on the relevancy of the title to the search terms.

**Review completed listings.** Look at listings that have recently ended successfully to understand how other sellers market and price the same items you plan to sell. To search all [completed listings](#), log into your eBay account, go to Advanced Search, enter your keywords, check "Completed listings only," and click Search. Choose "Sold listings" to see only those listings that ended with a sale.

**Try Marketplace Research by Terapeak (7 days FREE).** What category should you list in? What are the average selling prices of the items you plan to sell? Find your answers with [Marketplace Research by Terapeak](#). This tool looks at historical market data to help you determine the market value (average selling price) of products you plan to sell, find the best performing keywords and categories for your titles and listings, track products to gauge seasonal demand, monitor your competition, determine the most effective formats and upgrades to help sell specific products, and more.

## Choose the right selling format for your items

Ignite a bidding war with auction-style listings or attract buyers who love instant gratification with Buy It Now. With a little research (and experimentation), you'll find which [selling formats](#) are best for your products. Here's how they work:

**Auction-style.** With this classic way to sell on eBay, buyers bid on your items and the highest bidder wins. Use [auction-style listings](#) for unique, single quantity, high demand items. It will help you generate buzz, gain exposure, and maximize your selling price. You can also give buyers a "no waiting" option by adding a Buy It Now feature to your auction-style listings.

**Fixed price.** Sell your items at a set Buy It Now price. With [fixed price](#), you can list as many similar items as you want (with variables such as sizing, colors, etc.) in a single listing for up to 30 days with one low insertion fee. You can also select the Good 'Til Cancelled automatic renewal option. Good 'Til Cancelled listings are recurring 30-day listings where the 30-day fixed price listing fee is charged again every 31st day. If you're willing to negotiate, add the [Best Offer](#) feature (FREE) to your listing to increase your chances of making the sale. With Best Offer, you can choose from multiple offers and automatically accept, reject, or make counter-offers to make sure you get the price you want—you're in total control.

## Learn the rules of the road (eBay's Selling Policies and Seller Performance Standards)

We take your safety and the safety of our buyers very seriously. To promote a healthy trading environment, we require all members to follow the [policies](#) covered in our user agreement. Learn about eBay's selling policies and seller performance standards before you list an item to help you avoid unintentionally breaking rules.

**How you're protected—the official eBay Seller Protection Policy.** At eBay, we want all our sellers to be able to sell with confidence. The [eBay Seller Protection policy](#) gives you one place to go to find all the information you need about how you are protected when you sell on eBay, including:

- Unpaid item protections
- Policies that can help protect your feedback and ratings
- When and how you can report incidents that violate eBay policies

**Avoid restricted/prohibited items.** Familiarize yourself with our general [listing rules](#). Make sure the items you plan to sell aren't [restricted or prohibited](#).

**Respect the intellectual properties of others.** List only the brand name of the item you're selling (be prepared to prove authenticity), use your own photos, and report any violations through the [eBay Verified Rights Owner \(VeRO\) program](#).

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| Selling Format       | How It Works  | Length of Listing   | Fees   |
|----------------------|---|---|--|
| <b>Auction-style</b> | <p>Receive bids on your item and sell to the <b>highest bidder</b> in a fixed length of time.</p> <p>You may also include a <b>Buy It Now</b> price in your listing.</p> <p><b>Quantity:</b> Offer bidding on one item.</p> <p><b>Where:</b> Your listing appears in the eBay category (or categories) you choose and in search results.</p>  | <p>1, 3, 5, 7, or 10 days.</p> <p>Real estate auctions may also run for 30 days.</p> <p><i>Note: 1-day listings are not available for eBay Motors Vehicles categories in the US or Canada.</i></p>  | <p>Insertion fee to list.</p> <p>Optional advanced listing upgrade fees may apply.</p> <p>Final value fee charged based on total amount of sale.</p> <p>See <a href="#">fees</a> for more information.</p> |
| <b>Fixed price</b>   | <p>You list your items at a set price, so buyers can purchase immediately (no bidding). You may also include the Best Offer option in your fixed price listings (not available currently for multi-variation listings). This enables you to consider offers from buyers who will name their best price.</p> <p><b>Quantity:</b> Offer one or multiple items for sale at the Buy It Now price anytime during the listing.</p> <p><b>Where:</b> Your listing appears in the eBay category (or categories) you choose and in search results.</p> | <p>3, 5, 7, 10, or 30 days, or Good 'Til Cancelled.</p> <p>Same low insertion fee for up to 30 days.</p> <p><i>Note: Good 'Til Cancelled listings are recurring 30-day listings where the 30-day fixed price listing fee is charged again every 31st day.</i></p> | <p>Insertion fee to list.</p> <p>Optional advanced listing upgrade fees may apply.</p> <p>Final value fee charged based on total amount of sale.</p> <p>See <a href="#">fees</a> for more information.</p> |



