Selling Manager Pro

User Guide

Copyright Statement

Document Information

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Contents

Selling Manager Pro Overview

Understanding the structure and purpose of this document, the features and requirements of Selling Manager Pro, and looking at a general workflow will improve your experience while using Selling Manager Pro.

Document overview

Understanding the purpose and structure of this document will help you more easily find the information you need.

Document purpose

This guide explains how to use the Selling Manager Pro listing tool to post product listings to the eBay web site, and then manage your inventory and sales records, automate processes, and maximize Selling Manager Pro's capabilities.

Document structure

This document is designed to guide you through the Selling Manager Pro to:

- Navigate and use the Views and page components to perform specific functions
- Create product and listing templates for the items you want to sell on eBay
- Upload listings and monitor the status of active, sold, and unsold items
- Manage transactions and generate automated emails and feedback
- Manage inventory and schedule listings
- Use automated preferences and rules
- Print sales reports, invoices, and shipping labels
- Use other tools to complement Selling Manager Pro.

Text styles and conventions

The text in this document use these text styles in sentences to imply specific meanings:

- **Bold** signifies objects clicked to perform a function, such as menu commands, buttons, and keyboard keys. **Bold** is also used to highlight a term or phrase before its explanation.
- `Monospace` signifies programming objects, such as code examples, field values, and URLs.
- *Italicized blue test* signifies a hyperlink to a web page or another part in this document.

Additional resources

Information about Selling Manager Pro also exists on the Web in several forms, such as *Online Help*, *FAQs*, and *Tips*.

Features and requirements

Understanding the features and requirements of Selling Manager Pro will help you more easily achieve your goals while using this tool.

Selling Manager Pro features

Selling Manager Pro is a subscription service that gets integrated into My eBay, which expands the range of functions that can be performed on eBay. Selling Manager Pro provides listing tool capabilities, similar to Turbo Lister and Blackthorne, and is designed for managing and selling a wide range of products on eBay.

When you subscribe to Selling Manager Pro, the Selling Manager Pro links are integrated with the All Selling navigation links on My eBay, and all of your eBay listings are separated into views to help you manage your scheduled listings, active listings, and post-sales activities.

This tool is designed for high-volume sellers and small businesses, and enables you to:

- Manage all your selling activities
- Manage products, track inventory, and reuse listing templates
- View and download reports about your sales activities
- Automate certain post sales tasks, like sending buyer email and leaving feedback
- Automatically schedule listings and relist unsold items.

In addition, there are views for Inventory, Reporting, and Automation Preferences. For a more in-depth comparison of Selling Manager Pro and other listing tools, refer to the *feature comparisons* page.

Selling Manager Pro requirements

Selling Manager Pro is a web-based tool that can be used on a Windows, Mac, or Linux computer, as long as that system has:

- Connectivity to the Internet
- Access to an active eBay account
- The lastest version of Internet Explorer, Safari, or Firefox web browsers

You must subscribe to Selling Manager Pro. To do so, hover over the Account tab in My eBay page, and click then **Subscriptions**. Under Available Subscriptions, click **Subscribe** for Selling Manager Pro.

Note: Selling Manager Pro requires a monthly fee, unless you are an eBay Premium or Anchored store owner.

Selling Manager Pro workflow

Selling Manager Pro enables you to create and manage your listings, but also leverages other tools (like File Management Center and Turbo Lister) to create, change, and upload your listings in bulk.

The *Inventory* view in particular provides a key capability: the ability to view all of your inventory not shown in the other views (like Active, Sold, and so on), which enables you to better manage your stock. There are also reporting and automation capabilities in Selling Manager Pro that greatly increase the range of functions that can be performed on eBay.

Selling Manager Pro follows this basic workflow:

1. Go to the Activity tab on My eBay and click the Selling Manager Pro **Summary** link.
2. Create and update listings.
3. Monitor and manage your listings.
4. Manage the sale and correlated transactions.
5. Manage your inventory and restock alerts.
6. Create automated processes and define settings.

Using the Selling Manager Pro views

Understanding how the views differ, when to use each of the views, and what the primary components of each view are will help you be more efficient with Selling Manager Pro.

About the Selling Manager Pro views

You can display the Selling Manager Pro views by clicking the navigation links on the Activity tab. In your views, you'll find the last 90 days of listing activity and sales records, as well as archived sales records from the last 120 days.

The following table summarizes what you'll find in each view. For more information about a view, click on the link in the left column of the table.

Selling Manager Pro views	
View	**Purpose**
Using the Summary view on page 12	Provides a snapshot of your selling activity. This is your *home page* for Selling Manager Pro. To display the Summary view, click **Selling Manager Pro** on the Activity tab in My eBay.
Using the Scheduled view on page 15	Displays listings that you scheduled but are not yet active.
Using the Active view on page 15	Displays listings that are active or *live* on the site.
Using the Ended view on page 17	Displays all listings that ended, including those that sold, didn't sell, or were cancelled. To display the Ended Listings view, go to the Summary view and click the **Ended Listings (Last 60 days)** link in the **Listing Activity** section.
Using the Unsold view on page 16	Displays listings that ended without a buyer.
Using the Sold view on page 16	Displays listings that successfully sold. This view contains the following drill-down views: • Awaiting payment • Awaiting shipment • Paid and shipped
Using the Archived view on page 18	Lets you look up the details of sales that you've already handled. This view displays sales that you manually archived from the Sold view or that were automatically archived for you after 90 days.
Using the Inventory view on page 19	Lets you track how much product you have in stock, set up templates for listing those products, and define rules for automatically listing or relisting.
Using the Reporting view on page 19	Summarizes your profit and loss for the current month and the past three months.
Using the Automation Preferences view on page 20	Lets you automate your buyer email and feedback, or temporarily suspend any listing automation that you've set up.

Tip: Most views let you search for listings based on criteria you choose, such as the item title, item number, or selling format. You can also customize your views to include the information you want to see.

The highlighted text (shown in blue) in the views serve as links. For example, clicking a listing Title lets you preview how your listing appears on eBay. Other links open pages or windows where you perform tasks, like editing a listing template. Some column headings, like Current Price, can be used to sort the listings in ascending or descending order according to the values in that column.

All of the views contain these components:

- View navigation links.
- Search fields.
- Command buttons.
- Listing details in table format.
- Action (column) drop-down menu that enables you to quickly perform tasks. The menu options vary depending on the view.
- Store Inventory actions (if you have an eBay Store).

When to use each view

Specific tasks can be performed in each view. The table below explains which views on the Activity tab enable you to perform common tasks.

Table 1: Create and manage listings

Task	View(s)
Create a listing	Sell your Item form
Sell similar items	Active, Sold, Unsold, Scheduled, Ended
Relist items	Sold, Unsold, Ended
Schedule listings	Scheduled
Revise listings	Scheduled, Active
End listings	Active
Delete listings	Unsold
Add notes	Active, Unsold, Archived

Table 2: Complete the sale

Task	View(s)
Email a buyer	Sold
Leave feedback	Sold
Edit email and Feedback templates	Sold
View total sales at a glance	Summary
Print invoices, labels, and packing slips	Sold
Report unpaid items	Summary, Sold
Send Second Chance Offers	Ended
Find out how many listings ended in a sale	Summary
View your buyer satisfaction ratings	Summary
Update sales records	Sold, Archived

Task	View(s)
Download sales records	Sold (File Management Center)
Download reports	Reporting

Table 3: Manage Inventory

Task	View(s)
Create a product	Inventory
Create a listing template	Inventory
Track inventory quantity	Inventory
See which items are out of stock (or running low)	Summary
Set up inventory quantity alerts	Inventory
Archive sold listings	Sold
See which items are eligible for a free relist credit	Ended
Convert active or scheduled listings to inventory	Active, Scheduled
Duplicate existing products and listing templates	Inventory
Define rules for automatically listing or relisting items	Inventory, Active

Table 4: Automate listings

Task	View(s)
Automatically relist items	Scheduled, Active
Suspend automatic listing and relisting	Automation Preferences

Table 5: Automate correspondence

Task	View(s)
Set up automated emails to buyers	Automation Preferences
Set up automated positive Feedback	Automation Preferences

In addition to knowing how and why to use the views on the Activity tab, you also should get familar with the Account tab, where you manage important information and setting preferences:

Table 6: Account tab options

Account tab option	Option settings
My Account	• Account summary • Payment methods for Seller Fees • Your PayPal account information • Seller Dashboard summary • Recent feedback
Personal information	• Account information • Email and contact information • Financial information

