



Advanced Selling Strategies

Action Plan for
Professional Sellers



November 2014



Your success on eBay is our priority.

The eBay Seller Outreach team is committed to the growth and development of eBay sellers—we want you to succeed. Your free, in-depth business consultation will provide you with personalized, practical advice and specific tips on how to:

- Save time and reduce operating costs to boost profits
- Optimize your listings for maximum visibility and sales
- Improve your standing to earn maximum rewards

Based on the best practices of our most successful sellers on eBay, we'll help you find out what's working—and what's not—so you can fine tune your strategy and take your business to the next level.

Schedule your free call today!

www.scheduleonline.com/ebay



Consultations are offered free of charge to established businesses, eBay Stores subscribers, PowerSellers, and Top Rated Sellers based in the US. Calls typically last 15–20 minutes, but we'd be happy to set up a complimentary follow-up call if you need additional support.

Webinars help you take selling to the next level!

Whether on-demand or interactive, webinars are an excellent way to get deep dives into a variety of topics. Visit the new Webinars page—ebay.com/webinars—to learn about upcoming events and to access on-demand recordings of past events

ACTION PLAN



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

- Use the Store savings calculator to find out how much you could be saving in fees
- Get access to the newest marketing and management tools to drive buyer engagement (FREE with eBay Stores)
- New, special subscriber discounts on services small businesses need most
- Start now: Open or upgrade your eBay Store [See page 4](#)

Maximize visibility and sales

- Experiment with a variety of listing formats
- Write effective titles with relevant keywords
- Add up to 12 free pictures (for all listings except Motors Vehicles)
- Optimize your listings for mobile devices
- Build your brand with collections, and by personalizing your eBay profile
- Maintain Top Rated Seller status
- Price items competitively
- Offer free expedited shipping and the eBay Fast 'N Free logo will be displayed
- Sell internationally with ease
- Use item specifics and product details
- Follow eBay's listing recommendations
- Set a clear, competitive return policy
- Sell more with Best Offer, Buy It Now, and multi-variation listings
- Monitor traffic with counters, Listing Analytics, and Store Traffic Reports [See page 5](#)

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 tracking—validated by your carrier—within 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.
- Keep your account in good financial standing [See page 8](#)

Boost your sales with selling best practices

- Describe items completely and accurately (including flaws) with a brief bulleted list
- Include clear, well-lit photos from multiple angles on a neutral background
- Set expectations, anticipate questions, and respond quickly with courtesy
- Visit your seller dashboard in My eBay to track your performance
- Specify 1-day or shorter handling and upload tracking by end of next business day
- Offer free shipping and combined discounts
- Offer extended holiday returns
- Read the official [Seller Protection policy](#) to learn how you're protected when you sell on eBay [See page 9](#)

Track your success

- Subscribe to eBay Sales Reports Plus (FREE)
- Calculate your conversion rate
- Determine average selling prices
- Refine your strategy
- Consider updating the featured listings in your Store and/or updating your Billboard [See page 12](#)

Save time, reduce costs

- Ship daily and take advantage of shipping discounts by printing labels on eBay
- Get discounted supplies on eBay
- Set up questions and answers (Q&As)
- List faster and compare tools to streamline your process
- Manage returns the easy way using [hassle-free returns](#)
- Use Business Policies to set up shipping, payment and return policies [See page 14](#)

Build and expand your brand

- Drive traffic to your eBay Store
- Add a logo and billboard to build brand awareness for your Store
- Select the key items you want to feature in your Store
- Create a "sale" with Markdown Manager
- Offer discounts or specials to entice buyers with new tools to manage your promotions
- Build customer loyalty with your Store email newsletter
- Offer free expedited shipping and improve your chances of the eBay Fast 'N Free logo being displayed
- Consider offering free return shipping and an easy return policy using hassle-free returns
- Optimize your listings for search engines
- Sell internationally—with the Global Shipping Program, reaching millions of buyers around the world is as easy as selling domestically
- Sell for your favorite cause
- Use social media to grow your sales [See page 16](#)

TAKE YOUR BUSINESS TO THE NEXT LEVEL: SUBSCRIBE TO AN EBAY STORE

Grow your business! Get more free listings,* lower final value fees and powerful marketing tools with an eBay Stores subscription.