**Charge only actual shipping costs.** Excessive shipping charges lead to poor buying experiences and low detailed seller ratings (DSRs). Price competitively in your category, adhere to the [maximum shipping and handling charge](#) rules, and use the [Shipping Calculator](#) to estimate shipping costs based on your buyer's ZIP code.

**Use relevant key words.** When writing titles and descriptions, only use popular keywords that accurately describe your items. Keyword spamming is against the rules and could decrease your visibility in search results. Keyword spamming can also result in your listing being taken off the eBay site.

Learn more about [keyword optimization](#) and how to maximize your position in [Best Match](#).

**Communicate professionally.** Maintain a positive, professional tone, stick to the facts, and respect the [Feedback system](#).

## Seller Protections

A number of seller protections are built right into the eBay process, and we also take actions behind the scenes to ensure that your eBay selling activities go as smoothly as possible. Learn more about how eBay protects your business by visiting our [Seller Protection Center](#).

| Recent Feedback Ratings (last 12 months) |         |          |           | Detailed Seller Ratings (last 12 months) |                |                   |  |
|--|---------|----------|-----------|--|----------------|-------------------|--|
|  | 1 month | 6 months | 12 months | Criteria                                 | Average rating | Number of ratings |  |
| Positive                                 | 59      | 431      | 697       | Item as described                        | ★★★★★          | 503               |  |
| Neutral                                  | 0       | 1        | 3         | Communication                            | ★★★★★          | 503               |  |
| Negative                                 | 0       | 0        | 0         | Shipping time                            | ★★★★★          | 504               |  |
|  |         |          |           | Shipping and handling charges            | ★★★★★          | 506               |  |

## Understand the feedback system

eBay is a member-to-member marketplace guided by open communication and honesty. [You'll build your reputation](#) through our feedback system, which allows your trading partners (other buyers and sellers) to leave one rating and comment per transaction.

- A **positive** rating increases your feedback score by one point. Positive ratings from repeat customers count (up to one rating from the same buyer per week).
- A **neutral** rating leaves your feedback score the same.
- A **negative** rating decreases your feedback score by one point.

Your general Feedback Score, a percentage based on your 12-month transaction history, appears in all of your listings. Buyers can click on and view your [feedback profile](#) to see specific transaction comments and ratings.

If you receive Feedback that violates our [policies](#), you can contact eBay to report and request Feedback removal.

## Understand how we evaluate your seller performance

Your defect rate is an important measure of your performance.

We evaluate your performance based on what we know matters most to buyers—using a measure known as a defect rate. This defect rate is the percentage of your transactions with US buyers with one or more of the following defects, top predictors of buyers leaving eBay or buying less:

- 1, 2 or 3-star rating for item as described
- 1-star rating for shipping time

- Negative or neutral feedback
- Return initiated because the item was not as described
- An eBay Money Back Guarantee or PayPal Purchase Protection case opened for an item not received or an item not as described
- Seller-cancelled transaction

To meet eBay's minimum standards and continue to sell on eBay, sellers need to maintain a defect rate of 5% or lower and a maximum 2% to be a Top Rated Seller.

**Defect removal policy streamlines the process of getting defects removed.** To help you save time and stay focused on selling, eBay will [automatically remove defects](#) from your record in certain situations, including when:

- The buyer did not pay for their order and an unpaid item case is recorded against the buyer.
- An eBay Money Back Guarantee or PayPal Purchase Protection case is ruled in the seller's favor or as no fault of the seller.
- The defect was the direct result of an eBay site issue or an eBay program error.
- eBay takes action on a buyer for activity that violates the [Buying Practices policy](#).
- eBay or PayPal instructs you to hold a shipment or takes action to cancel the transaction.
- eBay can determine through valid tracking that the defect was the direct result of systemic delays in shipping or communication. Examples include: wide-scale shipping carrier delays, items stuck in customs, or power outages due to extreme weather. Actual events will be listed on eBay's [announcement board](#).