Account tab option	Option settings
Addresses	• Registration address • Payment and purchase pickup address • Return address
Notification preferences	• Delivery options • Buyer options • Seller options • General preferences • Promotions and surveys
Site preferences	• Selling preferences • General preferences
Seller Dashboard	• Dashboard summary • Detailed seller rating • Seller standing • Account status
Feedback	• Leave feedback • Items awaiting feedback • Recent feedback
PayPal account	• Account overview • Account history • Update profile summary
Seller account	• Account summary • Payment methods for seller fees • Invoice downloads
Donation account	• Donation summary • Donations due • Donation history • Preferences • Donation payment methods • eBay Giving Works announcements • Today's featured nonprofits
Subscriptions	• Active subscriptions • Available subscriptions
Resolution Center	• Resolve a problem • Open cases • Closed cases

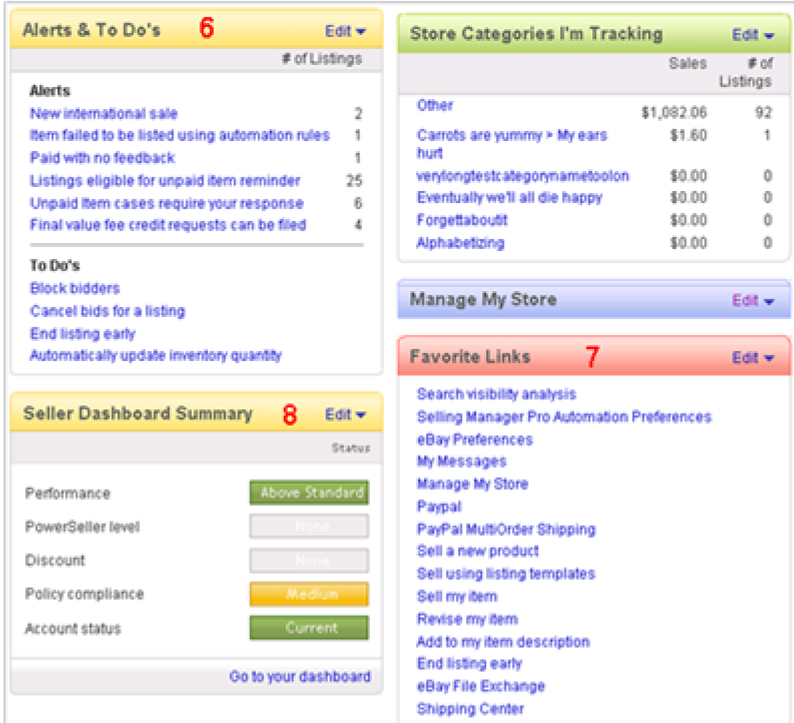
Using the Summary view

The Summary view appears when you click **Summary** in Selling Manager Pro navigation links. It provides an overview of your selling activity, your account status, and shortcuts to frequently used features and information. What you see in the Summary view depends on how you customize this page. For example, the following images show a customized Summary view.

The Summary view contains these primary sections:

1. **Search fields**: Finds specific listings or products.
2. **At a glance section**: Summarizes your sales volume over the past 120 days.
3. **Product Inventory section**: Summarizes your inventory status, including your total inventory and number of products that are low or out of stock.
4. **Listing Activity section**: Summarizes your scheduled, active, and ended listings. Clicking the links takes you directly to the listings.
5. **Sold section**: Summarizes the items that you've sold by their status and provides reminders about next steps, such as shipping, leaving Feedback, or attending to unpaid item cases.

Tip: The Sold section contains the Resolution Center link, which helps you quickly resolve a problem, like reporting an unpaid item.



6. **Alerts & To Do's section**: Notifies you about items that might require your attention. Clicking the alerts and to do's takes you directly to the page where you can perform the necessary actions. For more information, go to: *Learn more about alerts*.
7. **Favorite Links section**: Displays shortcuts to common tasks, such as selling an item, revising a listing, and viewing your PayPal account.
8. **Seller Dashboard section**: Summarizes your performance, PowerSeller level, discounts, policy compliance, and account status.

Customize the view

You can customize this view to include what's most important to you. You can select which sections should be displayed and what's in each section. For example, you might want your Listing Activity section to show listings that end today or have buyer questions.

To do this	Take these steps
Select the sections you want on the Summary page	1. Click the **Page options** link at the top of the Summary page. 2. Select the sections you want to show. 3. Click the **Apply** button.
Rearrange the sections on the Summary page	1. Locate the section you want to move. 2. In the section's header, click the **Edit** drop-down menu and use the menu options to move the section up, down, left, or right. You can also collapse (to hide) expand (to show), or delete it, and change the section title bar color.
Customize the links that appear in each section	1. Locate the section you want to change. 2. In the section's header, click the **Edit** drop-down menu and choose **Customize**.

	3. To display a link not shown in a section, select it in the a Links Available list, and use an arrow button to move it to the Links Selected to Display list. To hide a link, move it from the Links Selected to Display list to the Links Available list. 4. To change the order of how the links appear in a section, select it in the Links Selected to Display list, and use an arrow button to move it up or down on the list. 5. When you are finished, click **Apply Changes**.

Under the Selling Manager Pro links are Seller Tools and Shortcut links that direct you to information about other tools and helpful web pages.

Using the Scheduled view

The Scheduled view displays listings you've scheduled for posting on eBay in the future. You specify the start time while creating the listing. Once the start time for a Scheduled listing is reached, the listing becomes active on eBay and moves to your Active view.

Tip: To preview a listing, click the item's title, and a new page shows how your scheduled listing will look on eBay.

To display the Scheduled view, click the **Scheduled** navigation link.

What's in the Scheduled view	The Scheduled view displays listings you've scheduled to start at a future date and time.
What the columns mean	The columns display information about each listing, including the title, format, duration, and start time. The Action column drop-down menu lets you make changes and perform certain tasks.
What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Sell a similar item* on page 27 • *Reschedule a listing* on page 30 • *Edit a scheduled listing* on page 30 • *Cancel a scheduled listing* on page 31 • *Save your listings as templates* on page 53 • *Automatically schedule your listings and relist items* on page 59 • *Customize the display* on page 20

Using the Active view

The Active view displays all items you are selling on eBay. The listing remains here until the item sells, or the listing duration expires. Depending on how the listing ends, it is moved to either the Sold or Unsold view.

To display the Active view, click the **Active** navigation link.

What's in the Active view	The Active view displays all of your listings that are currently active on the site. When a listing ends, it's automatically moved to the Sold or Unsold view.
What the columns mean	The columns display information about each listing, including the title, format, start date, and time left. For multi-quantity listings, you can use the Available Quantity and Initial Quantity columns to see how many items remain to be sold. The Action column drop-down menu lets you make changes and perform certain tasks.
What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Sell a similar item* on page 27 • *Revise a listing* on page 25 • *Add to an item description* on page 29 • *End a listing* on page 27 • *Add a note to listing* on page 28 • *Automatically schedule your listings and relist items* on page 59 • *Assign and change automation rules* on page 56 • *Customize the display* on page 20

Using the Unsold view

The Unsold view shows all of your listings that ended without a buyer. These items either received no bids, were fixed price or auction items for which the reserve price wasn't met.

To display the Unsold view, click the **Unsold** navigation link.

What's in the Unsold view	The Unsold view displays listings that ended without a buyer. These items either received no bids, or were auction items for which the reserve price wasn't met.
What the columns mean	The columns display information about each listing, including the title, item number, format, end date, and whether the listing is eligible for a free relist credit. For more information, refer to *free relist credit*.The Action column drop-down menu lets you relist or perform other tasks.
What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Relist an item* on page 26 • *Sell a similar item* on page 27 • *Add a note to listing* on page 28 • *Delete an Unsold item* on page 28 • *Customize the display* on page 20

Using the Sold view

The Sold view helps you manage your post-sales activities. This view displays all the sales you've closed on eBay for the current month plus the preceding three calendar months. Each time you make a sale, the item is moved from your Active view to your Sold view. When you complete the post-sales tasks for an item, you can move it to your Archived view.

The Sold view includes three second-level views (Awaiting payment, Awaiting shipment, and Paid and shipped) that reflect the status of the item. These second-level views serve as containers to track the item through the post-sales activities.

To display the Sold view, click the **Sold** navigation link.

What's in the Sold view	The Sold view displays sales records for all the items you've sold in the past 90 days. To track where the item is in the sales process, you can use these navigation links (below Sold) to display sales that are: • Awaiting payment • Awaiting shipment • Paid and shipped
What the columns mean	The columns display information about each listing, including the sales record number, buyer user ID, sale date, and several others. The status icons for each listing help you track your post-sales tasks. The Action column drop-down menu lets you perform common post-sales tasks, such as sending an invoice or marking an item as paid.
What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Update payment and shipping status* on page 34 • *Sell a similar item* on page 27 • *Relist an item* on page 26 • *Archive a sold listing* on page 43 • *Email the buyer* on page 32 • *Leave feedback* on page 35 • *Add a tracking number* on page 35 • *Print individual invoices, packing slips and address labels* on page 41 • *Track post-sales activities* on page 32 • *Download sales records using File Management Center* on page 63 • *Customize the display* on page 20

Using the Ended view

Your Ended Listings view lets you see all listings that ended in the last 90 days, whether they sold, didn't sell, or were canceled. The Ended Listings view contains all of the listings in the Sold and Unsold views.

