

# New Business Seller Guide





## New Business Seller Startup Guide

### Welcome to eBay!

We're thrilled you've decided to launch an online sales channel with us. This guide is full of tips and advice to help you quickly and easily get your products in front of our 84.5 million active members worldwide. Follow this roadmap to success and you'll be selling on eBay in no time.

### Let's get started

Please print this guide and keep it handy. As you move through each section, develop an action plan for your business—we've included a checklist at the end of each topic to help you stay on track.

Ready: start your engine

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Set: explore the site

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# Ready: Start Your Engine

eBay Inc. includes some of the most recognizable brands in the world—[eBay](#), [PayPal](#), [Skype](#), [StubHub](#), and [Shopping.com](#), to name a few—and millions of people think of us first for online shopping, payments, and communications. By joining the eBay Community, you can tap into this pool of potential buyers and grow your sales online.

## Ready to start selling? It's free and simple to set up your eBay account.

1. [Register as a business](#) here or click the Register link at the top of any page on eBay and choose the option to register as a business. If you have questions, [browse our online help](#) section.
2. [Become a seller](#)—you'll need to [verify your identity](#), select your payment method, and say how you want to get paid. ID Verify establishes your proof of identity, without having to put your credit card on file.

## So, how do you want to get paid?

Variety may be the spice of life, but when it's time to pay for an item, buyers prefer a predictable online experience. For seamless transactions, accept fast, secure payments using one or more of these [approved options](#).

- **Internet merchant account** Accept direct credit or debit card payments through eBay Checkout. Open an Internet merchant account with your bank or an authorized service provider to process online credit card transactions. (Transaction fees vary, so compare several options.) If your business already has an account for off-eBay transactions, you can select the cards you accept in your payment preferences.

**Tip:** When buyers use a credit card, contact the card issuer to verify the name on the card matches both the shipping and contact information. If you have doubts about a buyer's identity, contact the credit card company to validate payment before shipping.

- **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 and your buyers get [free payment protection](#), and you'll get free tools to help better manage your sales. [Visit PayPal today](#) to see how it works and to start accepting PayPal:

1. [Sign up for PayPal](#)
2. [Get PayPal Verified](#) (a different process than becoming ID Verified)
3. Link your PayPal and eBay accounts
  - a. Roll over the Accounts tab in My eBay and choose PayPal Account
  - b. Click "Link My PayPal Account"

- [ProPay, Paymate](#) or [MoneyBookers](#) send and receive online payments through these eBay-approved third parties.
- **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.

To stay up-to-date on allowable payment methods, click here for a list of [approved electronic payment methods](#).

### **PayPal has you covered**

To make buyers feel more confident and motivated to place higher bids, PayPal covers the full purchase price and original shipping cost of eligible purchases. And you get unlimited coverage against claims, chargebacks, or reversals due to unauthorized payments or items not received for eligible eBay transactions paid with PayPal—all at no additional cost. [See eligibility requirements](#).

In rare cases where there's a higher risk of buyer dissatisfaction, PayPal may delay payment until the buyer leaves positive feedback, 3 days pass after confirmed delivery\*, or 21 days pass without a dispute, claim, chargeback, or reversal on the transaction.

### **Seller's action checklist:**

- Register as a business on eBay
- Create your seller account
- Verify your identity
- Select your payment method
- Decide how you want to get paid
- Register for PayPal
- Link your PayPal and eBay accounts

\*Applies to U.S. domestic transactions that are shipped by USPS or UPS and either use PayPal shipping labels to ship items or upload tracking information to PayPal via the transaction details page.

# Set: Explore the Site

Before selling your first item, take a few minutes to get to know your way around eBay. The [Seller Information Center](#) is a great place to start. Here you will find information that ranges from Getting Started to Shipping Tips to Best Practices for increasing sales.

## Introduce yourself

[Set up your About Me page](#) to tell the world about your business, your products, and your interests. Since you're new to selling and your Feedback rating doesn't reflect your vast experience yet, it's important to tell buyers about your reputation in the real world and help them get to know you. Of course, this page is available on eBay and is searchable across the Internet.

The screenshot shows an eBay 'About Me' page for a user named 'saxx10'. The page title is 'Looking Good'. It features two images of high-heeled shoes: one pair is black and white, the other is silver. The page includes a 'Feedback' section with three entries, a 'Links' section, and a footer with navigation links and copyright information.

**Looking Good**

**Links**

To protect bidder privacy, when the price or highest bid on an item reaches or exceeds a certain level, User IDs will be displayed as anonymous names. For auction items, a bid price means at least one bid has been received.

Note: Anonymous names may appear more than once and may represent different bidders.

Item	Start	End	Price	Title	High Bidder/Status
Go see all current <a href="#">links for sale</a> by this member.					

**Feedback**

User: saxx10	(100%)	Date: Oct-17-09 20:23:41 PDT	Product: Prompt payment, reliable customer, highly recommended. Thank you, I Made it to the line.
User: saxx10	(100%)	Date: Oct-17-09 20:23:12 PDT	Product: Thank you for an easy, pleasant transaction. Excellent buyer! I Made it to the line.
User: saxx10	(100%)	Date: Sep-15-09 11:44:12 PDT	Product: Prompt email reply and extremely fast payment. The Best! Thanks! An+

To see all feedback for this member go to the [Feedback Profile](#) page.

The above page is maintained by: saxx10 (100%)

Where would you like to go next?