Choose from three subscription levels:

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/Feellustrator. As a professional seller with the goal of growing your business, consider the following benefits of a Stores subscription package:

Get cost-effective pricing based on your selling activity

- Numerous free insertions, based on your Store subscription level
- Discounted final value fees—never pay more than non-Stores subscribers

Leverage powerful marketing and management tools (FREE)

- A modern store design that helps you showcase your items and looks great on mobile devices
- A unique URL that promotes your Store online and offline to attract repeat business
- Prominent follow and share buttons keep your customers coming back and help you promote your Store
- FREE Selling Manager Pro with Premium and Anchor subscriptions
- Proven marketing tools to manage your promotions, offer discounts or specials, put your Store on Vacation hold, and email newsletters

Basic	Premium	Anchor
<p>Up to 150 FREE listings* per month 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>\$15.95/month Yearly subscription**</p> <p>\$19.95/month Monthly subscription**</p>	<p>Up to 500 FREE listings* per month 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 minimum performance standards for all sellers.</p> <hr/> <p>\$49.95/month Yearly subscription**</p> <p>\$59.95/month Monthly subscription**</p>	<p>Up to 2,500 FREE listings* per month 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 minimum performance standards for all sellers.</p> <hr/> <p>\$179.95/month Yearly subscription**</p> <p>\$199.95/month Monthly subscription**</p>

Take Action!

Evaluate your subscription level

- ▶ Calculate the lowest possible fees for your business using the [Fee Illustrator](#)
- ▶ Review powerful marketing and management tools (FREE with eBay Stores)
- ▶ Open or upgrade your eBay Store now (click the "Account" tab in My eBay and choose "Subscriptions")

* 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.

MAXIMIZE VISIBILITY AND SALES



Visibility means sales, and a number of strategies can help buyers find your items. eBay's search results look at a variety of factors to put your listings in front of serious buyers. While no "silver bullet" guarantees exposure, the strategies below can help increase your visibility and increase sales.

Attract more buyers

Follow these best practices to increase the odds of buyers finding and reviewing your listings.

Experiment with a variety of listing formats.

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

Write winning titles and descriptions. [Relevant and specific item titles attract buyers](#). Use up to 80 characters with keywords that most accurately describe your item such as brand name, condition, 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 help your items stand out. Describe your items completely, accurately (including flaws), and concisely with relevant keywords.

The best 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" under the "Show only" menu on the left side of the page to determine which listings are the most successful. Again, be as specific and relevant as possible.

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

Bonus tip: Check out 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.

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)—and detailed close-ups can really help make the mobile sale. When possible, have keywords appear early in your title. Also, avoid using HTML in your listing description. Learn more about [mobile optimization](#) and [keywords](#).

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.
- Personalize your [eBay profile](#) as a central place to showcase your knowledge and expertise, engage with your buyers and share your collections. Your profile is accessible by every eBay user, and a link to your eBay profile also shows up on your "[followers](#)" profiles. And when you publish [Buying Guides](#)—free, effective marketing tools for boosting sales—they'll be highlighted in your profile.
- Cultivate more followers—both on eBay and via social channels like Pinterest, Facebook and Twitter—with [top tips](#).

Maintain Top Rated Seller status. Earn [Top Rated Seller status](#) and your listings that offer the services buyers want most—1-day or shorter handling and a minimum 14-day money-back returns—can earn a 20% final value fee discount, and the Top Rated Plus seal. You'll also get increased search standing in Best Match when you follow best practices and consistently deliver great service. Find out more about what it takes to be a Top Rated Seller and earn the Top Rated Plus seal. [See page 8](#)

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 shipping. To get the Fast 'N Free logo on your listings, offer [free shipping](#) and state—and deliver—same-day or 1-day handling. The [Fast 'N Free](#) logo can appear automatically to buyers in qualifying locales, letting them know that a listing offers free shipping and they can expect it to arrive within 4 business days. **Converting to Fast 'N Free can increase your sales by up to 11%*****

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 are selling, such as brand, size, type, 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 the eBay catalog to help you quickly create complete listings that are more visible and appealing to buyers. Be sure they are an exact match, however. If your item is used or refurbished, select the most accurate item condition and use the listing description or the item condition notes field to provide details about any flaws.