To display the Ended Listings view, go to the Summary view and click the **Ended Listings (Last 90 days)** link in the Listing Activity section.

What's in the Ended Listings view	The Ended Listings view displays all listings that ended, including those that sold, didn't sell, or were canceled.
What the columns mean	The columns display information about each listing, including the title, item number, format, end date, status (sold, unsold, or canceled), and whether the listing is eligible for a free relist credit. For more information, refer to *free relist credit*. The Action column drop-down menu lets you relist the item or sell similar items.

What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Relist an item* on page 26 • *Sell a similar item* on page 27 • *Add a note to listing* on page 28 • *Delete an Unsold item* on page 28 • *Customize the display* on page 20

Using the Archived view

The Archived view displays your sales records for the current month and the three previous months. After this four-month period, the records will be automatically deleted from your view. To keep the Sold view from becoming cluttered with sales that you've already handled, Selling Manager Pro automatically archives sales records from the Sold view to the Archived view after 90 days. You can manually archive your listings from your Sold view.

The Archived view is similar to your Sold view, except:

- You cannot make changes to more than one listing at a time.
- During the last archived month, you will no longer be able to make changes to your sales records. However, you will be able to email your buyers and print invoices.

To display the Archived view, click the **Archived** link on the left side of the **Activity** tab in My eBay.

What's in the Archived view	Your Archived view displays sales records that were archived from the Sold view, including: • Sales records that were automatically archived after 90 days • Sales records that you manually archived from the Sold view
What the columns mean	The columns display information about each sale, including the buyer's ID, sale price, and sale date. To display the buyer's information and more detail about the sale, click the Record # for the transaction. The rightmost columns display status icons that show which post-sales tasks were performed.
What you can do in this view	The Archived view lets you easily look up information about past sales and perform a limited number of post-sales tasks. Here are a few of the things you can do in this view: • *View archived items by month* on page 44 • *View task status* on page 44 • *Update payment and shipping status* on page 34 • *Change an archived listing* on page 43 • *Print individual invoices, packing slips and address labels* on page 41 • *Add a note to listing* on page 28 **Tip:** If you need to perform other actions, such as relisting, you can move the sales record back to the Sold view by clicking the **Move to Sold View** button.

Using the Inventory view

The Inventory view of Selling Manager Pro lets you track the products you sell, and the different ways you sell them using your listing templates. By creating products and listing templates, you'll be able to:

- Manage the products you sell
- Create a set of reusable listing templates for selling those products

To display the Inventory view, click the **Inventory** navigation link.

What's in the Inventory view	The Inventory view displays all of your listing templates and shows their status (Active, Sold, etc.). There are buttons that enable you to create a product, edit a template, update quantity, and sell an item again.
What the columns mean	The columns display information about each listing, including the title, folder, listing status, custom label, success ratio, average selling price, and last submission date. **Note:** The success ratio specifies the percentage of ended listings that had a sale. For multi-quantity listings, you can use the **Available Quantity** to see how many items remain to be sold.
What you can do in this view	Here are a few of the things you can do in this view: • *Search for a listing* on page 21 • *Creating a product and listing templates* on page 47 • *Managing folders* on page 50 • *Manage inventory quantity* on page 23 • *Managing products* on page 51 • *Edit a listing template* on page 54 • *Assign and change automation rules* on page 56 • *Sell an item again* on page 28 • *Customize the view* on page 14

Using the Reporting view

With Selling Manager Pro, you can download a sales report that lists the profits generated by each of your sold products:

- Reviewing this report can help you determine which of your sold listings are outperforming others, and help you manage your products and templates.
- The calculations are based on your product information, eBay fees, the Cost per Item and Actual Shipping Cost fields (from the sales record for the associated product), and the total revenue generated by the sold listing.
- The report is offered in a Condensed view and an Expanded view. Both views show the gross sales, total cost, and total gain for the time the report is generated.

Note: eBay's Selling Manager Pro is a tool for estimation purposes only, and any information or figures derived from using this tool should be used accordingly. You should consult your tax or other professional advisor about calculating your tax liability or proper accounting methods.

To display the Reporting view, click the **Reporting** link on the left side of the **Activity** tab in My eBay

From the Reporting view you can:

- *Download sales records using File Management Center* on page 63
- *Print a sales report* on page 42

Using the Automation Preferences view

Selling Manager Pro employs preferences that are different form the Site preferences in My eBay. Selling Manager Pro preferences allow you to use multiple sites, automate email, feedback, listing and relisting, and add default description footers.

The Automation Preferences page has the following groups of settings:

- Automated positive Feedback for buyers: Set your automated Feedback preferences
- Automated email for buyers: Set your automated email preferences
- Listings automation schedule: Suspend your items from automatic listing and relisting

To display the Automation Preferences view, click the **Automation Preferences** link on the left side of the **Activity** tab in My eBay

From the Automation Preferences view you can:

- *Automate positive feedback* on page 62
- *Automate your emails* on page 61
- *Save your listings as templates* on page 53
- *Automatically schedule your listings and relist items* on page 59
- *Add a default description footer* on page 29

Customize the display

In the the Scheduled, Active, Unsold, Sold, Inventory, and Archived views, you can choose what information appears with each listing or sales record. The columns available depend on the view. For example, in the Active view you can choose whether to display the listing's Start Time and Time Left, which are not shown in the other views.

The listing details can be rearranged by clicking **Customize Display**. The customize page enables you to:

- Show or hide columns
- Move columns left and right
- Display titles, notes, and pictures on the page
- Change the number of listings that appear on a page

To choose the columns to display in a view:

1. Select the view you want to customize.
2. Click the **Customize Display** link.
3. Select your desired columns from the Available Columns list.
4. Click the icon to add a column to your view.

5. To change the order of your columns, select the column you wish to move, then click or icons.
6. Click the **Save** button.

Tip: If you have a large number of listings, you might also want to specify how many listings are displayed per page. You can display as few as 10 listings per page, or as many as 200.

To change how listings are sorted:

1. Click the heading of the column you want to sort by.
2. To sort the column in descending order, click the column heading again.

Search for a listing

In Selling Manager Pro, you can search for listings or sales records using the search box and options at the top of certain views, including your Scheduled, Active, Unsold, Sold, Archived, and Inventory views.

Searching is useful when you want to quickly find a specific listing or sales record, or narrow your display based on certain criteria such as the selling format or date range. You can search for listings or sales records using the Search field and options at the top of each view.

The available search options vary by view, but here a few of the things you might want to do:

- Search for certain keywords in the listing's title or description, or search by item number
- Search for sales records in the Sold view, for example, by entering the buyer's user ID or by selecting a date range from the Period drop-down menu
- Display only listings that have a certain selling format by selecting an option in the Format drop-down menu
- Search for products in your Inventory view.

You don't need to enter the exact text for the item title, item description, product name, or buyer email address. You can just type the prefix of the email address or type any word in an item title, item description, or product name and the search will return all results containing that matching keyword.

None of the search options are required, and you don't have to enter any keywords in the Search field. For example, you can display only fixed price listings by leaving the Search field empty and selecting **Fixed Price** from the Format drop-down menu.

To search within a view:

1. Enter search keywords or select other options at the top of the view.
2. Click **Search**.

   The search will be performed only in the view that you're currently in. It won't search across all views.

Using keyword searches

In all views, you can search for words or numbers that appear in the listing or sales record. When you enter your keywords, you'll also specify the part of the listing or sales record that you want to search. You can search using up to 10 keywords.

Some common things to search for include:

• Item title
• Item number
• Item description
• Buyer User ID
• Buyer email address
• Sales record number
• Product name
• Custom label, which many sellers use to track the product SKU

To search by keyword

1. Enter one or more words in the Search field at the top of the view.
2. From the drop-down menu to the right, select the part of the listing or sales record that you want to search. For example, to search by item number select **Item number** from the drop-down menu.
3. Click **Search**.

   Entering more than one keyword at a time can help narrow your search to get more specific results. The table below shows how to search your item titles to return the listings that you want.

Search Goal	Command	Example search	Items returned
Listings that contain 2 or more keywords	Separate the keywords with a space	Pez dispenser blue	Listings with all words in the title, in any order
Listings that contain 2 or more keywords in a specific order	Enclose the keywords in quotation marks. The keywords must be in the exact order that you want to search for.	"Gone With the Wind"	Listings with titles containing the exact phrase "Gone With the Wind," but not just "wind," or "Gone With Wind."