- Check out eBay's [Seller Center](#)
- Visit the [eBay Storefront](#)
- Visit the [eBay Storefront](#)
- Visit [eBay.com](#)

**Feedback Forum** | [Discussion Boards](#) | [Groups](#) | [Answer Center](#) | [Chat Rooms](#) | [Community Pages](#)

[About eBay](#) | [Announcements](#) | [Security Center](#) | [Reseller Center](#) | [eBay Toolbar](#) | [Policies](#) | [Government Relations](#) | [Site Map](#) | [Help](#)

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## Join in

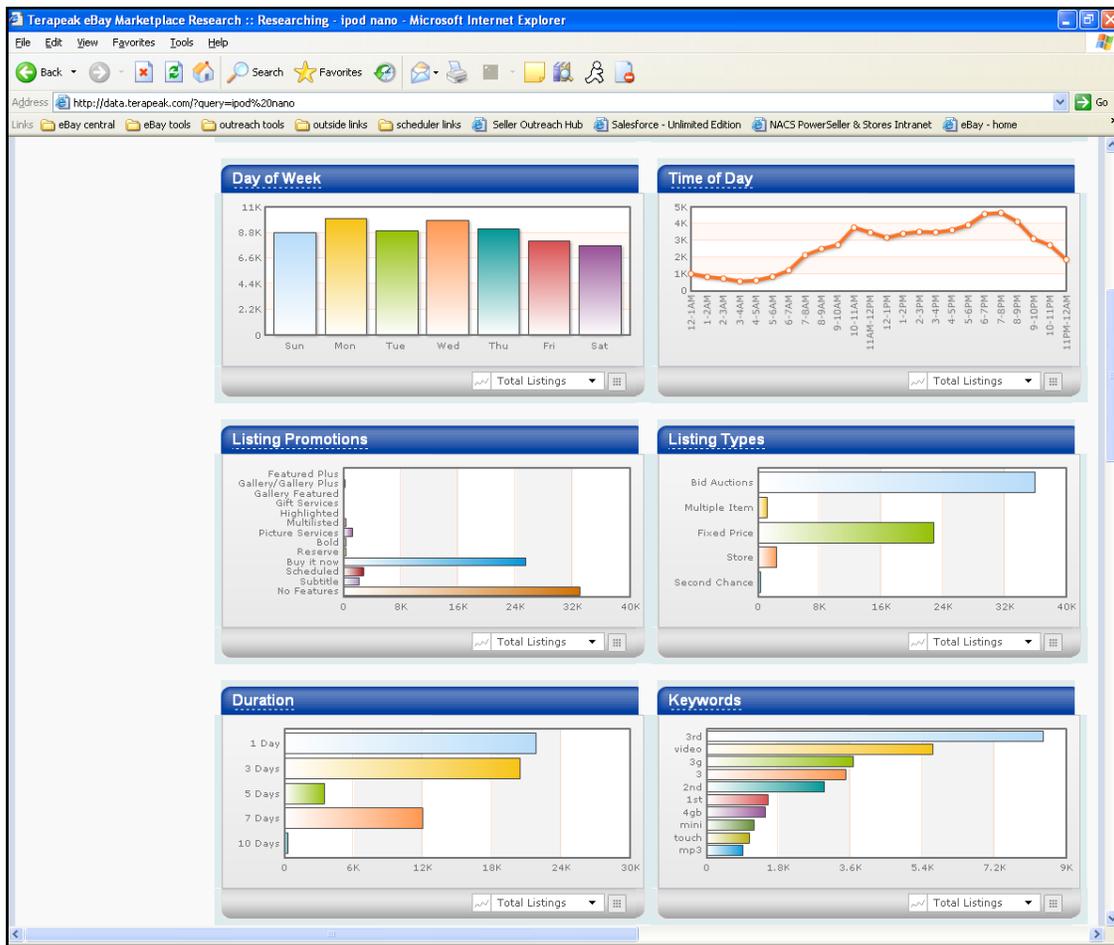
Our [Discussion Boards](#) are some of the best places to get tips from other sellers. With topics ranging from art to clothing to bidding to seller tools, you can start threads with your questions or ideas and reply to postings with your own answers and advice.

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. Also visit the [System Announcements Board](#) for information about site issues.

## Size up the competition

Do you know how much buyers are willing to pay for your items on eBay? What keywords should you use? Use our [research strategies](#) along with these tools to find out, develop your pricing and selling strategies, and get top dollar.

- **Search** 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? That's because [Best Match](#), our default sort option, prioritizes listings based on relevancy (past successful buyer behavior for similar searches) and customer satisfaction (sellers are ranked by their detailed seller ratings [DSRs], Feedback Score, and number of buyer complaints).
- **Completed Listings** Look at listings that have recently ended to understand how other sellers market and price the same items you plan to sell. To [search completed listings](#), log into your eBay account, go to Advanced Search, enter your keywords, check "Show completed listings only," and click Search.
- **Marketplace Research by Terapeak** 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 so you can:
  - Target the best day and time to end your listings
  - Spot seasonal trends
  - Choose the best listing format and categories for your listings
  - Set a starting price that'll attract buyers
  - Optimize your titles with appropriate keywords
  - Decide which listing upgrades will help you sell



- **eBay Certified Providers** Third parties participating in our [Certified Providers](#) program offer a number of tools, with a variety of subscription levels, that you can use for in-depth research. If you need to build up inventory, Certified Providers can also help you source additional products. Other sources include:

- Thrift stores
- Secondhand stores
- Garage sales
- Yard sales
- Estate sales
- Storage auctions
- Auctions
- Grandma's attic
- Clearance sales
- Drop shippers
- Wholesalers

- Distributors
- Manufacturers
- Factory outlet stores
- Flea markets
- Products you make yourself
- Items in your own closet
- Things your family members want to sell
- Wholesale Lots on eBay
- Taking items such as cars or computers apart to sell the individual parts

## Choose your selling format(s)

Ignite a bidding war with Auction-style listings, or attract buyers who love instant gratification with Buy It Now. With a little research (and practice), 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 items in high demand. It'll help you generate buzz, gain maximum exposure, and get the highest price the market is willing to bear. You can offer single or multiple items and let buyers snap them up with no waiting by adding a Buy It Now feature to your listing. If you want the benefits of Auction-style format but still get a minimum price for your item, set a hidden reserve price.
- **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 in a single listing for up to 30 days, with one low Insertion Fee. It also has a Good 'Til Cancelled automatic renewal option. If you're willing to negotiate with buyers, add the Best Offer feature to your listing. It'll help you avoid low bids while letting buyers know you're willing to accept a little less money. To sell in Fixed Price, you must have a Feedback Score of 10 or higher, be [ID Verified](#), or accept PayPal and have more than five feedback ratings.
- **Store Inventory Format (SIF)** This a fixed-price format with limited visibility on eBay (SIF listings appear in eBay search only when there are less than 30 results on eBay.com). SIF is available only to [eBay Stores](#) subscribers who have a Feedback Score of 20 or higher, are [ID Verified](#), or have a PayPal account in good standing.

