

7 steps to scalability

Connect with customers, increase profits

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

SUCCEEDING ON EBAY

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

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

STEP 1

Manage Buyer Satisfaction

Satisfy Your Buyers

- Receive Positive Feedback
- Achieve Higher Detailed Seller Ratings
- Know Your Buyer Satisfaction Rating

Understand Your Performance

- Use Seller Dashboard

Maximize Your Good Seller Benefits & Rewards

- Become a PowerSeller
- Reap PowerSeller Program Benefits

Maximize Your Visibility

- Rank Higher in Search and Browse Results (Best Match)

Safeguard Your Transactions

- Select Buyer Requirements
- Report Disputes
- Enjoy Seller Protection

STEP 2

Set Up for Success

Do Your Research

- Reference Completed Listings
- Tap Into eBay Marketplace Research

Understand Selling Formats

- Use Selling Features & Formats

STEP 3

Create a Great Listing

Write an Effective Item Title

- Use All 55 Characters
- Include a Subtitle

Specify Item Details & Your Policies

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

Promote Your Listings

- List Item Specifics
- Use the Pre-filled Items Feature

STEP 4

Sell Internationally

Expand Your Sales

- Develop International Buyers
- Research International Selling Resources

Follow International Best Practices

- Create Effective Listings

STEP 5

Clearly State Your Shipping Policies

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

STEP 6

Grow Your Sales With Tools

Adopt & Use PayPal

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

Open an eBay Store

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

Access eBay & Third-Party Seller Tools

- Increase Your Productivity

STEP 7

Leverage Marketplace Resources

Learn About Safer Selling

- Review eBay's Listing Policies
- Protect Your Account

Receive eBay Communications

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

Check Out Onsite Resources

- Visit eBay's Announcements Board
- Try eBay University Learning Center

STEP

1

manage buyer satisfaction

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

SATISFY YOUR BUYERS**RECEIVE POSITIVE FEEDBACK**

One of the ways that buyers rate the overall buying experience you provide is through Feedback. There are three Feedback rating levels: Positive, Neutral, and Negative. Your Feedback rating is presented as a Positive Feedback percentage. Beginning in May 2008, your Positive Feedback percentage is calculated based on the number of Positive ratings, divided by the number of Positive, Negative, and Neutral ratings (including weekly Repeat Feedback) received in the last 12 months. Following best practices and delivering excellent customer service will help you receive Positive Feedback.

ACHIEVE HIGHER DETAILED SELLER RATINGS

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

Achieving high DSRs is critical for success because your ratings determine your eligibility for key seller benefits. These seller benefits include:

- **Added visibility in eBay Search results**
- **Membership to the PowerSeller program (if you meet requirements)**
- **Eligibility for PowerSeller discounts on final value fees**

Take a moment to write down your rating for each DSR, and then review the DSR Checklist to determine if you are following best practices in each area. You can find your DSR information on the Seller Dashboard. Refer to Page 3 to learn about the Seller Dashboard.

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

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

**FOLLOW DSR
BEST PRACTICES**

DSR Best Practices Checklist

ITEM AS DESCRIBED

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

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

COMMUNICATION

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

- ❑ Mention your preferred contact method in your listing description. Let buyers know that you are reachable if, for any reason, they are not satisfied with the transaction. Also, mention how quickly buyers can expect a response.
- ❑ Communicate to buyers that you are processing their orders, and notify buyers when the items have shipped.
- ❑ Include answers to Frequently Asked Questions (FAQ) in your listings to address many common inquiries and avoid backlog. We also suggest that you set up a self-service knowledge base to automate the process of answering buyers' questions. To learn about setting up FAQ & a self-service knowledge base refer to the URLs in the Quick Links section at the back of this guide.
- ❑ Disclose your customer service policies in email exchanges with buyers, and also enclose these policies with shipped items.
- ❑ Leave Positive Feedback for the buyer as soon as payment has cleared, so you can initiate a good relationship with the buyer. Also let the buyer know when you have left Positive Feedback and remind them to give you high ratings if they are satisfied with the transaction.

SHIPPING TIME


Guiding Principle - Speedy delivery makes for happy buyers!

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

SHIPPING & HANDLING CHARGES

Guiding Principle - Charge accurate shipping prices!