Updating listings

You may already be familiar with how to create a listing using the Sell your Item form on eBay. If so, then you have listings on eBay that can be updated. If you have not yet created any listings on eBay, refer to *Creating a product and listing templates* on page 47 to do so before proceeding.

Before editing your listings, consider these recommendations:

- When you relist or change a listing title, your listing might not be searchable in a keyword or category search until several hours after you've changed it.
- In most cases, you can't change the listing format. For example, you can't change from an auction-style listing to a fixed price listing.
- You can't extend the duration of a listing if 2 or more hours have passed since you submitted the listing.
- You may be able to *end your listing early* and then relist it with any changes you want to make. However, if there are 12 hours or less remaining in an auction-style listing and the item has a bid, you can't end your listing. Removing a bid doesn't enable you to revise the listing.
- Durations of more than 7 days can incur a fee and change some upgrade and insertion fees. If your item doesn't sell and you relist it, you might be able to get an insertion fee credit. Fixed price listings are not eligible for insertion fee credits.

For information about restrictions, refer to *Restrictions on making revisions*.

Track your listings

The easiest way to track the status of your new listings is to use the Selling Manager Pro Summary view. The Listing Activity section displays the number and sale amount of listings that are active, scheduled, and ended. Clicking the links on the Listing Activity section open pages that show the listings that fit a specific criteria, such as listings that have received questions, bids, or offers.

Once a listing is active, it remains so until it sells or the specified duration time expires. If a listing duration expires before the item sells, it gets moved to the Unsold section in the Ended Listings view.

After your item sells, it gets moved to the Sold view (and Sold section in the Summary view). The listing will first appear in Awaiting Payment, then moves to Awaiting Shipment, and finally to Paid and Shipped. The Sold section also includes a link to the *Resolution Center* if you run into any problems.

Manage inventory quantity

Selling Manager Pro automatically tracks the quantity of each product in your inventory. You enter your Quantity on Hand when you first create products in the Inventory View, and later by updating the Quantity Available to List when managing your inventory. If you use Selling Manager Pro to track the quantity of a product, and you revise the quantity of the listing, you'll be notified on the Promote and Review Your Listing page if your revised quantity exceeds the product's available to list quantity. You'll also be provided with a link to update your quantity.

If you don't want to track inventory quantity, you can leave the **Qty available to list** field empty when you create your products.

Note: Do not enter "0" in the field. Entering "0" means that you are tracking quantity, but you are currently out of stock on the product

When you display the Inventory view, Selling Manager Pro displays the quantity available to list for each product. Clicking a product in the list lets you view more detail, including the Quantity Available to list and Total on hand.

Inventory term	Definition
Total on hand	This is the total number of products that you have in your inventory. This value is independent of any products that are associated with a pending, active, or sold listing.
Quantity available to list	This is the number of items in inventory that are not associated with a pending, active, or sold listing.

For example, suppose you have 10 t-shirts in your inventory, but one is scheduled, one is active, and two are sold. This would mean that you have 10 t-shirts on hand, but only 6 are available to list. For each product, figure out the number of items you have available to list. You'll enter that number in the **Qty available to list** field.

To enter your quantity available to list

1. Go to the Inventory view.
2. Click the name of the product for which you want to track inventory quantity.
3. If you've created listings with variations, click the **Variation details** button to expand the list, and select the specific variation you want to track.
4. Enter the quantity in the **Qty available to list** field.
5. You can also add a restock alert and notes.
6. Click the **Save** button at the bottom of the page.

As you list and sell products, Selling Manager Pro automatically increases or decreases the quantity available to list. The following table describes how this works.

Quantity available to list increases when	Quantity available to list decreases when
• An active listing ends without a buyer. • A scheduled listing is canceled. • A scheduled or active listing is revised and the quantity is decreased. • A Final Value Fee Credit Request is filed for a product that you haven't marked as shipped.	• A scheduled or active listing is created. (This includes listings created using the Sell Similar feature on the Active and Sold views). • A scheduled or active listing is revised and the quantity is increased. • You relist an unsold listing.

To update your quantity available to list

If you receive more products in stock or sell items outside of eBay, you'll need to update your inventory quantity. For example, if you receive 5 t-shirts from a vendor, you should add 5 to your quantity available to list.

1. Go to the Inventory View.
2. Select the check box next to the product you need to update.

3. Click the **Update Quantity** button. The Update Quantity page opens.
4. From the Action drop-down list, select the option for adding or removing, and then enter the quantity.
5. To save the changes, click the **Update** button.

You can also revise this number by clicking the product in the Inventory view and entering the new amount in the **Qty available to list** field.

To enable tracking of a product's inventory quantity

1. In the Inventory view, click the name of the product for which you want to track inventory.
2. If you list products with variations, click the **Variation details** button to expand the list, and select the specific variation you want to track.
3. On the Product page, enter the quantity of product in the Qty Available to List field.
4. You also can add a restock alert and notes.
5. Click the **Save** button.

To disable this feature, delete the contents of the Quantity Available to List field and leave it blank. Your product quantity will no longer be tracked or automatically updated.

Revise a listing

After you've listed your item, you may be able to change some details in your listing, depending on the time that's left before the listing ends and whether you've received any bids or sales.

To revise a listing, select the check boxes to choose one or more listings. Select the top check box to choose all of your listings, or select one or more check boxes beside individual listings.

A product cannot have more than 20 associated listing templates. Before you attempt to save a revised listing as a new listing template, be sure that you have fewer than 20 listing templates associated with your product. If you attempt to save a revised listing as a 21st template, your listing will be revised, but your listing template will not be saved.

Revise a single listing

To revise your listing:

1. Go to the Active view.
2. Select a listing.
3. In the row for the item you want to change, from the **Actions** drop-down menu, select **Revise**.
4. On the Edit Listings page, make your changes. Gray sections can't be revised.
5. Click the **Save and Continue** button. A Verify page opens temporarily, and then the Edit page reappears.
6. Click the **Submit** button.

Revise multiple listings

To revise multiple listings:

1. Go to the Active view.

2. Select the listings you want to revise, and then click the **Edit** button. You can revise up to 200 listings at a time.
3. Specify the information you want to edit on the Edit Listing page.
4. To make the same changes to all the listings (according to their selling format), select the **Edit listings in bulk** option.
5. Click **Continue**.
6. Edit your listings and click the **Continue** button.
    - For items associated with products that are in our catalog, you'll be offered the option to add product details to your listing.
    - If you're editing listings in bulk, we'll ask you to add product details to listings one at a time.
7. Check your changes on the **Review your listings** page.
8. Click the **Submit** button. If you need to make more changes, click the **Edit additional active listings**.

Relist an item

If your item didn't sell the first time, you might want to come up with a different title, lower the starting price, or add a more detailed item description. Read our *tips for selling relisted items*. Items can be relisted in the Ended, Sold, or Unsold views. To relist items automatically, you can set up automation rules to do this. Refer to *Assign and change automation rules* on page 56.

In the Unsold view, under the Relist status icon column, if the arrow is gray, your listing has not been relisted. If the arrow is blue, your item has been relisted and doesn't qualify for a relist credit.

If you're relisting an item for the first time, your listing may qualify for an Insertion Fee credit. Only the first relisting qualifies for an Insertion Fee credit. Fixed Price listings don't qualify for Insertion Fee credits. For more information, refer to *free relist credit*.

As you're listing, if your item is associated with products from our catalog, you may be offered product details. This makes your listing more complete, more appealing to buyers, and easier for buyers to find. For listing multiple items in bulk, we may guide you through the process one item at a time

Listing durations of more than seven days may incur a fee and change some upgrade and insertion fees. Your listing fee subtotal appears in the Your Fees So Far section at the bottom of the relisting and reviewing pages.

Relist a single item

To relist an item:

1. Go to the Sold, Unsold, or Ended view.
2. Select a listing.
3. From the Action column drop-down menu, select **Relist**, or click **Relist** at the bottom of the page.
4. Click **Edit listing** beside any information you want to change.
5. Review and confirm your listing.

Relist multiple items

Changes cannot be made to listings when relisted in bulk; to make changes to your listings, you need to relist them individually.

To relist more than one item:

1. Go to the Sold, Unsold, or Ended view.
2. Select the check boxes next to the listings you want to relist. To see one specific group of items, use the Search field at the top of the page. To select all your items, select the check box in the heading bar above your listings.)
3. The Relist Multiple Items: Review and Submit page opens.
4. Review the listings, and then click **Submit Listings**.

End a listing

If you need to, you can end your Active listing before the scheduled end date. In some cases, there are restrictions, such as an item that has received bids.