*** 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.

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.[†] Find out how [eBay hassle-free returns](#) simplifies and streamlines the returns process for you and your buyer, lets you set up and automate frequently used tasks, allows your buyer to print their own return shipping label & automatically uploads tracking with eBay labels. Return shipping cost never exceeds original outbound shipping, your final value fees are refunded automatically, and you can relist your item for free. Hassle-free returns will even allow you to refund the buyer automatically. Items returned via the program must meet eBay's extensive item condition policies in order for a refund to be given so there's no need to spend time detailing item condition policies in your listings—they are built in to the sale.

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".

[†] Based on a 2013 comScore online shopping customer experience study.



Close more sales

The following features can help you sell more items faster and save on listing fees.

Use Best Offer—It's 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](#).

Measure traffic to your listings

Find out how many people are visiting your listings, and how many of those visits yield sales. These tools can help you to refine your keywords and promotions by measuring traffic to your listings.

Add traffic counters (FREE). Instantly see how many people visit 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.

Get Store Traffic Reports. (FREE with a Store.) [Store Traffic Reports](#) show you where traffic is coming from, which keywords generate the most attention (so you can use them in your titles and descriptions), and which Store pages buyers visit most often.

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) 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.

Find out what's hot

The eBay home page is the most visible page on eBay, filled with photos and links to listings for the most popular products. The following resource also reveals products that may be popular tomorrow, next week, next month, or even next season.

Identify key trends with Marketplace Research. Turn knowledge into profit with a subscription to [Marketplace Research by Terapeak](#). 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.

Take Action!

Maximize visibility and sales

- ▶ Experiment with a variety of [listing formats](#)
- ▶ Write winning [titles and descriptions](#) with relevant keywords
- ▶ Add up to 12 pictures FREE (excluding eBay Motors vehicles)
- ▶ Create exciting [collections](#) of gifts, your hottest deals, or around a concept or theme.
- ▶ Cultivate more followers—both on eBay and via social channels like Pinterest, Facebook and Twitter—with top tips.
- ▶ Earn and maintain [Top Rated Seller](#) status ([See page 8](#))
- ▶ Price your items competitively
- ▶ Offer free expedited shipping and improve your chances of the eBay [Fast 'N Free logo](#) being displayed
- ▶ [Sell internationally](#) with ease
- ▶ Use [item specifics](#) and product details
- ▶ Set a clear, competitive return policy & offer buyers [hassle-free returns](#)
- ▶ Offer [extended holiday returns](#)
- ▶ Sell more with [Best Offer](#), Buy It Now, and [multi-variation listings](#)
- ▶ Monitor traffic with counters, Listing Analytics, and Store Traffic Reports
- ▶ Find out what's hot with [Marketplace Research](#)

EARN EBAY TOP RATED STATUS AND REWARDS



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.

See your current status and how you're trending right at the top of your [FREE seller dashboard](#).

[See page 10](#)

Qualify for Top Rated Seller status

To achieve and maintain Top Rated Seller status you must:

- Have at least 100 transactions and \$1,000 in sales from US buyers in the past 12 months and follow the [selling practices policy](#).
- 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
- Keep your account in good financial standing

Earn the highest rewards

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 and 14-day or longer money-back returns.

Note: You can choose not to offer 1-day handling and returns on some or all of your listings, but only listings with both services will receive the discount. Listings must offer minimum 14-day money-back returns to qualify.

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 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

Visit the Seller Center for the complete [list of requirements](#).

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.



Take Action!

Earn Top Rated Seller status and reward

- ▶ 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
- ▶ Visit your [seller dashboard](#) in My eBay to track your performance

BOOST YOUR SALES WITH SELLING BEST PRACTICES

Delighting customers is about more than building a reputation—it's about improving your bottom line. Maintaining a low [defect rate](#), high [detailed seller ratings \(DSRs\)](#), and very few eBay Money Back Guarantee or PayPal Purchase Protection cases closed without seller resolution are essential for eBay Top Rated Seller status. Being a Top Rated Seller offers eligibility for increased visibility and [final value fee](#) discounts. To keep your defect rate low and seller ratings high, it's important to proactively manage customer expectations and follow these best practices.

Item/product description

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—and use pictures to show any flaws. Be sure to describe these flaws in your item description, too.

Take great photos. Include [clear, well-lit photos](#) of the actual item you're selling—making sure they [meet all photo quality requirements](#)—and take photos from different angles on a neutral background. With up to 12 free photos per listing (excluding eBay Motors vehicles), be sure to capture any flaws, defects, or wear and tear.