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

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

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

KNOW YOUR BUYER SATISFACTION RATING

In addition to Feedback and DSRs that your buyers leave for you, Buyer Satisfaction is a rating that eBay gives you, as a seller, to measure the level of customer service and quality of shopping experience that you provide to your buyers. eBay considers your Feedback, DSRs, and disputes reported by your buyers (such as Items Not Received, and Item Significantly Not as Described) to determine your Buyer Satisfaction rating. The rating system is based on four levels which are Good, Needs Work, Poor, and Unacceptable.

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

Here is the specific information used to determine your Buyer Satisfaction rating:

- 1) The total number of 1 and 2 DSRs you have received for any DSR in the past 30 days.
- 2) The total number of Negative and Neutral Feedback ratings left by your buyers in the past 30 days.
- 3) The total number of dispute claims against you in the past 30 days.

A poor Buyer Satisfaction rating may disqualify you from taking advantage of seller incentives such as joining the PowerSeller Program, getting PowerSeller fee discounts, and increased visibility in Search. We recommend you do your best to satisfy your buyers. You can find your Buyer Satisfaction rating on the Seller Dashboard.

**PROVIDE
EXCELLENT
CUSTOMER
SERVICE**

UNDERSTAND YOUR PERFORMANCE

USE SELLER DASHBOARD

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

Here are the modules available to you on the dashboard:

- **Detailed Seller Ratings (DSRs)** – Track your average ratings from buyers for all four DSRs. You'll be able to see your rolling 30-day DSR average, as well as your 12-month DSRs. To maintain buyer anonymity, if you have less than ten sales in a rolling 30-day period, you'll just see your 12-month DSRs.
- **Buyer satisfaction** – Find your Buyer Satisfaction rating. In the event you have a low buyer satisfaction rating, you'll see suggestions on how to remedy the situation.
- **Search standing** – See whether your listings are eligible to be raised in the Best Match sort order or whether they're at risk of being lowered.
- **PowerSeller status** – Determine your PowerSeller status, and what you need to reach the next level. If you're not a PowerSeller, you'll see how close you are to qualifying for the program.
- **PowerSeller discounts** – Learn about PowerSeller discounts received on your last invoice, and monitor progress towards your next discount.
- **Policy compliance** – Get alerts about policy violations, as well as existing, pending or potential eBay sanctions—and in some cases, what you need to do to remedy the situation.
- **Account status** – Easily find billing information related to your account, including your balance and payment status.

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

MAXIMIZE YOUR GOOD SELLER BENEFITS & REWARDS

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

The following information applies to PowerSellers in the United States and Canada.

BECOME A POWERSELLER

To be a PowerSeller you must consistently reach \$1,000 in sales or sell 100 items per month for three consecutive months; maintain 98% Positive Feedback; comply with eBay marketplace policies; have an account in good financial standing; and starting in July maintain DSRs of 4.5 or higher in all four DSR aspects.

REAP POWERSELLER PROGRAM BENEFITS

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

- **Fee Discounts:** If you have excellent 30-day DSRs, you will receive Final Value Fee discounts. If you have a 4.6 minimum in all four DSRs, you will receive a 5% discount on Final Value Fees. With a 4.8 minimum in all four DSR categories, you will receive a 15% discount on Final Value Fees. To learn more, visit <http://www.ebay.com/powersellerdiscounts>
- **Access to Free Customer Support:** Reach out to your eBay customer support representatives for listings and account related questions – at no charge. To find your PowerSeller customer support number, log into the PowerSeller Portal page at <http://www.ebay.com/powerseller>
- **Unpaid Item Protection:** Receive a credit for any Listing Feature Fee when the buyer doesn't pay you for the item and you close an Unpaid Item Protection dispute. This applies to auction-style, auction-style + Buy It Now, and single-item, fixed-price formats. This is in addition to the Unpaid Item Final Value Fee credits and Insertion Fee re-list credits. You can find a link for Unpaid Item Protection information in the Quick Links section at the back of this guide. To learn more, visit http://pages.ebay.com/services/buyandsell/powerseller/unpaiditem_protection.html
- **Expanded Seller Protection from PayPal:** You are also protected against fraudulent payments and item-non-received disputes, chargebacks, and reversals in 190 markets worldwide on eligible eBay transactions. To learn more, visit <http://www.paypal.com/expandedsellerprotection>

To learn more about the PowerSeller program visit <http://www.ebay.com/powersellers>

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

MAXIMIZE YOUR VISIBILITY

RANK HIGHER IN SEARCH & BROWSE RESULTS (BEST MATCH)