To end a listing:

1. Go to the Active view.
2. Select the item you want to end.
3. From the Action column drop-down menu, select **End Item**. The End My Auction Early page appears.
4. Select a reason for ending your listing early and click **End My Listing**. The reason appears on the Closed Item page. The listing will now appear when you click the **Ended Listings** link in the Summary view.

Sell a similar item

To help you save time, Selling Manager Pro lets you re-use one or more of your listings so that you don't have to replicate information that you've already created. You can also save a listing as a template from the Promote and Review Your Listing page.

To create a similar item:

1. Go to the Active, Scheduled, Ended, Sold, or Unsold view.
2. Select the listing(s) you want to copy. To see one specific group of items, use the Search field. To choose all your items, click the Title check box in the heading bar above your listings.
3. From the Action drop-down menu, select **Sell Similar**. Select the listing(s) you want to copy.
4. Review all the details of the new listing. To see one specific group of items, use the Search field.
5. Click the **Continue** button.
6. On the Review Your Listing page check to see if you need to make further changes, then click the **Edit listing** button.
7. Click the **List Your Item** button .

Your listing fee subtotal is shown at the bottom of the Create Your Listing page and on the Review Your Listing page. If your item doesn't sell and you relist it, you may be able to get an insertion fee credit (this doesn't apply to fixed price listings).

Sell an item again

Items in inventory can be reused instead of creating new listing templates each time you want to sell an existing item. You can sell items again in bulk by selecting the check boxes for multiple items and clicking **Sell Again**.

To use sell again to create a new listing from an existing listing:

1. Go to the Inventory view.
2. Select the check box next to the product for which you want to create a listing, and click **Sell Again**. The Sell Again page opens. All of the listing templates associated with your products are available.
3. Select the check box next to each of the templates that you want to use to generate a listing on eBay.
4. Select when you want your listings to start.

   Note: You can start your new listings when you submit them, or schedule them to start at a later time. If you choose to schedule your listings to start at a later time, select the appropriate option and use the drop-down menus to select a different start time for your new listings.

   You can also stagger the start time of your scheduled listings by setting increments. Select **Space out multiple listings**, and select the time increment between listings.
5. To save the template changes and the start times, click the **Submit Listing** button.

Delete an Unsold item

You can delete unwanted listings from your Unsold view. Once you delete these listings, they won't appear in the Ended or Unsold views.

To delete a listing:

1. Go to the Ended or Unsold view.
2. Select the check box(es) next to the listing(s) you want to delete. To see one specific group of items, use the search field at the top of the page. To select all of your Ended items, select the Title check box in the heading bar above your listings.
3. Click the **Delete** button. You'll see a confirmation page.
4. If you're sure you want to delete the listing(s), click the **Delete** button. When you return to the Ended view, and a confirmation message opens.

Add a note to listing

You can save personal comments that only you can see for any item in Selling Manager Pro.

To add a note:

1. Select the listings to which you want to add a note. You can search for a specific group of listings, enter the category, description, status, or format, and then click the **Select** button. To add notes to all of your active listings, click the **Title** link in the heading bar above the listings.
2. Click the **Add Note** button and enter your text
3. When you are finished, click **Save**. The note will appear below the listing in Selling Manager Pro.

Add to an item description

If your listing doesn't have a bid and the listing doesn't end within 12 hours (for auction-style listings), you can add text to an item description. You won't be able to edit existing text.

To add to a listing description:

1. In the Active view, select the check box for a listing.
2. From the Action drop-down menu, select **Add to Description**.
3. Enter the additional item description text, and then click the **Save Changes** button.

Note: If your fixed price or Store inventory listings have pending Best Offers, you need to respond to the offers before you can add to the item description in the listing.

Add a default description footer

If you have standard information that you want to include at the end of your item descriptions (for example, a preferred packaging method), you can save time by adding a default description footer to your listings.

Selling Manager Pro enables you to create and store default description footers (packaging method, for example). You can add them to the end of your item description whenever you list an item. When you revise or relist an item, the description footer from your original item description is automatically included in the description. If you select the option to add a default footer, and already have a default footer in your original item, the footer will be appended to your description and you will have two versions of footer information.

1. Go to My eBay.
2. Hover over the Account tab, and then click **Site Preferences**.
3. In the Selling Preferences section, click the **Show** link next to Sell Your Item Form and Listings.
4. In the Selling Manager Pro section, click **Edit** next to Include a Custom Description Footer.
5. Select the format for which you want to add a footer from the drop-down menu, and then type your message. You can write a different message for each format.

Tip: To create a different default description footer for your revised listing, manually delete the old default description footer from the Description section in the Revise Your Item form, and select the **Default Description Footer** check box.

Scheduling your listings

Before schedule your listings, consider these factors:

- There's an additional fee when you schedule to start at a later time. (See the *Fees* page.)
- Fees that are charged are those applicable at the actual start time, not when the listings are submitted.
- On certain eBay sites, the start time of a scheduled listing might be delayed by up to 15 minutes. The listing end time will also be delayed by the same period of time. This applies to listings on all eBay sites in Europe.
- You can schedule a maximum of 3,000 listings and schedule your listings up to 3 weeks in advance.
- For billing purposes, you need to place a credit card on file to schedule listings in advance.

Schedule a listing

To schedule a listing:

1. In the Sell Your Item form, go to the Choose How You'd Like to Sell Your Item section, and click the **Add or remove options** link.
2. Select **Scheduled start**, and then click the **Save** button.
3. Select a duration for your listing.
4. Select **Schedule start time,** and then select the date and time for your listing to begin.
5. Complete the Create Your Listing page.
6. Review and submit your listing.

Edit a scheduled listing

You can edit a scheduled listing any time before it becomes active.

To edit a scheduled listing:

1. Go to the Scheduled view.
2. Select the check box next to the listing(s) to edit. To see one specific group of items, use the Search field. To select all of your scheduled items, select the Title check box in the heading bar above your listings.
3. From the Action column drop-down menu, select **Edit**. The Edit Your Listing page opens.
4. Complete your changes and click **Continue**. The Review Your Listing page opens.
5. Review your listing and make any other changes.
6. Click **Submit revisions**.

Reschedule a listing

You can reschedule a scheduled listing by changing the start time.

To reschedule a scheduled listing:

1. Go to the Scheduled view.

2. Select the check box next to the listing(s) to reschedule. To see one specific group of items, use the Search field. To select all of your scheduled items, select the Title check box in the heading bar above your listings. Click the **Reschedule** button. The Reschedule Listings page appears. Your notes now appear below each listing.
3. From the Reschedule box drop-down menu, choose a new start time for your selected listings.
4. If you have more than one item and want to space out the start time of your listings by set increments, select the box next to the text that reads, "Space out multiple listing," and select the time increment.
5. Click the **Reschedule** button. The Success page appears with new start times for each rescheduled item.

Cancel a scheduled listing

You can cancel a scheduled listing any time before its start time and you won't be charged fees for that listing.

To cancel a scheduled listing:

1. Go to the Scheduled view.
2. Select the check box next to the listing(s) to cancel. To see one specific group of items, use the Search field. To select all of your scheduled items, select the Title check box in the heading bar above your listings.)
3. Click the **Delete** button. A Delete Scheduled Listings confirmation page appears.
4. If you still want to cancel the listings, click the **Delete** button. You'll return to the Scheduled view, and on the page a message will confirm that your listings are deleted.

Completing the sale

After an item has sold, there are certain tasks to perform to complete the transaction.

Track post-sales activities

The status icons in Sold view show which post-sales activities you've completed. For each sales record, blue icons show tasks you've completed, while gray icons show tasks you either haven't updated status for or haven't completed.

The following tasks are displayed for each sales record:

Icon	Task
	Tells whether checkout is complete or not
	Tells whether you've received payment for the item
	Tells whether you've shipped the item
	Tells whether you've left Feedback for the buyer for this transaction
	Tells whether you've received Feedback for this transaction
	Tells whether you've relisted this item
	Tells whether you've given a second chance offer to a buyer
	Tells whether you have an *unpaid item case* open in our *Resolution Center*

If you use Selling Manager Pro to track the quantity of a product, and you revise the quantity of the listing, you'll be notified on the Promote and Review Your Listing page if your revised quantity exceeds the product's available to list quantity. You'll also be provided with a link to update your quantity.

Email the buyer

Once your item is sold, you'll need to contact your winning bidder or buyer. If you're using *Checkout* some or all of the information will be emailed automatically to your buyer. You can also send an invoice from the item listing in the Sold view, and get the buyer's shipping address if you didn't receive it in your eBay notification.