Is an eBay Store right for you? Look at your listing volume and selling goals, and take the [eBay Stores online tutorial](#) to find out. We've found that higher-volume and more experienced sellers who are committed to growing their sales and expect to have part- or full-time businesses on eBay tend to get the best results from an eBay Store.

The screenshot shows an eBay store page for a seller named 'Dymusault'. The page features a search bar at the top with 'All Categories' selected. Below the search bar, there are navigation links for 'Categories', 'Motors', and 'Stores'. A banner for 'Drives For You' is displayed, highlighting the seller's expertise in laptop/notebook upgrades. The main content area shows a search for 'Hard Drives' with 778 items found. The search results are displayed in a table with columns for 'Picture', 'Item Title', 'Price', 'Bids', and 'Time Left'. The listings include various hard drive models from Dell, IBM, and Toshiba, with prices ranging from \$375.00 to \$460.00. Each listing has a 'Buy It Now' button.

Picture	Item Title	Price	Bids	Time Left
	160GB 5400RPM IBM Thinkpad 2nd Hard Drive Adapter L12 Compatible with T40/T41/T42/T43/R50/R50p/R51	US \$460.00	-	-Buy It Now
	DELL 160GB 8K Inspiron 8000 8100 8200 Hard Drive A1 5400rpm 3 year warranty Brand NEW DELL HD Kit	US \$426.00	-	-Buy It Now
	DELL 160GB 8K Inspiron 4000 4100 4150 Hard Drive 4D 5400rpm 3yr warranty Brand New Dell Kit	US \$400.00	-	-Buy It Now
	120GB 5K DELL Inspiron 8500 8600 2nd Hard Drive Module 5400rpm 5 year warranty Brand NEW Dell part	US \$400.00	-	-Buy It Now
	DELL 160GB Inspiron 4000 4100 4150 Hard Drive Module 4D 5400rpm 3year warranty Brand New 2nd Hard Drive Module	US \$396.00	-	-Buy It Now
	DELL 160GB Inspiron Latitude 2nd Hard Drive Module M2 5400rpm 3year warranty Brand New	US \$396.00	-	-Buy It Now
	DELL 120GB Inspiron 9150 XPS Laptop Hard Drive C6 5400rpm 5 year warranty Brand NEW Dell HD Kit	US \$375.00	-	-Buy It Now

## Listing formats comparison chart

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 auction.</p> <p>Quantity: Offer bidding on one or multiple items.</p> <p>Where: Your listing appears in the eBay category (or categories) you choose and in search results.</p>	<p>1, 3, 5, 7, or 10 days. Real estate auctions may also run for 30 days.</p> <p><b>Note:</b> 1-day listings are not available for eBay Motors Vehicles categories in the U.S. or Canada.</p>	<ul style="list-style-type: none"> <li>• Insertion Fee to list</li> <li>• Final Value Fee charged</li> </ul> <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 <b>purchase immediately</b> (no bidding).</p> <p>You may also include the <a href="#">Best Offer</a> option in your Fixed Price listings (not available currently for Multiple Variations listings). This enables you to consider offers from buyers who will name their best price.</p> <p>Quantity: Offer one or multiple items for sale at the Buy It Now price <b>anytime</b> during the listing.</p> <p>Where: 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>	<ul style="list-style-type: none"> <li>• Insertion Fee to list</li> <li>• Final Value Fee charged</li> </ul> <p>See <a href="#">fees</a> for more information.</p>
<b>Store Inventory Format (SIF)</b>	<p>You list your items at a set price, so buyers can <b>purchase immediately</b> (no bidding). These listings have longer durations with limited visibility compared to Auction-style and Fixed Price formats.</p> <p>You may also include the <a href="#">Best Offer</a> option in your Store Inventory listings. This enables you to consider offers from buyers who will name their best price.</p>	<ul style="list-style-type: none"> <li>• 30 days</li> <li>• Good 'Til Cancelled—Renews automatically every 30 days until the item sells or you end the listing. Insertion Fees charged every 30 day period.</li> </ul>	<ul style="list-style-type: none"> <li>• Insertion Fee to list</li> <li>• Final Value Fee charged</li> </ul> <p>See <a href="#">Store fees</a> for more information.</p>

Selling Format	How It Works	Length of Listing	Fees
<p><b>Store Inventory Format (SIF)</b></p>	<p>You must open an eBay Store to use this listing format.</p> <p>Quantity: Offer one or multiple items for one Buy It Now price.</p> <p>Where: Store Inventory listings appear together with other listing formats in the following areas:</p> <ul style="list-style-type: none"> <li>• Your eBay Store</li> <li>• Seller's Other Items</li> <li>• eBay Stores search results</li> </ul> <p>Store Inventory listings also appear in the following areas:</p> <ul style="list-style-type: none"> <li>• Regular eBay search and browse results if there are 30 or fewer Auction-style and Fixed Price listings</li> <li>• Product Details (Catalog) pages (when seller uses Pre-filled Item Information)</li> <li>• When a buyer selects "All items including Store Inventory items" or "Store Inventory items only" in Search Options in the left-hand side.</li> </ul>		
<p><b>Classified Ad</b></p>	<p>Enables sellers to make contact with many interested buyers, not just the highest bidder. There's no obligation for buyers who contact a seller.</p> <p>Where: Ad appears in the eBay category of your choice, for supported categories.</p>	<p>Varies by category. Options include 30 days and Good 'Til Cancelled.</p> <p>Real Estate has various listing durations. See <a href="#">Real Estate fees</a> for more information.</p>	<p>Insertion Fee for ad varies by category.</p> <p>See <a href="#">Classified Ads fees</a> for more information.</p>

Best Match uses the most relevant sort factors for each listing format (recent sales in a Fixed Price listing and ending time for Auction-style) and intermingles results to show buyers the best of both sort factors.