Understand how eBay Search works so that you can maximize the exposure for your listings. When buyers shop for products via the Search Box on eBay, the default sort order for Search & browse results is Best Match. This means the order of listings that are displayed are influenced by several variables including demand, item relevance, and seller performance. Since seller performance is one of the variables, it's important to secure higher ratings to maximize your exposure. Sellers with below-average performance will receive less exposure in search results. Keep your ratings high by providing excellent customer service and following DSR best practices. To learn more, visit <http://www.ebay.com/bestmatchfaq>

SAFEGUARD YOUR TRANSACTIONS

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

SELECT BUYER REQUIREMENTS

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

REPORT DISPUTES

Often the easiest way to resolve a problem is simply by reaching out to the buyer. However, if the buyer has violated a policy, you can report this problem through eBay's Dispute Console. eBay allows you to report things such as Unpaid Item claims, Feedback abuse, customs fraud, and other unethical incidents. To report a dispute, go to My eBay; on the left-hand side of the page under My eBay Views, click the "Dispute Console" link. You can also report disputes from the Leave Feedback page.

ENJOY SELLER PROTECTION

PayPal Seller Protection protects sellers in the United States, Canada, and United Kingdom for up to USD \$5,000 on any transaction PayPal deems fraudulent. The coverage is available for items sold on eBay that are paid for with PayPal. We recommend signing up for PayPal and taking advantage of this protection. To learn more, visit <https://www.paypal.com/us/sellerprotection>

If you are enrolled in the PowerSeller program, you are eligible for Expanded Seller Protection from PayPal. Refer to content above.

STEP **2**

set up for success

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

DO YOUR RESEARCH**REFERENCE COMPLETED LISTINGS**

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

TAP INTO EBAY MARKETPLACE RESEARCH

Subscribe to eBay's Marketplace Research tool for more in-depth pricing knowledge. This tool lets you analyze top searches, average start prices, and average sold prices. You can view the demand for items you're planning to sell, and access up to 90 days of eBay data on all items sold.

To subscribe, visit http://pages.ebay.com/marketplace_research

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

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

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

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

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

STEP 3

create a great listing

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

WRITE AN EFFECTIVE ITEM TITLE**USE ALL 55 CHARACTERS**

Use all 55 characters in the item title to maximize exposure to buyers. Be descriptive and include information such as item condition and brand name. Since most buyers find items via Search, make a list of potential key (search) words that a buyer might use in searching for an item. Include a combination of product-type words to cast a wide net (e.g. "Digital Camera," and specific keywords, such as the brand name "Canon," or model number).

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

INCLUDE A SUBTITLE

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

SPECIFY ITEM DETAILS & YOUR POLICIES**POST POWERFUL PHOTOS** DSR

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

To take the tutorial, visit http://pages.ebay.com/help/sell/photo_tutorial.html

DESCRIBE YOUR ITEM DSR

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

To learn more, visit http://pages.ebay.com/help/sell/answer_qs.html

USE CLEAR PICTURES

MENTION PRODUCT CONDITION DSR

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

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

SET BUYER EXPECTATIONS UP-FRONT

CLEARLY STATE YOUR POLICIES DSR

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

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

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

FOLLOW UP ON YOUR TRANSACTIONS DSR

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

PROMOTE YOUR LISTINGS

LIST ITEM SPECIFICS

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

http://pages.ebay.com/help/sell/item_specifics.html

USE THE PRE-FILLED ITEMS FEATURE

When you create listings in categories such as Books, Cell Phones, Digital Cameras, Movies, Music, PDAs, and Video Games, you can automatically fill your listing with stock product descriptions and photos. Pre-filled Item Information saves you time and helps to make your listing clear and appealing to buyers. Note that while Pre-filled Item Information automatically provides most of the Item Specifics information, it does not address product condition. We recommend that sellers provide the product's condition using Item Specifics. To learn more, visit <http://pages.ebay.com/help/sell/prefilled-information.html>

BE ACCESSIBLE TO YOUR BUYERS

STEP **4**

sell internationally

**INCREASE YOUR
SALES — SHIP
INTERNATIONALLY**

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

EXPAND YOUR SALES**DEVELOP INTERNATIONAL BUYERS**

If you are currently not selling internationally, we recommend that you consider this opportunity to expand your sales. While there are some barriers to selling internationally, these barriers don't tend to be as severe as one might think. By selling internationally, you are likely to see increased revenue and higher average selling prices. The eBay site and partner websites offer resources that can help you handle aspects of internal sales such as shipping methods, customs fees, duties, trade restrictions, and more.