Specify the condition of your item. Choose the most accurate [Item Condition](#) value during the listing process and clarify with additional information in your listing description. Clearly describe any wear and tear, defects, missing parts, or any other imperfections (many buyers don't mind if items aren't in perfect condition—as long as you let them know ahead of time).

Set expectations and anticipate questions.

Address buyer concerns up front and set up [questions and answers](#) directly in your listings.

Avoid stock-outs. When you list an item and a buyer bids on it or buys it, both parties enter into a contract that they are expected to honor.

Communication

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

- You specify 1 business day or shorter handling time and upload tracking information within 1 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 sends these types of communications.

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 eBay Money Back Guarantee cases to avoid escalation.

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.

Always provide ship tracking information. When you use [eBay labels](#), it's automatic.

Shipping & handling charges

When you offer free shipping and we know the buyer chose that option, you'll get an **automatic 5-star rating for Shipping and Handling Charges**.

Consider free shipping. 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 eBay estimates the item will reach the buyer within 4 business days. Plus, **converting to Fast 'N Free can 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

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

Pass carrier discounts on to buyers. International or domestic, use [eBay label printing](#) to get automatic discounts on [FedEx](#) and [USPS](#) and 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.

Offer extended holiday returns. Enroll your listings in extended holiday returns. Extended holiday returns gives buyers until January 31 to return any items they purchase between November 1 and December 31.

Offer expedited shipping. Offer an expedited shipping option for buyers who are willing to pay more to get it fast. The eBay [Fast 'N Free](#) logo can appear on items where you've offered free shipping and eBay estimates the item will be delivered within 4 business days. Fast 'N Free transactions get an 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 traditional window (your stated handling time plus carrier's published timeframe).

Provide valid tracking numbers. Tracking and delivery confirmation numbers will be added to the Order Details page automatically when you [print shipping labels using 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, 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.

Monitor your seller dashboard—now with more timely insights.

To evaluate customer satisfaction, the best tool is your [seller dashboard](#). This quick reference guide is always available in My eBay. Check it regularly to track your performance status, and gather insight and tips you need to stay on top:

- See your current status and how you're trending right at the top of your dashboard. Get an at-a-glance view, then drill-down on areas of your business that need attention such as the effectiveness of your listings and your shipping practices.
- Get timely alerts when you need to take action. Notifications at top of your dashboard let you know if you're at risk of losing Top Rated Seller status or falling below eBay's minimum standards for all sellers.
- Get recommendations and personalized coaching to help you improve. In any performance area, you'll find helpful guidance for best practices and actions needed to improve or maintain your status and keep your business running smoothly.
- [Bookmark](#) your seller dashboard and check it at least once a week to stay abreast of your performance.



eBay Seller Protection

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](#).

Defect removal policy streamlines the process of getting defects removed.

To help you save time and stay focused on selling, eBay will now [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](#).

Be sure to visit your [seller dashboard](#) to see if you've received any defects—and when those defects are removed. Read the [defect removal policy](#) for more details.

Take Action!

Keep your ratings high and defect rate low

- ▶ Describe items completely and accurately (including flaws) with a brief bulleted list
- ▶ Include clear, well-lit photos from multiple angles on a neutral background
- ▶ Set expectations, anticipate questions, and respond quickly with courtesy
- ▶ Specify 1-day or shorter handling and upload tracking by end of next business day
- ▶ Offer free shipping, expedited shipping, or combined shipping discounts
- ▶ Offer extended holiday returns (enrollment opens September, 2014)
- ▶ Visit your [seller dashboard](#) often to monitor your performance and see where you stand



TRACK YOUR SUCCESS



Now that you've had a taste of success, it's time to take a closer look at your metrics to find out what's working and what's not. By tracking and analyzing your own sales trends, you can fine-tune your selling strategy to stay competitive.

[eBay Sales Reports Plus](#) (FREE) provides detailed sales metrics you can use to refine your selling strategy and effectively scale your business. Use the information to:

- Measure your sales performance against your sales goals
- Find out which factors contribute to sales
- Determine areas of opportunity and areas for improvement
- Spot marketplace trends based on your sales
- Track your growth from month to month through archived reports

To start your free subscription:

1. Log into My eBay
2. Click the "Account" tab and choose "Subscriptions"
3. Click the "Subscribe" link next to Sales Reports Plus

Your free Sales Reports Plus subscription will help you understand and manage trade-offs you may need to make when selling on eBay. To determine what's right for your business, carefully monitor:

Conversion Rate (CR). A measure of selling success on eBay. It is the combined measure of the number of successful listings divided by the number of total listings.