To get the most visibility (which is a key to driving successful sales), we recommend listing multiple similar items in a single Fixed Price listing with a long listing duration. You'll save on Insertion Fees (just \$0.35 per listing in most categories), and your listings will gain traction in Best Match as more items sell.

### **Develop a smart pricing strategy for Auction-style listings**

Buyers ultimately decide final selling prices, but you control your starting prices, which can have just as much impact on your bottom line. In fact, setting an item's starting price just \$0.01 lower can save you up to \$1.00 on listing fees.

As with every online marketplace, eBay has various [selling fees](#). When an item sells, you're charged a [Final Value Fee](#). You're also charged an [Insertion Fee](#) when you list, based on your starting price, and for Auction-style listings, here's where you have a lot of opportunity to save. View current fees at <http://pages.ebay.com/help/sell/fees.html>

### **Play by the rules**

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. To stay in compliance:

- Familiarize yourself with our general [listing rules](#), making sure the items you plan to sell aren't [restricted or prohibited](#).
- Respect the [intellectual property](#) 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](#).
- Avoid selling strategies that attempt to [circumvent eBay fees](#).
- Charge [actual shipping costs](#). Excessive shipping charges lead to poor buying experiences and low detailed seller ratings (DSRs). Price competitively in your category and adhere to the [maximum shipping and handling charge](#) rules in certain categories, or use the Shipping Calculator to determine actual costs based on your buyer's ZIP code.

- Don't keyword spam to artificially boost your listing's placement in search results. When writing titles and descriptions, use popular keywords that accurately describe your items, but don't repeat them too many times.
- [Respect the Feedback system](#). Maintain a positive, professional tone, and stick to the facts.

Violations can be brought to the attention of the Trust & Safety department, who will review the report and take appropriate action, which may include listing cancellation, limits on account privileges, account suspension, forfeit of eBay fees on cancelled listings, and loss of PowerSeller status.

### **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 into your Feedback Profile to see specific transaction comments and ratings.

### **Strive for five-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 best, and one star is the lowest rating.

DSRs provide a more complete picture of a seller's performance, and we encourage you to [strive for five-star ratings](#) with each of your transactions. Set clear expectations, and surprise and delight your buyers by meeting or exceeding them every time. For example, communicate with your buyers when you receive payment, leave feedback, and ship items. Sellers with a minimum 4.6 in all four DSR areas and at least 95% customer satisfaction in the last 30 days are rewarded with increased exposure in Best Match. As of September 2008, more than half of all the sellers on eBay have this high level of customer satisfaction.

## Set your buyer requirements

As a seller, you'll be able to leave only positive feedback for your buyers. This policy encourages buyers to be as honest about their experiences as possible. We'll remove negative or neutral feedback from any buyer who fails to respond to the Unpaid Item process and from buyers with suspended accounts.

If you have concerns about who will be buying from you, set up Buyer Requirements in the Seller Preferences section of My eBay. You'll be able to:

- Block buyers who live in countries you do not ship to. This requirement can help you avoid buyers who agree to purchase your items without realizing you don't ship to their location.
- Block buyers with Unpaid Item strikes. This requirement can help you avoid buyers with a history of not paying for items they've agreed to purchase.
- Block buyers who have previous bids. Consider this requirement if you sell expensive items and don't want to sell over a certain number to any single buyer.

Carefully consider the pros and cons of limiting your buyer pool. Once you start selling regularly, examine your Buyer Requirements Activity Log, which displays the eBay members who have been blocked from bidding on or purchasing your items over the past 60 days, to re-evaluate your preferences.

### **Seller's action checklist:**

- Spend a few minutes at the eBay University Learning Center
- Create your About Me page
- Visit the Discussion Boards
- Search live listings for items you plan to sell
- Search Completed Listings
- Subscribe to Marketplace Research by Terapeak
- Consider tools from Certified Providers
- Choose your listing formats
- Develop your pricing strategy
- Learn the rules
- Understand Feedback and DSRs
- Set your Buyer Requirements

# Go: Race to the Finish

Ready for your first sale? Click the Sell link at the top of any page on eBay to use the Sell Your Item (SYI) form (you can switch to a bulk-listing tool once you have a few sales under your belt).

## Create listings that sell

From descriptive titles to listing upgrades, there are lots of ways to make your listing stand out from the crowd on eBay.

- **Optimize your listing title** Your **title** is the most important part of your listing. It's a collection of keywords that buyers can use to find your item. Use all 55 characters available to state exactly what your item is (even if it repeats the category name). Include your item's brand name or designer, size, color, style, artist, or any other words your buyers are likely to use when searching. Don't use special characters unless they're essential to describing the product.
- **Write a great description** Give buyers all the details about your item, placing the most important information (and keywords) at the top. Repeat your title to remind buyers of what they're viewing, write short and concise paragraphs, and use bullet points to note features. Be sure to mention if there's an interesting story behind your product or if you're selling at a discounted price.

The screenshot shows an eBay listing for a Canon PowerShot SD1100IS 8MP Digital Camera Brown. The listing is currently in a 'New' condition and has 33 bids. The current bid is US \$129.84, with a 'Place bid' button. The seller is 'camera\_deal' (1627) with a 100% positive feedback rating. The item is located in San Jose, United States, and ships worldwide. The listing includes a 'camera deal' badge and a 'See reviews' link. The description section is titled 'CANON POWERSHOT SD-1100 SD1100 BROWN DIGITAL CAMERA NEWMore' and lists features such as 8.0-megapixel CCD, 3x optical image-stabilized zoom, and a 2.5-inch PureColor LCD II monitor.