## Strive for 5-star service

When buyers leave feedback, they can also rate their experience in four areas: Item as described, communication, shipping time, and shipping and handling charges. These detailed seller ratings (DSRs) are based on a one- to five-star scale.

[Five-star ratings](#) are the best, and one star is the lowest rating. Be sure to set clear expectations, then surprise and delight your buyers by meeting or exceeding them every time.

### **Automatic 5-star ratings are awarded for great service:**

**Shipping and handling charges.** If you offer free shipping and we know the buyer chose that option, you'll get an automatic 5-star detailed seller rating for shipping and handling charges.

**Shipping and handling time.** If you specify 1-business day or shorter handling time and upload tracking information within 1 business day of receiving cleared payment and the item shows a delivery time of 4 days from receiving payment, you'll get an automatic 5-star rating for shipping time.

[eBay Fast 'N Free](#) listings get the extra protection of having a low rating for shipping time automatically converted to a 5-star rating as long as you upload tracking and the item is delivered within the stated handling time plus the estimated delivery time. Plus, the Fast-n-Free logo can increase your sales by up to 11%.

## Communication

You'll automatically receive a 5-star detailed seller rating for communication if:

- You specify 1-business day handling time and upload tracking information within one business day.
- There are no buyer- or seller-initiated communications in eBay Messages, and there are no pending eBay Money Back Guarantee or PayPal Purchase Protection cases.
- There are no requests for contact information between you and the buyer.

**Note:** Best Offers, Second Chance Offers, invoices, and invoice requests—even if they contain messages added by the buyer or seller—do not affect automatic 5-star detailed seller ratings for communication. You'll still qualify for an automatic 5-star communication detailed seller rating if you or your buyer send these types of communications.

## Build your brand

[eBay Stores](#) let you show more and sell more thanks to a sleek layout that showcases your items, helping to turn even more browsers into buyers. Whether you're just starting out or expanding an existing business, you'll find all the tools and resources you need to present a professionally-branded experience on eBay that's easy to follow—and share—on social media.

Update your [eBay profile](#) page and tell the world about your business, your products, and your areas of expertise. Since you're new to selling on eBay and your Feedback rating doesn't yet reflect your vast experience, it's important to tell buyers about your reputation in the real world and help them get to know you. Your eBay profile page is free and searchable across the Internet.

Also, maximize your visibility via features that help turn browsers into buyers. Last year we introduced [powerful tools](#) to help you market—and connect—in new ways. Be sure to:

- Create exciting [collections](#) of gifts, your hottest deals, or around a concept or theme. Buyers can purchase items right from your collections, and your items may even be featured in others' collections and shared via social media.
- Cultivate more followers—both on eBay and via social channels like Pinterest, Facebook and Twitter—with [top tips](#).



## Network with other sellers

Read your personalized seller newsletter each month and get tips to fine tune your business. Our [eBay for Business blog](#), [Facebook](#) and [LinkedIn](#) pages—as well as the [Discussion Boards](#)—are some of the best places to get tips from other sellers. With topics ranging from art to clothing and bidding to seller tools, you can start threads with your questions or ideas and reply to postings with your own answers and advice. You'll also want to bookmark and keep an eye on our [General Announcement Board](#). It'll keep you in-the-know about eBay policies and limited-time insertion fee and listing upgrade discounts.

### Goal

#### Get your bearings

- ▶ Get tips and best practices in the Seller Center
- ▶ Size up the competition in search results, completed listings, and Marketplace Research
- ▶ Choose the right listing format to maximize your selling price
- ▶ Learn the rules of the road with eBay Policies and Seller Protection
- ▶ Understand the importance of feedback and detailed seller ratings (DSRs)
- ▶ Build your brand with eBay Stores and an eBay profile page
- ▶ Network with other sellers to keep up to date



# GO: ACCELERATE YOUR SALES



When you're ready to put your pedal to the metal, just click on the "Sell" link at the top of any eBay page to get started.

## Create listings that sell

From descriptive titles to listing upgrades, there are many ways to make your listing stand out from the crowd.

### **Experiment with a variety of listing formats.**

Even if you've had consistent success with one [listing format](#), it's a good idea to occasionally take another for a test drive to see how it will perform for you. Different types of inventory will sell better in specific formats, depending upon demand, accessibility of product over time, and from season to season.