Average Selling Price (ASP). The combined value of all items sold divided by the number of items sold. To calculate ASP, divide Total Listings or Gross Merchandise Volume (GMV) by Successful Listings.

Here are two examples that highlight how the two work together:



Last month	This month
Successful Listings: 40	Successful Listings: 45
Total Listings: 100	Total Listings: 100
ASP: \$10	ASP: \$8
Gross Merchandise Volume: \$400	Gross Merchandise Volume: \$360
<i>CR increased from 40% to 45%, but because ASP declined, total sales decreased.</i>	

Last month	This month
Successful Listings: 40	Successful Listings: 35
Total Listings: 100	Total Listings: 100
ASP: \$10	ASP: \$15
Gross Merchandise Volume: \$400	Gross Merchandise Volume: \$525
<i>ASP increased from \$10 to \$15. Although CR decreased, total sales increased.</i>	

Sales Reports Plus lets you see results by category, listing format, or both. You can also see your fees for auction-style and fixed price listings. Look at the big picture to decide which format and items are giving you the highest conversion rates and best value on fees.

For more advanced reporting tools, consider a Premium or Anchor Store subscription.

Take Action!

Track your success

- ▶ Subscribe to eBay Sales Reports Plus (FREE)
- ▶ Calculate your conversion rate
- ▶ Calculate average selling prices (ASP)
- ▶ Evaluate your strategy



SAVE TIME, REDUCE COSTS



Building for long-term growth requires a sustainable model that keeps costs consistently in line with sales through efficient processes. That's why we've made a variety of tools available to help you optimize your processes, reduce operating costs, and maintain your sales volume—freeing up time for you to focus on the future.

Save on shipping

Daily shipping is a best practice that will not only save you time but also helps you earn automatic 5-star DSRs for shipping time to achieve and maintain eBay Top Rated Seller status.

Print discounted shipping labels on eBay. Create and pay for [labels on eBay](#) at no additional cost and take advantage of postage and shipping discounts from [USPS](#) and [FedEx](#), exclusively available to business sellers on eBay. Automatically fill in correct addressing information and display tracking and delivery confirmation numbers directly in My eBay to help get those automatic 5-star DSRs. Printing up to 50 labels at a time can be done easily on a standard home or office printer.

Use hassle-free returns. The cost of return shipping never exceeds the original outbound shipping cost when you offer buyers [hassle-free returns](#) on your listings.

Order FREE supplies online. Get free boxes and envelopes at the [USPS® Shipping Zone](#). For [UPS® shippers](#), packaging for air shipments, self-adhesive labels, and more are also available free of charge.

Have carriers come to you. Use [USPS® Carrier Pickup™](#) for your Express Mail® and Priority Mail® packages at no charge. [UPS](#) offers customers the flexibility to choose from the most [package pickup options](#) in the US. Visit the [Shipping Center](#) for complete details.

Get a good postal scale. Knowing the exact weight of your package allows you to determine accurate shipping costs. You can find great deals on shipping scales and everything else, from [packing peanuts](#) and [bubble wrap](#) to [padded mailers](#) and [packing tape](#), right on eBay.

Answer questions before buyers ask

Three easy actions can reduce the number of emails you get from buyers.

1. Write brief, yet detailed item descriptions in an easily skimmed format.
2. When you offer returns, make sure your policy is clear and easy to understand.
3. Set up frequently asked [questions and answers \(Q&A\)](#).

Remember, if a buyer emails you a question you've already answered in your listing or Q&A, reply promptly and remain courteous. They could be testing to see if you're a responsive seller.

Streamline your workflow

How much time does it take you to sell an item on eBay? If you're still using the basic listing form on eBay, chances are you have an opportunity to speed things up. Our feature comparison table will help you choose the right tools to optimize your sales process.

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 one time, and quickly reference completed listings.

Selling Manager (FREE). [Manage all of your listing and sales-related activities online](#). 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—all from one central location.