Time left	Bid
57m 53s	(Mar 23, 2009 04:52:09 PM PDT)

Item specifics - Digital Cameras			
Type	Compact, Point & Shoot	Optical Zoom	3x
Brand	Canon	Digital Zoom	4x
Product Line	Canon PowerShot	Manufacturer warranty	-
Model	SD1100 IS Digital ELPH	Flash Type	Built-in flash
Resolution (Megapixels)	8	Memory Card Format	SD Memory Card, MultiMediaCard
Manufacturer Part Number	2508B001, 2508B01AA, 2508B002, 2508B001, 2508B002, 2508B003, 2511B001, 2511B002, 2511B001, 2511B002, 2512B001, 2512B002, SD1100IS	Battery Type	1 x Canon NB-4L Li-ion rechargeable battery (included)
Bundled items	Extra Memory, Lens Cleaning Kit, Memory Reader, Tripod	Condition	-

## Things to include:

- What is the item?
- What is it made of?
- When was it made?
- Where was it made?
- Who made it?
- What is its condition?

- Is it new or used?
- Is it under warranty?
- What are the dimensions?
- Does it have any notable flaws, features or markings? Buyers don't mind buying imperfect items, as long as they know what to expect.
- What is its background or history?

- **Use Item Specifics** Pre-filled Item Information is available for products in several categories (for example, Books and Consumer Electronics). Input the relevant UPC or ISBN number and we'll add catalog-based details and a stock photo to your listings automatically.
- **State your policies (required)** Clearly state your shipping, payment, and return policies.
  - **Shipping** Specify fair and reasonable shipping costs. Quote flat rate shipping (sticking to [maximum costs](#) in certain categories) or add the Shipping Calculator to let buyers see how much it costs to ship to their ZIP code.
  - Let buyers know that you ship within 24 hours of receiving payment (and if you don't, explain how often you do ship), and that you offer [discounts on combined shipping](#) (it's a great way to encourage multiple purchases). If you [ship internationally](#), explain potential delays in customs. For more advice, visit the [eBay Shipping Center](#).
  - **Payments** Include your preferred payment methods in the Description and Payment Instructions & Return Policy fields of the SYI form. Be positive and focus on payment methods you accept rather than those you don't.
  - **Returns** It's important to have a [return policy](#), even if it's "all sales are final." In a 2007 internal eBay study, 12% of buyers cited "concern with return policy" as their reason for shopping elsewhere.

No matter what your policies, let buyers know that customer satisfaction is important to you—it helps them feel confident with you as a seller. If you provide customer service through Skype (a free messaging service where buyers can ask you questions directly and get immediate answers), list your hours. For example, "Do you have questions about this product? Contact our customer service department directly through Skype! We're available 3:00–5:00 PST (Pacific Standard Time)."

- **Add a photo** Include at least one picture of the actual item you're selling in your listing. We'll host your first image free and use it as the free Gallery photo that appears as a thumbnail in search results. Buyers aren't inspecting your items in person, so provide as much detail as possible, especially if your item is used or has flaws. Images should be in focus, free of background clutter, and well lit. Photograph items at close range, at an angle, and using at least two light sources to show more detail. Photograph the tag, label, or box to help prove authenticity, if appropriate. Need more advice? Check out our [photo do's and dont's](#).
- **Choose listing upgrades** We offer a variety of [listing upgrades](#) to help you promote your items and gain visibility in search results. Optional feature fees are charged at the time of listing and are nonrefundable, so when choosing upgrades, consider:
  - The flat fee of the upgrade in relation to the value of your item.
  - Your listings' specifics. Fees vary depending on the upgrade, the selling format that you choose, and the eBay site on which you list. For example, the Listing Designer fee for eBay Motors is higher than on eBay.com.
  - If you qualify to use the upgrade. For example, Featured Plus! is available only to sellers with a Feedback rating of 10 or higher.
  - Pricing. If you're using more than one upgrade, look into bundled upgrades offered at a discounted price.

When you're done, save, preview, and launch your listing so buyers can find it. While the listing is live, provide great customer service by answering emails quickly. Many buyers are writing to test a seller's responsiveness and gain trust.

### **How does eBay handle taxes?**

Because of the complexity of tax regulations, we recommend that you contact a tax professional like a CPA or accountant for advice. We cannot and do not provide tax 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. To use this as a default:

1. Log into My eBay, click the Accounts tab, and click Site Preferences
2. Click the Show link next to "Payments from buyers"
3. Next to "Use sales tax table," click Edit
4. Specify sales tax for your state and click Save

### **Congratulations! Your item sold. Now what?**

Enjoy your first sale, and then move on to the business of getting paid, shipping, and making sure your buyer's happy.

### **Get paid**

Some buyers sit by their computers waiting to see if they win and pay immediately, while others check on their bids later. To keep the lines of communication open, eBay automatically generates emails that notify buyers when they win. Using the My Messages feature in My eBay, you can send your own congratulatory emails with payment instructions as well.

## Leave positive feedback

As soon as a buyer's payment clears, leave positive feedback. Being responsive helps your communication DSRs by showing buyers you're paying attention to their items, and it encourages them to leave positive feedback in return.

## Package and ship your item

The higher your shipping and handling DSRs, the more exposure you'll get in Best Match, so pack and ship items in ways that'll impress your buyers.