Confirm the following with the buyer. These items should match what you specified in the listing:

- The shipping cost
- How you'll ship the item
- When to expect it and a shipment tracking or Delivery Confirmation number
- Which payment methods you accept
- The total price
- Tax (if applicable)

Note: If you don't get a response from the buyer, you can request your *buyer's contact information*, including a phone number. Sometimes a phone call makes communication easier.

Keep in mind you don't want to overwhelm the buyer with emails. Before sending an email, determine whether the buyer or yourself will benefit from it.

To email a buyer:

1. Go to the Sold or Archived view.
2. Click the email address or **Contact Member** link next to the buyer's user ID. (From the buyer's sales record, click the **Email Buyer** button.) The **Email Buyer** page appears.
3. Verify that your email address and the buyer's email address are accurate.

   Note: You can edit your own email address by clicking the **Edit** link.

4. From the **Select an email** drop-down menu, select the email that you want to send.
5. If you want a copy of the email, select the **Send me a copy of this email** check box.
6. If you want to edit the subject of the email, make your changes directly in the Subject text field.
7. If you want to edit the message body, make your changes directly in the Message text field.

   Note: Any changes that you make to an individual email will not be saved to the email's template. To save changes to an email template, refer to *Edit an email template* on page 39.

8. Click the **Send** email button to send the message.

   Depending on how you accessed the Email Buyer page, you will be taken to your Sold or Archived view, and an Email Sent Successfully message will display. The number in the email status column will be increased to show that you sent an email to that buyer.

Receive payment

Always verify payment before you ship an item. Here are some general tips that helps make receiving payments easier:

- Include detailed shipping and handling information in your listing's item description and shipping section.
- Make it easy for your buyers to pay by accepting one or more electronic payment methods. (All eBay sellers are required to accept at least one of our approved electronic payment options.) This is the safest payment method for you as the seller and is fast and convenient for buyers.
- Use eBay checkout to make it easy for buyers to pay you. (Required for electronic payments.)
- Consider using immediate payment for fixed price listings, and auction-style listings with a Buy It Now price.
- Ship with a tracking number to help resolve any shipping problems
- Keep any proof of your item's authenticity.
- Verify that payment was received in your account.
- Consider using an eBay-approved escrow service for high-priced items.

If something goes wrong with the payment process, you can:

1. Try communicating with the buyer to work out a solution.

2. If you can't resolve the problem with your buyer directly, try working it out with the buyer by opening an *unpaid item case* in our Resolution Center. This can help you get paid, alerts us to any problems with the buyer, and if you don't resolve the problem, you can get a *Final Value Fee credit* by *requesting a refund* for a listing.
3. If you can't work it out with the high bidder in an auction-style listing, you can make a *second chance offer* to the next highest bidder.

Ship the item

Be sure to ship your item on time and in good shape. This will help you get positive Feedback and repeat buyers. Consider these factors when shipping an item:

- Ship using the shipping method you specified in your listing.
- Save time by printing a shipping label. Refer to *Print a US Postal Service (USPS) or UPS shipping label* on page 42.
- Pack the item with enough cushioning to ensure that the item arrives safely (see *packaging tips*).
- Ship with a tracking or Delivery Confirmation number. If you created a shipping label on eBay, the tracking information is available to you and the buyer in My eBay. Providing tracking information can help protect you if a buyer claims that they never received an item.

Here are some things to keep in mind when packaging your items for shipment:

- Choose a box that's slightly larger than the item you're sending so you can cushion the item with packing material on all sides.
- Pack the item with bubble wrap, peanuts, foam, or paper so there's no room for your item to shift while in transit.
- Use clear or brown packaging tape, reinforced packing tape, or paper tape. Tape should be at least two inches wide. Don't use masking tape, cellophane tape, cord, string, or twine. Tape the opening of the box and reinforce all seams.
- Properly label the package and include a return address. If you're reusing a box, cover any previous labels or cross out any previous address information with a heavy black marker.

Note: You can *order free shipping supplies from the U.S. Postal Service* for Priority and Express Mail.

Update payment and shipping status

Once you determine the payment and shipping status of your listings, you can update this information either through the listing's sales record or directly from Sold view.

To determine the payment and shipping status, in the Shipping Status column, click one of these links:

- Awaiting Payment
- Awaiting Shipment
- Paid & Shipped

To update payment and shipping status:

1. In the Sold view, select the check boxes next to the listings you want to update. (To see one specific group of items, use the Search field. To select all of your active items, select the Record check box in the heading bar above your listings.)

2. In the Change Status drop-down menu, select **Payment Received**, **Shipped**, or **Payment Received & Shipped**.
3. Click the **Select** button to update the status of the listings you selected. The status icons are updated. Your notes now appear below each listing.

Note: To have Selling Manager Pro automatically generate an email or leave feedback when you change a sold listing's status, update your Automation Preferences.

Add a tracking number

Including tracking information lets both you and your buyers easily check on the status of your packages. If you *print shipping label on eBay*, the tracking or Delivery Confirmation number is automatically added to My eBay when it's available.

If you use a shipping service that provides tracking information, you can also upload it in My eBay yourself.

To upload tracking information in My eBay:

1. Go to the Sold view.
2. Select the check box next to the item or items for which you want to add tracking information.
3. Click the **Add tracking number** button.
4. On the Add/Edit/Delete Tracking Number page, enter the tracking or Delivery Confirmation number.
5. If we can determine the carrier you're using, such as USPS or UPS, we'll pre-fill that information in the **Carrier** field. Otherwise, enter the name of your carrier.
6. Click **Submit**.

   Your shipping labels and invoices will now contain the tracking number for this item.

Leave feedback

Selling Manager Pro enables you to leave individual and bulk Feedback for your buyers from the Sold or Archived views, or from the sales record. You can also use stored Feedback comments so that you don't always have to re-type the same comments.

To have Selling Manager Pro automatically leave Feedback for your buyers when they make an electronic payment, update your Automation Preferences. A gray ☆ icon in the Awaiting Feedback column for a listing indicates that you still need to leave Feedback for that buyer.

Leave Feedback in bulk

You can leave Feedback for as many as 200 buyers at one time from the **Sold** view.

To leave bulk feedback:

1. In the Sold view, select the check boxes next to the listings that you want to leave bulk Feedback and click the **Feedback** button. To auto-select all of your Sold items, select the check box in the heading bar above the list of your sold items.
2. From the Leave Bulk Feedback page, use one of your stored comments or write a custom comment.
3. Once you are satisfied with the comment, click the **Leave Feedback** button.
4. Once your bulk Feedbacks are processed, the Feedback Status of the sold listings that successfully received your comments will be updated. Please note that this may take a few minutes.

Leave feedback for an individual buyer

Use your Sold view or individual sales records to monitor and quickly leave Feedback for your buyers. (You can still leave Feedback for archived items up to 60 days after the sale closes.)

To leave Feedback for a buyer:

1. Go to the Sold view.
2. Select the check box of the sold listing that you want to leave Feedback for, and click the **Leave Feedback** button. The Leave Feedback page opens for the item and buyer.
3. Select to use a stored comment or a custom comment:
   - If you chose the Use Stored Comments option, select a stored comment from the Stored Comments drop-down menu. You can edit stored comments.
   - If you chose the Use Custom Comment option, type your comment into the Custom Comment field.
4. Click the **Leave Feedback** button. Your Sold view displays and a message at the top of the screen confirming that your comment was left successfully.

Change stored Feedback comments

Stored feedback comments save you time because you don't have to type the same comment every time you leave Feedback. You can store up to 10 Feedback comments for your buyers. You can add, edit, or delete your stored comments.

Your account initially comes with five positive Feedback messages.

- Great communication. A pleasure to do business with.
- Good buyer, prompt payment, valued customer, highly recommended.
- Thank you for an easy, pleasant transaction. Excellent buyer. A++++++
- Quick response and fast payment. Perfect! THANKS!!
- Hope to deal with you again. Thank you

To change your stored messages:

1. In the Leave Feedback page, click the **Edit Stored Comments** button. An Edit Stored Comments page containing all of your stored comments opens.
2. Add, edit, or delete the comments.
3. Click the **Save Comments** button. This returns you to your Leave Feedback page, and a message displays telling you that your comments were saved displays.

Post-transaction considerations

Here are some final factors to consider after completing the sale:

- Do you want to save this listing in your inventory? If so, refer to *Sell a similar item* on page 27.
- Do you automatically relist items after they sell? If so, refer to *Automate your listing templates* on page 57
- If you've sold an item but can't go through with the transaction, you can *cancel the transaction* in our Resolution Center. If the buyer agrees to cancel, you can receive a *Final Value Fee credit* by *requesting a refund* for a listing.

Managing emails

Selling Manager Pro enables you to email your buyers individually or in bulk from the Sold view, Archived view, and the sales record. You can also use templates to email your buyers so you don't have to retype the same messages. You can also automatically send email messages to buyers by updating your automation preferences.