Selling Manager Pro (30-day free trial). Compare [Selling Manager](#) to [Selling Manager Pro](#) and you'll see additional listing, product inventory, and automation features. [Selling Manager Pro](#) is included FREE in Premium and Anchor Store subscriptions.

File Exchange (FREE). Designed for high-volume sellers, [File Exchange](#) integrates with Microsoft® Excel® and Access® and other inventory software so you can list items in bulk and manage sales using flat files.

Business Policies (FREE). Save time and reduce errors with business policies—[the functionality for defining your shipping, payment, and return policies](#). Add the information to your listings once with just a few clicks from one central location.

Follow eBay's listing recommendations (FREE). 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".

Take more work off your plate

eBay hassle-free returns is the easy way to offer and maintain the kind of confidence-inspiring return policy that makes buyers happy and can result in more sales and positive feedback. You can communicate with your buyers at any time but also establish, manage and automate your return policy and streamline your back office processes. Return shipping cost never exceeds your original outbound shipping cost and you're protected by eBay's robust return item condition policy. [Learn more.](#)

Also, hundreds of services and solutions are available from third parties to help make high-volume selling and post-sales management more efficient. You can now access several [third-party tools](#) directly in the "Applications" tab of Selling Manager or Selling Manager Pro. All have free trials, so find the one that is right for you.

And, if you sell in eBay Motors Parts & Accessories categories, streamline your sales with [NexPart](#).

Take Action!

Track your success

- ▶ Ship daily and print [shipping labels on eBay](#)
- ▶ Take advantage of exclusive shipping discounts, free shipping supplies, and pickup
- ▶ Opt in to eBay [hassle-free returns](#)
- ▶ Set up automated questions and answers (Q&A)
- ▶ Streamline your workflow with powerful [listing and management tools](#)



BUILD AND EXPAND YOUR BRAND



Marketing and self-promotion accelerate sales and develop long-term customer loyalty. Put your brand and your listings in front of the broadest possible audience with eBay promotional tools. Branch out and expand your reach and customer base.

Drive traffic to your Store

Allowing you to show more—and sell more—thanks to a sleek layout that helps turn browsers into buyers, [every eBay Stores subscription](#) includes more FREE listings*, social media features, and access to great marketing and promotional tools. You'll also be eligible for exciting updates that give subscribers powerful new ways to spotlight inventory and share on social media.

Add a billboard image and logo to your Store.

Your Store billboard image can be used to tell your own unique story—and attractively highlight your special offers. Your logo visually represents what your company and products stand for. Use these important Store design elements to increase buyer engagement and solidify your brand identity.

Display featured items in your Store. Select items to highlight in the featured items section of your Store. Refresh them regularly to showcase new merchandise and give buyers an immediate impression of who you are and what you sell.

Leverage keywords. Search engines look at every area of your Store, so optimize pages with keywords likely to attract buyers. Talk about the products and brands you sell, and even use these keywords when organizing your custom categories.

Link back to your Store in listing headers and add Store categories, a search box, and category navigation to your listing frame. When you're done, use the Search Engine Keywords tool in the design section of your Store preferences (My eBay > My Subscriptions > Manage my Store > Search Engine Keywords) to create meta tags. These tags appear at the top of the HTML code in your listings, helping

search engines find and present your pages in search results. Learn more about keywords and search engine optimization at the [eBay for Business blog](#).

NEW! Supercharge sales and increase order size by creating eye-catching promotions. eBay Stores subscribers can create and manage promotions in order to merchandise and cross-sell 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.

Include promotional flyers in each package. Customize [promotional flyers](#) that advertise your eBay Store, highlight interesting products, and promote your eBay sales and special deals. Flyers give you another opportunity to reiterate your return policy, remind buyers to leave positive feedback if they're satisfied, and recommend products repeat buyers may need soon. Include an eBay flyer in every shipment and, if appropriate, make them available at your retail store.

Try email marketing. Promote your eBay Store and build repeat business with email newsletters. The [Email Marketing](#) tool lets you create compelling emails with links to your eBay Store and listings, generate up to five mailing lists (targeting buyers based on their interests, purchase activity, or type of promotion), and measure the success of each email through the Sent Email page so you can refine your email marketing strategy. Buyers can subscribe when

they add you to their Favorite Sellers list or by clicking the "Sign Up for Store Newsletter" link in your Store.