**Optimize your listing title.** [Relevant and specific item titles](#) attract buyers. Use up to 80 characters with keywords that most accurately describe your item. Include brand name, condition, and attributes like model or style. For multi-variation listings, search results look at your variation information (size, color, etc.), so you can save titles for other differentiating factors that'll help your items stand out. The easiest way to determine the right keywords is to act like a buyer and search for your product by name. What are the most common keywords on the first page of results? Do they apply to your item? Be sure to check off and review "Completed listings" and "Sold listings" under the "Show only" menu on the left side of the page to determine which listings are actually the most successful. Learn more about [keywords](#).

**Write a great description.** Give buyers all the details about the item you are selling. Organize your description into a few concise paragraphs with like information grouped together. Remember, providing detailed descriptions also helps reduce the chance of returns.

The first paragraph should provide the most important details using the key words from your title, including: size, shape, dimensions, color, age, manufacture date, company/artist/author, warranties, and other notable features or markings (including any flaws). Buyers don't mind buying imperfect items, as long as they know what to expect. In a separate paragraph, you may wish to include an interesting story about the item. Finally, you may wish to include extra details that cannot be conveyed using the shipping or payment fields. Be careful not to include overly extensive terms and conditions or negative sounding language as it could frighten potential customers away.

**Bonus tip:** Check out search engine optimization (SEO) tips for sellers. [These advanced tips](#) help get you found both on eBay and by search engines like Google and Yahoo!.

**Add lots of photos.** A picture is worth a thousand words and great photos can often make the sale—especially with the growing number of shoppers on mobile devices. That's why up to 12 pictures per listing are FREE, including zoom and enlarge capabilities, on all listings (excluding eBay Motors Vehicles). Add lots of clear, crisp, quality pictures so it's easy for buyers to find your listings and make purchase decisions. Visit our [Photo Center](#) to ensure your photos meet the picture quality requirements, attract buyers, and help reduce claims and returns.

### **Follow eBay's listing recommendations.**

From recommended item specifics, to tips around pictures and item descriptions, get personalized tips on how to improve your listings on a case-by-case basis. To see if you have any recommendations, just:

(1) Click on My eBay at the top of any page and sign-in. (2) Click the Active link. (3) Click the link to update your listings under "selling reminders."

### **Optimize your listings for mobile devices.**

When listing, make sure all of your photos appear in the picture gallery and not the item description where they are harder to find and often too small to showcase your item. Uploading your pictures to eBay picture services is the only way to have your item pictures show at the top of the item page and be optimized for mobile. Up to 12 pictures are free (excluding Motors Vehicles listings). When possible, have keywords appear early in your title. Avoid using HTML in your listing description. Learn more about [mobile optimization](#).

**Price competitively.** Use auction-style the way it works best—with a [low start price](#) to attract buyers and stimulate bidding. For fixed price, [price your items competitively](#). Tools like [Marketplace Research by Terapeak](#) can help you get a handle on how other sellers are pricing similar inventory.

**Offer free expedited shipping.** Shipping cost and speed are considered in ranking, so [offer free shipping](#) when you can and provide an expedited shipping option for buyers who are willing to pay more to get it fast. We've found that buyers comparing identical items perceive a better value when shipping costs are lower, even if total cost is the same. The eBay [Fast 'N Free logo](#) can appear on items where you've offered free shipping and we estimate it will reach the buyer within 4 business days. **Fast 'N Free can also increase your sales by up to 11%.\*\*\***

\*\*\* Percentage calculated is based on sales of listings that converted to Fast 'N Free. Individual seller results may vary. Percentage increase in sales depend on, among other things, item price, inventory, shipping cost, shipping speed offered and historical performance of seller. Calculation assumes that sellers don't increase the item price while making these changes.

**Sell internationally with ease.** The [Global Shipping Program](#) gives you a safe, no-hassle way to reach millions of potential buyers around the world without the worry of international shipping. When an item sells, you just ship it to the US shipping center and the program takes care of the rest. All customs forms and import charges are handled for you and the item is sent quickly, complete with international tracking.

**Use item specifics.** List your item's features and attributes by using the [item specifics](#) provided by eBay or customizing them. Item specifics let you provide details about the item you're selling, such as brand, size type, size, color, and style. These details appear at the top of your listing description in a consistent format, making it easy for buyers to find your items.