- **Package items carefully** It's great to use recycled packing materials, but if you do, include a note on your packing slip that says you use them to help the environment.
- **Include a packing slip** Recap your return policy and dates of sale, payment, and shipment. Colored paper gets noticed and read. You should reiterate your commitment to a great buying experience, let the buyer know you're available to address any concerns, and explain that you'd appreciate positive feedback and DSRs if the buyer's happy. Never guilt a buyer into leaving good feedback—it can backfire. Adding a personal touch to your packing slip—such as telling the 'story' of your company—can go a long way. A handwritten thank-you is also a nice final touch.
- **Ship within 24 hours** Shipping within 1 business day of receiving payment is best. If there's a delay, communicate with your buyer. But if you ship it faster than the time you communicated in your listing—tell your buyer that, too!

## Follow up

Email your buyers when you ship. If you don't get positive feedback soon after you expect an item to arrive at its destination, follow up with the buyer and remind them to leave positive feedback if they're satisfied.

## Track your success

[eBay Sales Reports Plus](#) gives you the detailed information you need to understand your business and sell more successfully. With a free Sales Reports subscription you can:

- Measure your sales performance against your sales goals
- Find out which factors contribute to sales
- Determine areas of opportunity and areas for improvement
- Refine your selling strategies

View your Sales Reports in My eBay anytime you need them.

## View your statements online

Every month, we'll send you an email containing your [invoice](#). It's a statement of your account activity for the month, including fees, payments, refunds, and credits. We'll usually only create and send you an invoice if your account balance is greater than \$1.00 during the billing period.

View your invoice in My eBay anytime by clicking the Account tab and choosing Seller Account, even if your balance is less than \$1.00. You'll see your invoice summary—including your name, billing address, eBay account ID, balance, and payment method—and you will be able to download your last 4 months of activity to a Microsoft Excel spreadsheet.

Please note: Due to the time it takes to process charges and payments, there may be slight differences between the amount on your invoice and the amount you will be charged.

## Ramp up your sales

Making those first sales was pretty easy, right? Now that you're ready to sell more than 10 items per month, consider using [bulk-listing tools](#) to save time.

- **Turbo Lister (free)** [Turbo Lister](#), an easy-to-use software program designed for medium- to high-volume sellers, lets you create multiple listings on your computer and upload them all to eBay at once. With it, you can:
  - Create professional-looking listings with the design editor and templates (no HTML knowledge required)
  - Duplicate and save existing listings to use as templates
  - Change formats or add Item Specifics to multiple listings at a time
  - Upload thousands of listings to eBay with a single click
  - Add photos and preview listings offline
  - Insert payment terms, tax, shipping, and messages
  - Import active or completed listings
  - Quickly reference previous listings—they're all saved in Item Inventory
- **eBay File Exchange (free for qualified sellers)** Do you use Microsoft Excel or Access or other inventory software? Consider [File Exchange](#), 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).
- **eBay Selling Manager and Selling Manager Pro (30-day free trial)** Selling Manager (free for all sellers starting in June 2009) and Selling Manager Pro (included with Premium and Anchor Store subscriptions) are tools that let you perform all your listing- and sales-related activities from one location, right in My eBay. The difference? [Selling Manager Pro](#) includes additional product inventory and automation features for high-volume and small business sellers. [Compare Selling Manager and Selling Manager Pro](#) to find out which tool is right for you.

Use Selling Manager or Selling Manager Pro along with other tools—like Turbo Lister and [eBay Accounting Assistant](#) (a tool that lets you download your eBay sales and PayPal data to QuickBooks)—for a complete selling solution.

- **Third-party solutions** Many [Certified Providers](#) offer bulk listing and sales management tools to help you scale your business on eBay. Certified Providers are carefully screened—among other qualifications, they must have extensive experience with eBay, pass a strict certification exam, and provide a number of customer references that we check.

### Achieve PowerSeller status

As you enter the world of high-volume selling, set a goal to reach [PowerSeller status](#).

This icon next to your user ID lets buyers know you're a seller they can trust. You sell a consistently high volume of items and maintain a 98% or better positive Feedback rating. Your detailed seller ratings (DSRs) are 4.5 or better in all four areas. Your account is in good financial standing, and you comply with all of the policies on eBay.

As a thank-you for meeting the highest standards on eBay, PowerSellers enjoy the following benefits:

- **Prioritized customer service** PowerSellers get prioritized support by email or telephone, depending on sales level.
- **Final Value Fee (FVF) discounts** Save up to 20% on FVFs each month. The higher your DSRs, the higher your discounts. [Find out more](#). (If you're already a PowerSeller, check what discounts you qualify for on your [Seller Dashboard](#).)
- **Unpaid Item protection** Get credits for feature fees if a buyer does not pay for an item and you close an Unpaid Item dispute. This program covers Auction-style listings (excluding Dutch and eBay Live Auctions) and single-item Fixed Price listings on eBay.com, eBay.ca, and eBay Motors. [Get full details](#).
- **UPS® rate discounts** Save up to 31% on UPS Ground Daily Rates with the [UPS Savings Program for eBay Sellers](#).

### Seller's action checklist:

- Create listings that sell
- Leave positive feedback for your buyers
- Communicate with buyers when you receive payment and ship
- Create packing slips
- Package items carefully
- Ship items within 24 hours of getting paid
- Subscribe to Sales Reports Plus (free)
- View your invoices
- Download bulk-listing and sales management-tools
- Achieve PowerSeller status

# eBay Business Sellers' Toolkit

Let's put it out there: Nobody likes conflict, but sometimes issues come up. It's in everyone's best interest to resolve problems quickly and amicably.

## Communicate with your buyer

Most issues can easily be resolved by communicating directly with your buyer. To send an email for a specific transaction, use My Messages in My eBay. If the buyer doesn't respond, you can also request their contact information by clicking the "Find contact information" link in Advanced Search.

Keep buyers informed of your progress toward reaching a solution. They'll feel better knowing you're working to resolve their issues, and it can help your communication DSRs.

## Handle Unpaid Items

You may come across a buyer who, for whatever reason, does not pay for an item they won. First try communicating directly. Be polite and direct.