Optimize your listings for internet search engines

Attract a world of online shoppers through their favorite search engines using [search engine optimization \(SEO\)](#) techniques. Keep these tips in mind when setting up your Store and choosing the keywords for your listing titles and descriptions.

Use relevant keywords. Search engines index eBay constantly, so make sure your listing titles and item descriptions start with important keywords buyers are most likely to use. Include relevant brand names and other popular keywords in your Store description and when naming custom categories. Create full sentences when you can and be specific. You're not fishing for page views; you're appealing to buyers who are ready to purchase. Be careful not to overdo it—your listing can actually get less visibility if a search engine (on or off eBay) thinks you're keyword "spamming." Keyword spamming can also result in your listing being taken off the eBay site.

Include unique identifiers. One of the most important things you can do to make sure your listing is found by search engines including eBay, Google, and Yahoo!, is to [include unique identifiers](#) like Universal Product Codes (UPCs), European Article Numbers (EANs), or International Standard Book Numbers (ISBNs) in your listings. It's also a good idea to include the item brand name and Manufacturer's Part Number (MPN) in item specifics whenever they're available.

* 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.](#)

Link to your Store. Include links back to your Store from other websites or social networking pages and within your listings. As a general rule, the more a page is linked to, the more relevant it becomes to a search engine. Besides having SEO benefits, cross-promotion offers great opportunities to drive multiple sales, recommend accessories and add-ons, or entice buyers with combined shipping discounts.

Link your keywords. Contextual links typically get more search engine recognition. For example, link “see more digital cameras” instead of “click here.”

Go global

Thanks to increased buyer demand abroad, there’s never been a better time to [sell internationally](#). We’re expanding the eBay marketplace to welcome even more countries to help you reach more buyers looking for your products. Here are a few tips for making international sales work for you.

Sell internationally with ease using the Global Shipping Program. 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.

Specify shipping destinations and rates. To sell internationally, specify the countries you’re willing to ship to when you list. You can even specify a region such as Europe and exclude a specific country, such as Italy. Buyers will then be able to purchase your items on eBay.com. You can also purchase and print [international shipping labels](#), order free international flat rate boxes, get customs forms, and automatically track shipments right in My eBay. Remember that you must specify shipping carriers and costs for Canada, the UK, and Australia when you make your items available to those countries.

Make your Fashion listings visible on the Russian fashion app, eBay Moda. [eBay Moda](#) makes it easy for Russian shoppers to buy abroad by both filtering items that will ship to Russia and allowing them to transact in Russian. To get your Fashion items surfaced via the app—at no additional charge when listing on eBay.com—simply include Russia as one of your ship-to countries and select PayPal as your method of payment. Shipping to Russia is straightforward, too: just specify the cost of shipping to Russia in your US listing and include a copy of the eBay sale confirmation page with your parcel for customs clearance.

eBay Style Experience: Expand your reach to buyers in China with no additional work required. We’re making listings from Top Rated Sellers accessible to even more buyers. Select items from eBay Top Rated Sellers will be made [available to fashion-savvy online shoppers in China](#) via eBay Style—[ebay.xiu.com](#). You’ll get this extra exposure and traffic from buyers in China automatically—no additional work on your end required—creating an easy way for you to grow your business.

Eligible listings will automatically be translated with a product search and browsing experience suited to Chinese customers, and surfaced in search results to buyers in China both onsite and through mobile apps. All transactions by Xiu will have the same look and feel as any domestic transaction. When a Chinese buyer purchases your item, Xiu buys the item and pays you via PayPal. Once you ship your sold item to Xiu’s US fulfillment center as a local shipment, Xiu takes it from there and your work as the seller is complete. Xiu will provide feedback and detailed seller ratings based on their experience with the US seller. Xiu handles all sales, logistics and customer service for the buyer in China.

Items from Top Rated Sellers are eligible if they meet the following criteria:

- New
- Located in the US
- Include a Buy It Now price
- Are 30-day listings in the Clothing, Shoes & Accessories, Health & Beauty, or Jewelry & Accessories categories

Communicate. Be clear about your international policies and proactively address questions an international buyer might have. eBay displays an automatic customs notification message for all international transactions in the shipping section of the listing page, informing buyers of potential customs delays and duties before they place their orders. We will remove feedback if the seller receives any feedback comment that refers to customs delays or customs fees. (Note: only transactions with US buyers count toward your performance rating for eBay Top Rated Seller status on eBay.com, but you’re eligible to earn Top Rated Seller status in other countries).