For sellers interested in or already selling into the UK, check out eBay's listing upgrade known as International Site Visibility. With this upgrade, U.S. sellers can bring their items to buyers overseas without having to relist on other sites. To learn more about International Site Visibility, visit <http://pages.ebay.com/globaltrade>

RESEARCH INTERNATIONAL SELLING RESOURCES

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

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

FOLLOW INTERNATIONAL BEST PRACTICES **CREATE EFFECTIVE LISTINGS**

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

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

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

STEP 5

clearly state your shipping policies

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

DSR - SHIPPING TIME DSR

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

- Be specific about your shipping services, including delivery time for each service.
- Specify the timing of when an item will ship after payment receipt. Often buyers don't realize that it may take sellers a day or two to process the transaction in addition to shipping time. This could cause frustration and lead to lower DSRs.
- Appeal to buyers who want their items in a hurry with the Get It Fast feature. To learn more, visit <http://pages.ebay.com/getitfast>
- Provide tracking information. You can pay for shipping and print U.S. Postal Service or UPS labels with PayPal. The service is free, convenient, and easy. PayPal shipping labels provide tracking or delivery confirmation numbers and help you communicate with their buyers. To learn more, visit <http://pages.ebay.com/services/buyandsell/shippingcenter9.html>

INCLUDE SHIPPING & HANDLING TIME

DSR - SHIPPING & HANDLING CHARGES DSR

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

- Use eBay's Shipping Calculator to determine accurate shipping charges. Using the calculator in your listings will automatically calculate the shipping costs for the buyer based on the seller's ZIP Code, the buyer's ZIP Code, package details, and shipping service. Using the Shipping Calculator will also help to reduce buyer inquiries and emails.
To learn more, visit <http://pages.ebay.com/services/buyandsell/shippingcenter7.html>
- If you post a flat shipping rate, make sure that shipping rates are reasonable and do not violate the Excessive Shipping Policy. You can also look at the shipping costs charged in your category by sellers with high DSR scores. To learn more about the Excessive Shipping policy, visit <http://pages.ebay.com/help/policies/listing-shipping.html>
- Consider offering combined shipping discounts to buyers who purchase multiple items. Discounts for combined shipping stimulate additional sales and reduce your costs. Try the Combined Shipping Discounts feature, which provides added flexibility for discounts on multiple-item purchases. To learn more, visit <http://pages.ebay.com/CombinedShipping>
- If you sell internationally, specify shipping destinations and costs. Use eBay's Shipping Calculator to make country-specific pricing easier and more visible to buyers. Also, if there are any additional costs that buyers may be responsible for, such as customs fees and duties, explain these in the listing description.
- Grab the buyer's attention by offering free shipping and differentiate yourself from other sellers. Listings with free shipping appear with an eye-catching Free Shipping icon on the View Item page. Appeal to these buyers with free shipping. To learn more, visit <http://pages.ebay.com/shippingtips/index.html#freeship>

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

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

USE CALCULATED SHIPPING

STEP 6

grow your sales with tools

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

**USE PAYPAL TO
HELP ATTRACT
MORE BUYERS**

ADOPT & USE PAYPAL

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

GET PAID QUICKLY

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

REDUCE UNPAID ITEMS

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

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

INCREASE YOUR REVENUE

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

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

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

PAY YOUR EBAY FEES

In addition to getting paid for your listings through PayPal, you can also use PayPal to automatically pay your eBay fees. Automatic payments reduce the time spent writing checks or authorizing one-off credit card payments. There are no set-up or monthly fees; you pay fees only when you accept a payment.

To learn more, visit

<http://pages.ebay.com/help/account/payfees.html>

FOLLOW SAFER PAYMENT REQUIREMENTS

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

OPEN AN EBAY STORE

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

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

SUBSCRIBE TO EBAY STORES

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

GET FREE PHONE SUPPORT

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

USE STORE'S MARKETING TOOLS

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

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

ACCESS EBAY & THIRD-PARTY SELLER TOOLS

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

INCREASE YOUR PRODUCTIVITY

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

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

For more information about these Seller Tools, refer to the URLs in the Quick Links insert in the guide pocket.