Your Selling Manager account comes with default templates that correspond to common post-sales questions and tasks:

- Winning buyer notification
- Payment reminder
- Payment received notification
- Request for shipping address
- Feedback reminder
- Shipping notification
- Blank email

You can customize and edit these templates to suit your preferences.

In addition, there are other emails that eBay automatically sends to buyers for you:

- **Order confirmation**: eBay sends this after your buyer completes checkout.
- **Order update**: eBay sends this after you print a shipping label, after you mark the item as shipped, or after we get notification of shipping or tracking information.
- **Payment reminder**: eBay sends this email 48 hours after the purchase if the buyer hasn't already paid. The contents of this email can't be edited.

To make sure we provide buyers with a consistent, safe experience, the payment reminder can't be customized.

Tip: To see the number emails you sent to a buyer, look in the Sold view in the envelope icon column of each sales record.

Send email in bulk

You can email as many as 200 buyers at one time in the Sold view.

To send email in bulk:

1. Go to the Sold view.
2. Select each listing for which you want to send an email. To auto-select all of your sold items, select the check box in the heading bar above your listings
3. Click the **Email** button.
4. Select the email you want to send to your buyers.
5. Click the **Next** link at the bottom of the page to preview each of the emails that will be sent to your buyers.
6. If you're satisfied with the emails, click the **Send** button.

7. Once your bulk emails are processed, the email logs for those listings will be updated automatically. An alert will appear on the Selling Manager Pro view for any emails that encountered an error during processing.

Create a new email template

You can create up to 20 custom email templates.

To create a new email template:

1. On the Email Buyer page, select **Create new template** from the Select An Email drop-down menu.
2. Click the **Create New Template** button at the bottom of the page.
3. Enter a subject into the **Subject** text field.
4. Enter the body of the email into the **Message** text field. Use AutoText to automatically insert the buyer's name, the link to the listing, or other variable text into the message body.
5. To include a **Pay Now** button, select the check box in the Payment Information section.
6. You can also select the **Include my default cross-promotion in this email** check box.
7. Enter a template name, and then click the **Save** button.

Edit an email template

You can customize and edit email templates to suit your preferences.

To edit an email template:

1. On the Email Buyer page, click the **Manage Email Templates** link.
2. Click **Edit** next to the template you want to modify.
3. You can make changes to the subject or message fields by typing in the corresponding text field.
4. If you want to personalize your message, use the *AutoText* feature to automatically insert the buyer's name or the item URL or other variable text.
5. Click the **Save** button.

Note: You can restore the default template at any time by clicking the **Reset to default** link.

Delete an email template

You can delete any custom email you create. Default email templates can't be deleted.

To delete an email template:

1. On the Email Buyer page, click the **Manage Email Templates** link.
2. Select **Delete** from the drop-down menu next to the template you want to delete.
3. On the Delete Email Template page, click the **Delete** button.

Printing documents and labels

Understanding how to use the printing functions in Selling Manager Pro will help you more easily create shipping and invoice documents.

Configure your browser for printing color and images

To print invoices properly, your browser must be configured to print background colors and images.

To configure Internet Explorer 7:

1. Open Internet Explorer and select **Tools > Internet Options**.
2. In the Internet Options window, click the **Advanced** tab.
3. Scroll down to the Printing section, and the select the **Print background colors and images** check box.
4. Click **OK** to save your changes.

To configure Firefox 3:

1. Open Firefox and select **File > Page Setup**.
2. In the Page Setup window, click the **Format & Options** tab.
3. Select the **Print background (colors and images)** check box.
4. Click **OK** to save your changes.

To configure Safari 4:

1. Open your invoice in Safari and select **Print**.
2. In the Print window, click the **Print backgrounds** option.
3. Click **OK** to save your changes.

Customize your invoices

If you have an eBay Store, Selling Manager Pro lets you customize your invoice using the following information:

- Your own web address. This gives you the opportunity to market your personal website to your buyers.
- Add a personalized logo. You can choose between displaying your own customized logo on the invoice or re-using your eBay store logo
- Add a picture of the purchased item. You can display the gallery picture from the listing.
- Personalized message. You can include a customized message to your buyer. For example, you can include a *thank you for buying* message, or your personalized payment information.
- Add the buyer's telephone number to the shipping label.
- Add your own telephone number to the shipping label.
- Add the buyer's email address, telephone number, or both.
- Change the default paper size used when formatting all printable formats. U.S. Letter and International A4 are available.

To customize your invoices:

1. Go to the Sold view.
2. In the Action column, select **Print** from the drop-down menu.
3. On the Print Shipping Labels page, select the **Edit invoice and address label template** link.
4. On the Edit Invoice/Shipping Label Template page, verify your payment address information. If you have one, enter your business web site address.
5. Select the buyer information you want to display.
6. Select the type of logo to display.

   Note: The graphic size is 310 x 90 pixels. Other sizes will be automatically resized to fit these dimensions.

7. To add a custom message, enter a message in the custom message field.
8. Select a paper size.
9. Click **Preview** to display the printed page in a browser window. If you're satisfied with how the page looks, close this preview window.
10. In the Edit Invoice/Shipping Label Template window, click **Save Template**.

Print individual invoices, packing slips and address labels

You can print invoices and shipping labels directly from your sales records. Selling Manager Pro lets you print individual shipping documents and invoices or in bulk (up to 200 pages at a time).

Important: Before you print, you need to set your browser to print background colors and images. For more information, refer to *Configure your browser for printing color and images* on page 40.

Selling Manager Pro enables you to print these forms:

- Address labels and invoice / packing slip
- Invoice / packing slip
- Address labels
- Invoice for your own records
- All (address label, invoice / packing slip, invoice for your own records)

To print an invoice, packing slip, or address label:

1. Go to My eBay.
2. In the Sold view, select the check box next to the item for which you want to print an invoice, packing slip, or address label. To print multiple documents, select the check boxes next to all the listings for which you want to print items before clicking the **Print** button.
3. Click the **Print** button.

   Tip: You can also print an invoice from the sales record.

4. On the Print page, choose what you want to print from the drop-down menu.

   If you need to edit information, close the preview window and click **Edit invoice and address label template** to make your changes.

5. In the pop-up window that opens, preview the page that will be printed. If you're satisfied with

Print a US Postal Service (USPS) or UPS shipping label

To use this feature you need a PayPal account. You'll also need to know the size and weight of the package. If you're using a shipping option other than U.S. Postal Service or UPS, select **Other (see description)** in the **Shipping & Handling** section, and add the shipping information under **Notes to buyer**.

Note: Pop-up blocker software must be disabled on your browser.

To print a US Postal Service (USPS) or UPS shipping label:

1. Go to the Summary view, select the sold items you want to print shipping labels for, and then click **Print Shipping Labels.**
2. Select **US Postal Service postage or UPS shipping label through PayPal**.
3. Click **Continue**. If you select U.S. Postal Service, you'll create your shipping label and packing slip through eBay. If you select UPS, you'll be taken to PayPal to create your labels.
4. Click the appropriate link above, and follow the directions on the web pages to complete this procedure.

   Payment and shipping status is updated automatically when a buyer uses eBay Checkout, or when you print a label in Selling Manager Pro.

Print a sales report

Sales reports are only available online for the last 16 months. If you want to be able to view them after that, be sure to download or print a copy. With Selling Manager Pro, you can print a sales report using your web browser.

To print a sales report:

1. Go to the Reporting view.
2. Check the date the report was last updated. If you want a more current version of your report, click the Refresh link and wait for the report to be generated. It may take up to 60 minutes to generate the report for large users.

   Tip: If this is the first time you are viewing your reports, you may have to wait up to 60 minutes for your report to be ready for you to view.

3. Select the report month that you would like to print.
4. Click the **Print** button. A new browser window opens with your report formatted for printing.
5. Determine whether you want the printed page(s) in portrait or landscape format, and print from the new browser window.

   Note: The default print option is the portrait format. To change to landscape format, change the print layout option for your browser. For Internet Explorer, select **File > Page Setup**, and then select **Landscape.**

Archiving your listings

When listing are no longer needed, you can archive them instead of deleting them.

Archive a sold listing

If you don't manually archive your sold listings within 90 days after they've sold, they will automatically be moved to your Archived view.

To manually archive a listing:

1. Go to the Sold view.
2. Select the check boxes next to the listings you want to archive. To find one specific group of items, use the Search field. To select all of your active items, select the **Record #** in the heading bar above your listings.
3. Click the **Archive** button.
4. Click **Archive Sold Items** on the archive confirmation page.

Change an archived listing

To update a record from the Archived view, select the check box next to the record you want to update:

Click this link	To do this
Move to Sold View	Move the record back to the Sold view.
Add Note	Add a note for yourself. This note won't be visible to buyers.