Find out what’s hot.

When choosing products to sell, look for things that buyers abroad can’t source locally or that are significantly more expensive in other countries. In general, look for items with a high value relative to their weight, such as collectibles, clothing, jewelry, accessories, electronics, and auto parts. Cultural differences can influence product desirability, so look at completed listings on other eBay sites and use tools like [Marketplace Research](#) by Terapeak when deciding what to sell.

Sell for a cause

Buyers love to purchase items associated with causes they support. In fact, we've found that charitable listings often have more bids and end up with higher final selling prices. Don't forget, your donations are also tax deductible.

Join eBay Giving Works. Donate all or part of an item's final sale price to a nonprofit through [eBay Giving Works](#), our dedicated program for charity listings. Your listings will get an eye-catching ribbon icon and will appear on eBay, on eBay Giving Works, and on the benefiting nonprofit's Details page. As a thank-you for your generosity, we'll give you a [prorated credit](#) on your insertion and final value fees equal to the percentage of the proceeds you donate.

Use social media to grow your sales

Millions of people visit social media sites like Facebook, Twitter, YouTube, LinkedIn and Pinterest—not to mention countless blogs—every day to interact with others who share their interests. When they see something they like (or dislike!), they share it instantly with their friends, who share it with more friends—often within hours. Tapping into this phenomenon isn't difficult or costly, but it does require some knowledge and planning. Here are our top tips for putting the power of social media to work for your business. To [get more detailed tips](#) for each social media channel, visit the Seller Center.

Evaluate before you start. Social media channels all have very different attributes and audiences. In a nutshell, Facebook is for staying in touch, Twitter is for "breaking news," LinkedIn is for business contacts, Pinterest is for creativity and inspiration, YouTube and blogs are for telling the in-depth story. Explore each one carefully before deciding where to start. Find out where your customers are—look for groups within these channels that might be interested in your listings, like camera buffs or fashion mavens.

Start small. Start with one channel and build up your presence. Social media can be a valuable tool to enable online commerce, but it's important to focus your efforts on those activities that are most likely to provide a good return on your time investment.

Create a separate business account. Facebook rules require you to create a separate fan page for your business. Post about your products and eBay listings on your fan page, instead of on your personal Facebook page. Both your friends and fans will appreciate it—and your small businesses will look more professional.

Genuinely contribute to the conversation. Consider your target audience and how you can build your relationship with them. Budget time for keeping your presence fresh. You need to create original posts at least several times a week, and respond quickly to comments from your online friends and followers. Simply posting links to your listings is not likely to keep them engaged. Consider what unique perspective, insights, and expertise you offer and use those attributes to set yourself apart from the competition.

Listen and engage. Take the time to listen to what your social media fans and followers are saying about you on social channels. Responding promptly and engagingly to your customers helps you take advantage of the power of social media to cultivate loyal customers.

Cross-promote your social media channels. Use your social media channels judiciously to cross-promote your content. For example, post your YouTube videos on your blog and Facebook page. Point your Twitter followers to your blog and Facebook page. Post a Facebook update when you have a new blog post or video, and include the link. Consider linking your business Twitter handle to your Facebook fan page so that your tweets are also auto-posted on your Facebook page—reaching both audiences at the same time. But be selective—you

don't want to duplicate information on the same channel. Again, you want to keep your followers engaged and interested.

Write reviews and Buying Guides to show off your expertise. [Reviews](#) and [eBay buying guides](#) can help attract more interest in your items, build trust with your buyers, and give you a leg up on the competition. They also appear on your eBay profile.

Stick with it (be patient). It takes time to build a presence on any social media channel, so don't expect instant results. As long as you continue to post interesting new content on a consistent basis, the fans and visitors—your potential customers—will keep coming.

Take Action!

Build and expand your brand

- ▶ Drive traffic to your eBay Store
- ▶ Create a "sale" with Markdown Manager
- ▶ Drive buyer engagement with new promotions tool
- ▶ Bring customers back with your Store email newsletter)
- ▶ Optimize your store and listings for internet search engines
- ▶ [Sell globally](#) with the ease of domestic shipping
- ▶ Tap into the power of [social media](#)

QUICK LINKS TO EBAY SELLING 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 anytime at: ebay.com/sellerinformation

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