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

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

STEP

7

leverage marketplace resources

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

LEARN ABOUT SAFER SELLING

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

REVIEW EBAY'S LISTING POLICIES

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

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

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

**PROVIDE
SECONDARY
CONTACT
INFORMATION**

PROTECT YOUR ACCOUNT

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

RECEIVE EBAY COMMUNICATIONS

OPT-IN FOR TELEMARKETING

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

OPT-IN FOR EMAILS & NEWSLETTERS

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

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

CHECK OUT ONSITE RESOURCES

VISIT EBAY'S ANNOUNCEMENTS BOARD

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

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

TRY EBAY UNIVERSITY LEARNING CENTER

Visit the eBay University Learning Center to get basic and advanced information about selling on eBay. The Learning Center covers online courses, live trainings, and helpful videos. You can also find tutorials on various topics including research, and international sales. To learn more, visit <http://pages.ebay.com/education>

The information in this guide is accurate as of May 2008.



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

Certified Provider Program:

Helping pair the right seller with the right solution

WHAT CERTIFIED PROVIDERS CAN DO FOR YOU

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

- Save time
- Increase your profits
- Reduce requirement for hired help
- Attract more buyers & bring them back

WHAT IS A CERTIFIED PROVIDER

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



A company's expertise and experience that gets them qualified

Certified Providers have taken objective exams on features, policies, best practices, and where applicable, eBay technology. They also have provided customer references we check, and an overview of their business. So you know they have a proven track record to help businesses like yours grow.

Solutions Available

Software and services our Certified Providers offer include:

Solution Type	Certified Providers that offer it
Consulting & Education	As Was http://aswas.com The Queen of Auctions http://thequeenofauctions.com Whatdoisell http://whatdoisell.com
Listing Solutions	Auctiva http://auctiva.com ChannelAdvisor http://channeladvisor.com Infopia http://infopia.com InkFrog http://inkfrog.com KyoZou http://kyozou.com Truition http://truition.com Vendio http://vendio.com
Product Sourcing	Doba http://doba.com Shopster http://shopster.com Whatdoisell http://whatdoisell.com Worldwide Brands http://worldwidebrands.com
Outsourced Listing Management	ChannelVelocity http://channelvelocity.com Receller http://receller.com
Market Research	HammerTap http://hammertap.com Mpire http://mpire.com TeraPeak http://terapeak.com Vendio http://vendio.com
Business & Finance	SageFire http://keepmore.net
Customer Relationship Management	HostedSupport http://hostedsupport.com MyStoreRewards http://mystorerewards.com
Marketing & Merchandising	As Was http://aswas.com (marketing) buySAFE http://buysafe.com (bonded shopping) Infopia http://infopia.com (trade-in, configure in listing) Vendio http://vendio.com (galleries)
Shipping	Z-Firm http://zfirm.com
Custom Development	CanDo http://cando.com JDT Technologies http://jdttech.com

Where to find the right solution for you

- eBay Live!
 - ♦ Look for the Certified Provider logo on their booths
 - ♦ Visit the Seller Tools Pavilion, Booth #214
 - ♦ Come to a class taught by Certified Providers (see below)
- Certified Provider Site: <http://certifiedprovider.ebay.com>
- From your TSAM: Ask your account manager if you have one.

EBAY LIVE! CLASSES TAUGHT BY CERTIFIED PROVIDERS

Title	Schedule
12 Tips To Improve Your DSRs	June 19, 3:00pm -4:30pm June 21, 9:00am – 10:30am
Advanced Product Sourcing: Importing, Large Volume Wholesale & Liquidation Lots	June 20, 1:00pm -2:30pm June 21, 3:00pm - 4:30pm
Attract More Customers With Marketing & Merchandising	June 19, 12:30pm - 2:00pm
Building Supplier Relationships: What To Do & What NOT To Do	June 19, 12:30pm - 2:00pm
Business Planning & Financial Management For Success	June 19, 3:00pm - 4:30pm
eBay Strategies That Can Increase Your Profitability	June 20, 10:30am - 12:00pm June 21, 12:30pm - 2:00pm
Feedback & DSR - Reputation Is Everything	June 20, 3:30pm - 5:00pm
From One Item To A Truckload - How To Source High-Margin Items Locally	June 20, 10:30am – 12:00pm
Growing Your Business Through Product Line Expansion	June 19, 11:30am-12:30pm June 21, 12:30pm – 1:30pm
How To Research Quickly & Effectively When Selling Higher Profit Margin Items	June 19, 10:00am – 11:30am June 20, 1:00pm – 2:30pm
How To Run Your Back Office For Top Sellers	June 20, 1:00pm - 2:30pm
How To Stop Breaking The Most Commonly Broken eBay Rules	June 19, 3:00pm – 4:30pm
Keep Shipping In Mind: Thinking End To End	June 19, 10:00am - 11:30am June 20, 1:00pm - 2:30pm
Product Sourcing: Finding Products Buyers Want	June 19, 10:00am – 11:30am June 21, 9:00am - 10:30am
Product Trends For 2008 & Beyond	June 20, 3:30pm – 5:00pm
Profit-O-Meter: How To Create & Measure Business Successes With Key Performance Indicators	June 20, 10:30am - 12:00pm
Seller Tools Panel: Optimizing and Using Tools Efficiently	June 20, 10:30am - 12:00pm
Sourcing Products For eBay At Wholesale Trade Shows	June 21, 12:30pm – 2:00pm
Turning eCommerce Transactions Into eCommerce Relationships	June 21, 9:00am - 10:30am
Using Certified Providers To Grow Your Business	June 19, 10:00am -11:30am June 20, 1:00pm - 2:30pm