**Use product details from our catalog.** When you list certain items in many categories, you can use [product details](#) from our catalog to help you create complete listings that are more visible and appealing to buyers. Just input the relevant UPC or ISBN number and we'll add catalog-based details and a stock photo to your listings automatically. If your item is used or refurbished, use your own photo in the listing description and provide details about any flaws.

**Set a clear, competitive return policy.** Offering a generous [return policy](#) builds confidence, helps you stay competitive, and can boost your sales considerably, as 86% of online buyers look at a seller's return policy during the purchase process.<sup>†</sup> Find out how eBay hassle-free returns simplifies and streamlines the returns process, for you and your buyer: set up and automate frequently used tasks; lets buyers automatically print their return shipping label; automatically uploads tracking with eBay labels; automatically refunds your final value fees; refunds the buyer automatically. All new accounts are automatically enrolled in the program, making your business on eBay even easier.

**Collect appropriate taxes.** Because of the complexity of tax regulations, we recommend that you contact a tax professional like a CPA or an accountant for advice. To charge taxes for buyers who live in the state where you do business, use the [tax table](#) in the Sell Your Item form.

<sup>†</sup> Based on a 2013 comScore online shopping customer experience study.

## Close more sales

The following features are available to help you sell more items faster and save on listing fees.

**Best Offer (FREE).** If you're willing to shave a little off your asking price to increase your sales volume, [add Best Offer to your fixed price listings](#). This free feature lets you negotiate price with auto-accept/auto-reject to ensure you get the price you want without any extra effort. It's a great way to boost your sell-through rate while saving on relisting fees. Add Best Offer when you list by going to the fixed price tab. Find "Best Offer," then click the check box next to "Allow buyers to make offers."

**Buy It Now.** Some buyers like the excitement of bidding and winning, while others are willing to pay more for the convenience of buying right away. Get the best of both worlds by adding a [Buy It Now](#) price to your auction-style listings.

**Multi-variation.** When you have several sizes or colors of the same product, list them all in a single fixed price listing for one low fee. Price each variation just the way you want. Find out which categories support [multi-variation fixed price listings](#).



## Track your success

Use these tools to keep tabs on your sales, see what's working, and identify opportunities to improve.

**Monitor your seller dashboard (FREE).** Every seller has a [seller dashboard](#) in My eBay, and you'll be able to view your DSR summary once you've received 5 DSRs.

This important feature allows you to evaluate your eBay performance with regards to customer satisfaction, policy compliance, fast and free shipping, and qualification criteria for Top Rated Seller status. Check it regularly to monitor your defect rate, track your ratings for each of the four DSR areas, review your opened and unresolved cases, get tips on improving your overall seller performance level, and get alerts on situations that may require immediate attention. (including which specific transactions are receiving defects or are being flagged with issues).

**Add traffic counters (FREE).** Instantly see how many people are visiting a listing by adding a free [traffic counter](#). Check counters 24 hours after listings go live, and if there are only a few visits, consider updating the keywords in your titles and descriptions.

**Analyze your listings (FREE).** Increase your sales by gaining insight into how your listings perform—the rate at which buyers see, click, and buy from your listings. The [Listing Analytics application](#) helps you identify specific areas to improve your listings and additional business practices to help your sales.

**eBay Sales Reports Plus (FREE).** [eBay Sales Reports Plus](#) gives you the detailed information you need by category and format to find out which factors contribute to sales. With detailed metrics, you can refine your selling strategy and effectively scale your business. You can measure your sales performance against your sales goals, find out which factors contribute to sales, spot marketplace trends based on your sales, and track your growth month to month through archived reports.

**Get detailed analysis with Store Traffic Reports (FREE for Store subscribers only).** [Store Traffic Reports](#) show you where traffic is coming from, which keywords are generating the most attention (so you can use them in your titles and descriptions), and which Store pages buyers are visiting most. Your Store Traffic Reports give a detailed view of all pages within your Store (including any custom pages, custom category pages, search results, and more), all of your auction-style and fixed price listings, and other pages on eBay that are specific to you (Seller's Other Items page, your Membership Profile/Feedback page, eBay profile) or your listings (including bid and Buy It Now confirmation pages). If you find that more buyers are finding your listings from certain categories or pages, you'll want to focus on optimizing those areas.