Our Unpaid Item policy and User Agreement make it clear that buyers must pay for items they commit to purchase, so if you don't hear back, we can help facilitate further communication through the Unpaid Item process. It has four steps:

- 1. File an Unpaid Item dispute** Go to the Dispute Console within My eBay to report an Unpaid Item up to 45 days after the transaction date. We'll typically ask you to wait 7 days after a listing closes before opening a dispute to give your buyer time to pay.
- 2. We'll contact the buyer** Your buyer will get an email notice and see a pop-up message when signing in to eBay within 14 days of the dispute filing date.
- 3. The buyer responds** Your buyer will be given the options to pay for the item or provide you with payment details if they believe they already paid. You can review the information they provide and choose to close the dispute or communicate further. We'll provide you and your buyer with a private message area for further communication so you don't have to rely on email.
- 4. The dispute is closed** You can close a dispute at any point during the Unpaid Item process if the buyer has responded at least once or does not respond within 8 days. Paying for an item also closes the dispute instantly.

## Contact us

Support specialists are available to help answer your questions via chat or email. To access our [Contact Us page](#), click the Help button at the top of any page on eBay and choose Contact Us. Most policy questions require us to respond with a written record via email. We may provide a customer support phone number, too.

## Safeguard your account

Unfortunately, there are some bad seeds out there who will try to get your eBay and PayPal account information. Here's how you can help keep your accounts safe.

- **Choose strong passwords** Make absolutely certain that the passwords you choose for your accounts aren't easy to guess. Shy away from birthdays and names of children or pets, and use a combination of letters and numbers at least seven characters long.
- **Keep personal information private** We monitor suspicious account activity and email potentially compromised members about changing their password. We will never ask you to send your account password or other sensitive personal information, such as credit card numbers, in an email.
- **Do not reply** There have been reports of people attempting to obtain eBay members' private information by sending emails that seem to come from us. These emails, called [spoofer or phishing emails](#), request that you reply with your account and personal information or enter this information into a spoof or phishing website. Some of these websites even look like eBay. Don't be fooled. Never click on a link in an email if you're unsure of its origins, especially if it asks for personal financial information.
- **Don't open attachments** We won't email you attachments, so if one shows up in your inbox that appears to come from eBay, don't open or download it. Attachments may contain viruses that collect your personal data and send it back to an identity thief.
- **Report phishing emails** Forward suspicious emails to [spoofer@ebay.com](mailto:spoofer@ebay.com) and help us stop the bad guys.
- **Get a PayPal Security Key** Add an extra layer of security to your account with the [PayPal Security Key](#). This compact electronic token generates a unique six-digit security code every 30 seconds that you must enter after your username and password when you log in. Once the code expires, no one else can use it. There's a one-time \$5.00 setup fee.
- **Monitor your account** Be on the lookout for suspicious activity. If something's amiss or if you cannot access your account, [contact us immediately](#) by clicking the Live Help link on any eBay page. Due to the serious and time-sensitive nature of account takeovers, we have a group of trained support specialists ready to assist members with this issue.

## Your eBay resources

We hope you've found this guide helpful. Please print it for future reference and use these links to get more information anytime, anywhere.

### eBay Companies

eBay  
[ebay.com](http://ebay.com)

PayPal  
[paypal.com](http://paypal.com)

Skype  
[skype.com](http://skype.com)

Shopping.com  
[shopping.com](http://shopping.com)

StubHub  
[stubhub.com](http://stubhub.com)

### Ready: start your engine

How to Become a Member  
[ebay.com/help/account/questions/register-business.html](http://ebay.com/help/account/questions/register-business.html)

Using ID Verify  
[ebay.com/help/account/id-verify.html](http://ebay.com/help/account/id-verify.html)

Accepted payment methods  
[ebay.com/help/pay/accepted-payment-methods.html](http://ebay.com/help/pay/accepted-payment-methods.html)

PayPal on eBay (overview)  
[ebay.com/paypal/seller](http://ebay.com/paypal/seller)

PayPal  
[paypal.com](http://paypal.com)

PayPal information  
[ebay.com/paypal/index.html](http://ebay.com/paypal/index.html)

Get PayPal verified  
[ebay.com/paypal/buyer/verify](http://ebay.com/paypal/buyer/verify)

PayPal Protection Terms  
<https://www.paypal-promo.com/protection/terms>

ProPay, Paymate and MoneyBookers  
[propay.com](http://propay.com), [paymate.com](http://paymate.com), [moneybookers.com](http://moneybookers.com)

Seller Resources  
[ebay.com/sell/resources.html](http://ebay.com/sell/resources.html)

### **Set: explore the site**

eBay Seller Information Center  
[ebay.com/sellerinformation](http://ebay.com/sellerinformation)

About Me (overview)  
[ebay.com/help/account/about-me.html](http://ebay.com/help/account/about-me.html)

Discussion Boards  
[ebay.com/community](http://ebay.com/community)

General Announcements Board  
[ebay.com/announcements](http://ebay.com/announcements)

System Announcements Board  
<http://www2.ebay.com/aw/announce.shtml>

Best Match  
[ebay.com/help/sell/searchstanding.html](http://ebay.com/help/sell/searchstanding.html)

Completed item searches  
[ebay.com/help/search/questions/search-completed-listings.html](http://ebay.com/help/search/questions/search-completed-listings.html)

Marketplace Research by Terapeak  
[ebay.com/marketplaceresearch](http://ebay.com/marketplaceresearch)

eBay Certified Providers  
[certifiedprovider.ebay.com](http://certifiedprovider.ebay.com)

Selling formats  
[ebay.com/help/sell/formats.html](http://ebay.com/help/sell/formats.html)

Auction-style format  
[ebay.com/help/sell/auction.html](http://ebay.com/help/sell/auction.html)