GROW YOUR BUSINESS - PLANNING EXERCISE



Take a few moments to complete this short exercise by writing down the next steps that you need to take to extend your business opportunity.

1. _____

2. _____

3. _____

4. _____

5. _____

REFERENCE URLs



QUICK LINKS	URL
Announcements Board	ebay.com/announcements
Best Match	ebay.com/bestmatchfaq
Certified Provider Program	certifiedprovider.ebay.com
Detailed Seller Ratings	ebay.com/help/feedback/detailed-seller-ratings.html
eBay Accounting Assistant	ebay.com/accountingassistant
eBay Blackthorne	ebay.com/blackthorne
eBay File Exchange	ebay.com/file_exchange
eBay University Learning Center	ebay.com/education
eBay Selling Manager	ebay.com/selling_manager
eBay Selling Manager Pro	ebay.com/selling_manager_pro
eBay Marketplace Research	ebay.com/marketplace_research
eBay Sales Reports	ebay.com/salesreports/welcome.html
eBay SYI (Sell Your Item) Form	ebay.com/sell/syi
eBay Turbo Lister	ebay.com/turbo_lister
Expanded Seller Protection	ebay.com/services/buyandsell/powerseller/benefits.html#5
Feedback	ebay.com/sell/feedback.html
Frequently Asked Questions	ebay.com/help/sell/answer_qs.html#faqs
Gallery	ebay.com/gallery
Item Specifics	ebay.com/help/sell/item_specifics.html
Listing Policies	ebay.com/help/policies/listing-ov.html
PayPal	ebay.com/paypal/seller
PayPal Seller Protection	ebay.com/paypal/seller/protection.html
PowerSeller Program	ebay.com/powersellers
PowerSeller Fee Discounts	ebay.com/powersellerdiscounts
Safer Payment Requirements	ebay.com/help/policies/accepted-payments-policy.html
Self-Service Knowledge Base	ebay.com/help/sell/knowledge_base.html
Seller Dashboard	ebay.com/sellerdashboard
Seller Return Policy	ebay.com/help/sell/your-return-policy.html
Seller Tool Recommendations	ebay.com/sell/toolrecommendations.html
Selling Formats	ebay.com/help/sell/formats_ov.html
Selling Internationally	ebay.com/globaltrade
Set Buyer Requirements	ebay.com/help/sell/buyer-requirements.html
Shipping Center	ebay.com/shipping
Shipping Calculator	ebay.com/services/buyandsell/shippingcenter7.html
Shipping Discounts	ebay.com/CombinedShipping
Shipping "Get it Fast"	ebay.com/getitfast
Shipping Internationally	ebay.com/services/buyandsell/shippinginternational.html
Shipping Labels (PayPal)	ebay.com/services/buyandsell/shippingcenter9.html
Stores	ebay.com/stores
Stores Email Marketing	ebay.com/stores/email-marketing/tutorial
Stores Markdown Manager	ebay.com/storefronts/markdownmanager.html
Store Subscription Overview	ebay.com/storefronts/subscriptions.html
Subtitle Feature	ebay.com/help/sell/itemstitle.html
Unpaid Item Process	ebay.com/help/tp/unpaid-item-process.html
UPS Global Advisor	ups.com/content/us/en/resources/advisor/index.html
USPS International Mail Manual	pe.usps.gov/text/Imm/welcome.htm
U.S. Government Export Portal	export.gov



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

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