**View your statements.** Every month, we'll send you an email containing your [invoice](#) (if your account balance is greater than \$1), including fees, payments, refunds, and credits. View your invoice in My eBay any time by clicking the Account tab and you'll be able to download your last 4 months of activity to a Microsoft Excel spreadsheet.



## Ramp up your sales with bulk listing and management tools

If you plan to list more than 10 items per month, consider using one of these tools to save time:

**Selling Manager (FREE).** You can quickly create and manage listings, create new listings in bulk, track sales status, and perform post-sales tasks like leaving Feedback and printing shipping labels—in My eBay—with your free subscription to [Selling Manager](#). For additional product inventory and automation features geared toward high-volume and small business sellers, consider an upgrade to [Selling Manager Pro](#) (FREE for Premium and Anchor Store subscribers).

**Turbo Lister (FREE).** [Turbo Lister](#) is an easy-to-use software program that lets you create multiple listings on your computer and upload them all to eBay at once. You can create professional-looking listings with no HTML knowledge required, upload thousands of listings to eBay with a single click, duplicate and save existing listings to use as templates, make updates to multiple listings at a time, and quickly reference completed listings.

**Stores subscribers:** Supercharge sales and increase order size with promotions. eBay has free tools designed to help eBay Stores subscribers sell even more by giving you the unique opportunity to merchandise and cross-sell your other products. When buyers take advantage of your exclusive offers and savings, you'll see increased order size and revenue while your buyers enjoy the savings.

**Create a "sale" with Markdown Manager.** Buyers love a deal, so catch their attention by temporarily slashing prices or advertising free shipping. [Markdown Manager](#) lets you discount items by a percentage or dollar amount so you can create seasonal sales events to move excess inventory or attract buyers to your Store through offering great deals (deeply discounted items that entice buyers into your Store). Promote your savings in email newsletters to increase repeat business and customer loyalty.

**eBay File Exchange (FREE).** Consider [File Exchange](#) if you use Microsoft Excel, Access, or other inventory software. It's a platform-independent tool designed for high-volume sellers that lets you create and list items in bulk by uploading a single flat file (Excel or CSV).

## Goal

### Accelerate Your Sales

- ▶ Experiment with a variety of listing formats
- ▶ Write great titles with relevant keywords and describe items completely (including flaws)
- ▶ Include up to 12 clear, well-lit photos from angles on a neutral background
- ▶ Select items to highlight in your Store using featured items. Refresh them regularly.
- ▶ Update the billboard in your Store to increase buyer engagement
- ▶ Price items competitively and offer free shipping or combined shipping discounts
- ▶ Sell internationally with ease
- ▶ Use item specifics and product details to create complete listings
- ▶ Set a clear, competitive return policy with [hassle-free returns](#)
- ▶ Offer [extended holiday returns](#)
- ▶ Sell more with Best Offer, Buy It Now, and multi-variation listings
- ▶ Monitor success with our seller dashboard and eBay Sales Reports Plus
- ▶ Measure traffic with counters, Listing Analytics, and Store Traffic Reports
- ▶ Ramp up your sales with [Selling Manager](#), [Selling Manager Pro](#), and other tools

# WINNER'S CIRCLE: EBAY TOP RATED SELLER



Turbo-charge your eBay business and move into winning position! Buyers expect great service. When they're happy, it builds confidence in the eBay marketplace—and keeps them coming back for more. That's why we reward and recognize sellers delivering the best experiences with eBay Top Rated Seller status and rewards.

To achieve and maintain Top Rated Seller status you'll need to:

**Meet the sales requirements.** Have at least 100 transactions and \$1,000 in sales from US buyers over the past year and follow the [selling practices policy](#).

**Maintain a low defect rate.** Have a maximum 2% [defect rate](#) for your transactions with US buyers and 0.3% or fewer eBay Money Back Guarantee and PayPal Purchase Protection cases closed without seller resolution.

**Upload tracking.** A [valid tracking number](#)—meaning a tracking number with at least one carrier scan recorded and validated by eBay—must be uploaded within your stated handling time on 90% of all transactions. The scan doesn't have to be at the point of drop-off or pick-up. It can be any scan within the delivery process, including the final delivery scan as long as it is within your evaluation period. Shipment tracking information is automatically uploaded when you use [eBay labels](#).