Fixed Price format  
[ebay.com/help/sell/fixed-price.html](https://www.ebay.com/help/sell/fixed-price.html)

eBay Stores  
[stores.ebay.com](https://stores.ebay.com)

eBay Stores tutorials  
[ebay.com/storefronts/tutorials.html](https://www.ebay.com/storefronts/tutorials.html)

eBay Fees chart  
[ebay.com/help/sell/fees.html](https://www.ebay.com/help/sell/fees.html)

Best Offer  
[ebay.com/help/sell/best-offer.html](https://www.ebay.com/help/sell/best-offer.html)

eBay Stores fees  
[ebay.com/help/sell/storefees.html](https://www.ebay.com/help/sell/storefees.html)

Real Estate fees  
[ebay.com/help/sell/realestatefees.html](https://www.ebay.com/help/sell/realestatefees.html)

Final Value Fees  
[ebay.com/help/sell/fvf.html](https://www.ebay.com/help/sell/fvf.html)

Insertion Fees  
[ebay.com/help/sell/insertion-fee.html](https://www.ebay.com/help/sell/insertion-fee.html)

eBay Rules and Policies (overview)  
[ebay.com/help/policies/overview.html](https://www.ebay.com/help/policies/overview.html)

Rules for Listings (overview)  
[ebay.com/help/policies/listing-ov.html](https://www.ebay.com/help/policies/listing-ov.html)

Prohibited and restricted items (overview)  
[ebay.com/help/policies/items-ov.html](https://www.ebay.com/help/policies/items-ov.html)

Intellectual property policies (overview)  
[ebay.com/help/policies/intellectual-property-ov.html](https://www.ebay.com/help/policies/intellectual-property-ov.html)

Verified Rights Owner (VeRO) program  
[ebay.com/vero](https://www.ebay.com/vero)

Fee circumvention policy  
[ebay.com/help/tutorial/feecircutorial/intro.html](https://www.ebay.com/help/tutorial/feecircutorial/intro.html)

Excessive shipping charges policy  
[ebay.com/help/policies/listing-shipping.html](https://www.ebay.com/help/policies/listing-shipping.html)

Maximum shipping and handling charges  
[ebay.com/sell/August2008Update/MaxShipping](http://ebay.com/sell/August2008Update/MaxShipping)

Search and Browse Manipulation policy  
[ebay.com/help/policies/search-manipulation.html](http://ebay.com/help/policies/search-manipulation.html)

Feedback policies (overview)  
[ebay.com/help/policies/feedback-ov.html](http://ebay.com/help/policies/feedback-ov.html)

How Feedback works  
[ebay.com/help/feedback/howitworks.html](http://ebay.com/help/feedback/howitworks.html)

Detailed seller ratings (DSRs)  
[ebay.com/sell/feedback.html](http://ebay.com/sell/feedback.html)

## **Go: race to the finish**

Writing good titles  
[ebay.com/help/sell/title\\_desc\\_ov.html](http://ebay.com/help/sell/title_desc_ov.html)

Shipping discounts  
[ebay.com/help/pay/shipping-discounts.html](http://ebay.com/help/pay/shipping-discounts.html)

International selling  
[ebay.com/sell/international.html](http://ebay.com/sell/international.html)

eBay Shipping Center  
[ebay.com/shipping](http://ebay.com/shipping)

Return Policy guidelines  
[ebay.com/help/sell/return-policy.html](http://ebay.com/help/sell/return-policy.html)

Photography tutorial  
[ebay.com/help/sell/photo\\_tutorial.html](http://ebay.com/help/sell/photo_tutorial.html)

Promoting Your Item with Listing Upgrades  
[ebay.com/sell/listingupgrades](http://ebay.com/sell/listingupgrades)

Tax table  
[ebay.com/help/pay/checkout-tax-table.html](http://ebay.com/help/pay/checkout-tax-table.html)

Sales Reports Plus  
[ebay.com/salesreportsplus](http://ebay.com/salesreportsplus)

Invoices  
[ebay.com/help/sell/invoice.html](http://ebay.com/help/sell/invoice.html)

Bulk listing tools  
[ebay.com/selling\\_manager/comparison.html](https://www.ebay.com/selling_manager/comparison.html)

Turbo Lister  
[ebay.com/turbo\\_lister](https://www.ebay.com/turbo_lister)

File Exchange  
[ebay.com/file\\_exchange](https://www.ebay.com/file_exchange)

Selling Manager  
[ebay.com/selling\\_manager](https://www.ebay.com/selling_manager)

Selling Manager Pro  
[ebay.com/selling\\_manager\\_pro](https://www.ebay.com/selling_manager_pro)

eBay Accounting Assistant  
[ebay.com/accountingassistant](https://www.ebay.com/accountingassistant)

eBay Certified Provider Program  
[certifiedprovider.ebay.com](https://certifiedprovider.ebay.com)

PowerSeller Program  
[ebay.com/powersellers](https://www.ebay.com/powersellers)

PowerSeller Program benefits  
[ebay.com/services/buyandsell/powerseller/benefits.html](https://www.ebay.com/services/buyandsell/powerseller/benefits.html)

Seller Dashboard  
[ebay.com/help/sell/seller-dashboard.html](https://www.ebay.com/help/sell/seller-dashboard.html)

Unpaid Item protection for PowerSellers  
[ebay.com/services/buyandsell/powerseller/unpaiditem\\_protection.html](https://www.ebay.com/services/buyandsell/powerseller/unpaiditem_protection.html)

UPS Savings Program for eBay Sellers  
[ebay.com/upssavings/index.html](https://www.ebay.com/upssavings/index.html)

## **Business sellers' toolkit**

Protecting yourself from identity theft  
[ebay.com/help/account/protecting-identity-theft.html](https://www.ebay.com/help/account/protecting-identity-theft.html)

Report identity theft  
[ebay.com/help/account/securing-account.html](https://www.ebay.com/help/account/securing-account.html)

PayPal Security Key  
[paypal.com/securitykey](https://www.paypal.com/securitykey)