In general, when you follow best practices and consistently deliver great service, the better your standing in Best Match search results. Sellers who consistently deliver a great experience for their buyers also earn a prominent Top Rated Plus seal and 20% final value fee (FVF) discounts on their listings that offer 1-day or shorter handling, 14-day or longer money-back returns, and extended holiday returns.

**USPS and FedEx Savings.** Save up to 37% on shipping costs with USPS® and FedEx® when you use eBay labels. eBay Top Rated Sellers and Platinum/Titanium/Gold/Silver sellers with 300 or more transactions per month qualify for the highest level of savings—Commercial Plus™ pricing—when using eBay labels to ship items.

**Top Rated Plus seal.** Buyers will see the [Top Rated Plus](#) seal on listings from Top Rated Sellers that offer 1-day or shorter handling and 14-day or longer money-back returns.



## Get 5-star ratings every time

By following these best practices, you can earn 5-star ratings automatically.

**Get automatic 5-stars on Communication.** Most transactions on eBay go smoothly and without any need for contact at all. You'll get an automatic 5-star DSR for Communication on transactions with no communication between buyer and seller when you specify 1-day handling time and upload tracking information by the end of the next business day.

**Get automatic 5-stars on Shipping Time.** When you specify 1-day or shorter handling time, upload tracking information by the end of the next business day after the buyer's payment clears, and we know your package arrived within 4 business days from when the buyer pays (or arrived by your estimated delivery if that was earlier), eBay will rate the transaction with an automatic 5-star DSR for shipping time.

**Get automatic 5-stars on Shipping Cost.** When you offer free shipping and the buyer selects that option, eBay will rate the transaction with an automatic 5-star DSR for shipping cost.



The most successful businesses on eBay offer outstanding experiences to their buyers. Here's how you can do the same:

**Offer great items and create great listings.** Sell good quality items, accurately described—with all relevant details—to meet buyer expectations. Specify the correct item condition and use all available item specifics when you list. Upload lots of great pictures—you get up to 12 free for most listings (eBay Motors vehicles listings excluded)—and use pictures to show any flaws. Be sure to describe these flaws in your item description, too. And—as always—make sure you have the item in stock to avoid the need to cancel a transaction.

**Answer emails quickly.** Many buyers use email to test your responsiveness and gain trust.

**Be courteous.** When a buyer does need to contact you, be sure to provide great customer service. DSRs are all about meeting a buyer's expectations, so put yourself in your buyer's shoes and treat them the way you'd like to be treated. Great service also helps you avoid eBay Money Back Guarantee cases and neutral or negative feedback.

**Follow up.** If an issue comes up, keep the buyer informed as you take steps to resolve it. They'll feel better knowing that you're on top of things. Always act promptly to resolve any opened Buyer Protection cases to avoid escalation.

**Offer discounts on combined shipping.** Offer [combined shipping discounts](#) to encourage multiple item purchases.

**Take advantage of carrier discounts and pass your savings on to buyers.** Use [eBay label printing](#) to get automatic discounts on [FedEx](#) and [USPS](#) shipping rates. And eBay Top Rated Sellers and Platinum/Titanium/Gold/Silver sellers with 300 or more transactions per month qualify for Commercial Plus pricing when using eBay labels to ship items.

#### **Ship within 24 hours of receiving payment.**

Use carrier pickup ([USPS® is free](#) when your mail is delivered or you can schedule pickup for USPS priority mail or Express Mail) to save trips to the post office. UPS also offers customers the flexibility to choose from a variety of package [pickup options](#) in the US. Or, find your closest [UPS drop-off locations](#), including nearly 4,400 locations of The UPS Store®. Click here to find a [FedEx dropoff location](#) near you.

**Always provide tracking numbers.** Tracking and delivery confirmation numbers will be added to the Order Details page automatically when you print shipping labels via [eBay labels](#). You can also [upload tracking](#) for virtually any carrier directly to eBay—for single items in My eBay and for multiple items using [File Exchange](#). If you don't have this information, be sure to at least mark items as shipped in My eBay. And, when you use hassle-free returns, the label is provided to the buyer and tracking is uploaded automatically with eBay labels.

**Be proactive.** On your packing slip, tell buyers you're available to resolve any issues. For example, "We strive to provide 5-star customer service. If you need help or there's anything we can do to improve, we welcome you to contact us!" This simple message can go a long way toward heading off any potential issues before a claim is made or feedback is left.

**Add a personal touch.** When you package the item, include a handwritten "Thank you!" on the packing slip or include a [promotional flyer](#) offering a discount on the next purchase to encourage repeat business.

**Leave positive feedback.** As soon as a buyer's payment clears, leave positive feedback—it encourages them to leave positive feedback in return.

## **Goal**

### **Earn eBay Top Rated Seller status and rewards**

- ▶ Have at least 100 transactions with \$1,000 in sales from US buyers in the past 12 months
- ▶ Have a maximum 2% defect rate for your transactions with US buyers and 0.3% or fewer eBay Money Back Guarantee cases and PayPal Purchase Protection cases closed without seller resolution
- ▶ Upload a valid tracking number—meaning a tracking number with at least one carrier scan recorded and validated by eBay—within your stated handling time on 90% of all transactions. The scan doesn't have to be at the point of drop-off or pick-up. It can be any scan within the delivery process, including the final delivery scan as long as it is within your evaluation period.
- ▶ Offer 1-day or shorter handling and 14-day or longer money-back returns to qualify for the Top Rated Plus seal
- ▶ Keep your account in good financial standing
- ▶ Answer emails quickly, stay positive, and add a personal touch

# QUICK LINKS TO EBAY RESOURCES



## Congratulations!

You're ready to build your brand and take your business to the next level on eBay. Please print this guide and keep it for your reference. If you have questions, these resources are available any time at [ebay.com/sellerinformation](http://ebay.com/sellerinformation).

We wish you success and thank you for selling on eBay.

| Resource   | URL  |
|--|--|
| <b>Advanced Selling Guide</b>                              | <a href="http://ebay.com/advancedsellingguide">ebay.com/advancedsellingguide</a> |
| <b>Discussion Boards</b>                                   | <a href="http://ebay.com/community">ebay.com/community</a>                       |
| <b>eBay Hassle-free Returns</b>                            | <a href="http://ebay.com/returns">ebay.com/returns</a>                           |
| <b>eBay Extended Holiday Returns</b>                       | <a href="http://ebay.com/holidayreturns">ebay.com/holidayreturns</a>             |
| <b>eBay Stores</b>   | <a href="http://ebay.com/stores">ebay.com/stores</a>                             |
| <b>eBay Sales Reports (FREE)</b>                           | <a href="http://ebay.com/salesreports">ebay.com/salesreports</a>                 |
| <b>eBay Top Rated Sellers</b>                              | <a href="http://ebay.com/toprated">ebay.com/toprated</a>                         |
| <b>Following on eBay</b>                                   | <a href="http://ebay.com/followingonebay">ebay.com/followingonebay</a>           |
| <b>General Announcement Boards</b>                         | <a href="http://ebay.com/announcements">ebay.com/announcements</a>               |
| <b>Global Shipping Program</b>                             | <a href="http://ebay.com/gsp">ebay.com/gsp</a>                                   |
| <b>Listing Analytics Application (FREE)</b>                | <a href="http://ebay.com/listinganalytics">ebay.com/listinganalytics</a>         |
| <b>Marketplace Research by Terapeak (7-day free trial)</b> | <a href="http://ebay.com/marketplaceresearch">ebay.com/marketplaceresearch</a>   |
| <b>Photo Center</b>  | <a href="http://ebay.com/photocenter">ebay.com/photocenter</a>                   |
| <b>Search Engine Optimization</b>                          | <a href="http://ebay.com/seo">ebay.com/seo</a>                                   |
| <b>Seller Dashboard</b>                                    | <a href="http://ebay.com/sellerdashboard">ebay.com/sellerdashboard</a>           |
| <b>Seller Center</b>                                       | <a href="http://ebay.com/sellerinformation">ebay.com/sellerinformation</a>       |
| <b>Seller Protection</b>                                   | <a href="http://ebay.com/sellerprotection">ebay.com/sellerprotection</a>         |
| <b>Seller Tools</b>  | <a href="http://ebay.com/sellertools">ebay.com/sellertools</a>                   |
| <b>Shipping Center</b>                                     | <a href="http://ebay.com/shipping">ebay.com/shipping</a>                         |
| <b>2014 Fall Seller Update</b>                             | <a href="http://ebay.com/Fall14">ebay.com/Fall14</a>                             |
| <b>2014 Spring Seller Update</b>                           | <a href="http://ebay.com/Spring14">ebay.com/Spring14</a>                         |