You can also update the following information from the Archived view:

- **Shipping and payment status**: You can update the shipping and payment status for the sales record during the first three months from the date of purchase.
- **Sales status**: You can update sales status through the sales record in the **Sale Status & Notes** section.
- **Buyer email**: You can send the buyer an email during the first three months from the date of purchase.

Update the sales status

In the Archived view, you can only update sales status through the sales record.

To update the sales status for an item:

1. Go to the Archived view.
2. Click the sales record number or any of the status icons for the record that you want to update. A Sales Record page opens for the invoice that you chose.
3. Update the fields in the sales record that need to be changed.

4. Click the **Save** button to save your changes and exit the sales record.

View archived items by month

The Archived view displays your archived sales records one month at a time. As a default, the current month of sales records is displayed.

To view a different archived period:

1. Go to the Archived view.
2. From the Period drop-down menu, select the month that you want to view.
3. Click **Search**. The Archived view displays sales records for items that sold during the month that you selected.

View task status

Even though an item has been archived, you can still update the shipping and payment status for the sales record during the first three month after it has ended. Just like in the Sold view, the status of post-sales-related tasks is shown with each invoice record.

If you have completed the task, the corresponding icons are shown in blue. Tasks that you have either not completed or not yet updated are shown in gray.

The following tasks are displayed for each invoice record:

Icon	Task
	The number in this column shows the number of emails you've sent to the buyer
	If checkout is complete or not
	If you've received payment for the item
	If you've shipped the item
	If you've left feedback for the buyer for this transaction
	If you've received feedback for this transaction

Building your inventory

Understanding how to use the Inventory view to create and manage the items you sell (your products), and the different ways you sell them (your listing templates), will increase your sales productivity.

Understanding folders, products, and listings

The top level of your inventory is the **folder**, which contains products that you sell. Everyone starts with one folder, but sellers with a lot of products may find it helpful to organize their products into multiple folders.

Think of a **product** as a data record for an item that you sell. It helps you track information about your item, and contains **listing templates** for the different ways you sell your item.

The following table provides more detail about how you use folders, products, and listing templates.

Inventory element	Description	Example
Folder	A **folder** contains products that you sell. You might use folders to organize your inventory by type of item, product location, or other factors. A folder can contain subfolders.	You might create folders to categorize the different types of items you sell, such as: • Movies • Books • Art
Product	A **product** is a data record for an item you're selling. It has several pieces of information, such as: • Product name • Quantity available to list • Average cost of the item • Custom label (which be used to add a SKU number, location, or other information The only required information is the product name.	In the Books folder, you might create products for the different books you sell, such as: • Gone With the Wind, 1991 paperback • Gone With the Wind, 1936 hardcover • The Sun Also Rises, first edition hardcover
Listing template	A **listing template** represents the way you want to sell the product. It includes the title, item description, pictures, and other information needed for your listing. A product can have several different listing templates (up to 20) so you can sell the product in different ways.	You might create listing templates with different pricing strategies, selling formats, listing options, or designs. For example: • Template 1: Fixed price with free shipping • Template 2: Auction-style listing

Why should I set up inventory?

Although you're not required to set up inventory, much of the power of Selling Manager Pro comes from your ability to:

- Track the products you're selling
- Sell products using reusable listing templates
- Automatically list and relist products

- Track inventory quantity, so you know your quantity on hand, quantity available to list, quantity listed on eBay, and when to restock.

If you're new to Selling Manager Pro, or you're just starting to think about inventory, your Inventory view is probably empty. You'll need to decide how you want to use inventory and start adding products and listing templates.

Here's one way to approach your inventory:

1. Decide which products and listing templates you'll need.
   - What products do you sell? If your items have SKU numbers, consider creating a separate product for each SKU.
   - Do you create listings with variations, like different sizes or colors? Depending on the listing category, you might be able to create a single product that contains all the variations.
   - How many listing templates do you need for each product? Consider starting with one or two per product, and adding more as needed.
   - Will you need more than one inventory folder? If you have many products, you can save time later on by planning your folders from the beginning
2. Decide whether you're going to track inventory quantity. Although it's not a requirement, there are several advantages to tracking inventory quantity:
   - You can easily view how many items you have in stock and how many you have available to list.
   - Selling Manager Pro automatically increases or decreases the quantity available to list based on your listing activity.
   - Optional restock alerts can notify you if your quantity falls below a certain level.
   - When you create a new listing, you'll be warned if you don't have enough stock left to sell the item. Selling Manager Pro also alerts you if you're out of stock on a product.

   Tip: If you don't want to track inventory quantity, you can leave the quantity field empty when you create your products.

3. Create products and listing templates. Depending on your needs, there are several ways to ways to create products and listing templates. You can create new products and listing templates in the inventory view, or you can convert existing listings from other Selling Manager Pro views.
4. Start selling products from your inventory. From the Inventory view, you can:
   - List products one at a time or in bulk
   - Automate your sales by defining rules for listing and relisting

   In each case, you select the listing template that should be used to sell the product. Learn more about the different *ways to sell products*.
5. Monitor and update your inventory.
   - See how many products are Low Stock or Out of Stock by checking the Product Inventory section of your Summary view.
   - See the quantity that's active on eBay, sold, or unsold
   - Adjust your inventory quantity, for example if you receive more products in stock.

There are several ways to create products and listing templates. Regardless of the method you choose, first consider reviewing our *Understanding folders, products, and listings* on page 45. You'll learn more about how inventory works and get tips that can help you decide which products and listing templates you'll need.

Creating a product and listing templates

Understanding how to create the product and listing templates to sell your items will improve your selling experience.

Create a product

A **product** is a data record for an item you're selling. It has several pieces of information, which are described in the following table.

Field	Description
Product name	Any name you want to give to the product
Custom label	Any unique label you want to assign to the product, such as the product's SKU or other number
Average unit cost	The average amount that it costs for you to buy or make the item, known as the cost of materials. **Note:** eBay's Selling Manager Pro is a tool for estimation purposes only, and any information or figures derived from using this tool should be used accordingly. You should consult your tax or other professional advisor about calculating your tax liability or proper accounting methods.
Quantity available to list	The number of items you have available to list. If you don't want to track your inventory quantity, leave the field empty (do not enter "0"). **Note:** Selling Manager Pro automatically tracks changes to your inventory quantity as the product is listed and as the item sells.
Restock alert	You can set an alert if the inventory quantity falls below the level you specify. Note that the option to set an alert appears only if you've previously entered and saved the **Quantity available to list** .
Notes	Any notes you want to add, such as vendor information.

A new product requires only the product name, but we recommend filling out additional information, such as your inventory quantity and average cost per item.

The product name and other information that you enter will not appear to buyers. Your buyers will only see the listings you create, which have their own titles, descriptions, and quantities. You can create a product without a listing template. However, all listing templates must be associated with a product.

To create a new product:

1. Go to the Inventory view, click the **Create Product** button.
2. On the Create New Product page, select **Single product**.

Tip: Creating a product with variations differs from the process of creating a single product. For more information, refer to *Create a product with variations* on page 48.

3. Enter the product name and any optional information.
4. Select the folder option:
   - To save the product in an existing folder, select the folder from the drop-down menu.
   - To save your product in a new folder, enter a name for the folder. You can have up to 1000 folders at a time. For more information, refer to *Managing folders* on page 50.
5. To save the product without creating a listing template, click the **Save for later** button. To save the product and create a new listing template, click the **Create listing** button and proceed to the next section, *Create a listing template*.

Create a listing template

The easiest way to create a new listing template is to start from the Inventory view. You'll display the product that the listing template belongs to, and then add your new listing template. You can have up to 20 listing templates per product.

To help you create your listing template, Selling Manager Pro opens the Sell Your Item form for you. This version of the Sell Your Item form is the same as the one you'd normally use to create a listing, but with a few differences:

- You can edit information about the product in the **Save to inventory** section of the Create Your Listing page.
- You can add a standard footer to the end of your item description by selecting **Include my default footer from Selling Manager Pro** in the Describe the Item You're Selling section.
- You're not required to submit the listing. You have the option to just save the listing template.

To add a listing template to a product:

1. If you just created a product and are still on the Create Product page, click **Create Listing**. Otherwise, click the name of the product in the Inventory view, and then in the Listing Templates section, click the **Create new** button.
2. Complete the Sell Your Item form.
3. To save the listing template, click the **Save Only** button. To save your listing template and list the item at the same time, click the **Submit & Save Listing** button instead.

Create a product with variations

You can use Selling Manager Pro to list a product and all the variations of it in one multi-quantity, fixed price listing. For example, use Selling Manager Pro to create a listing for a T-shirt in a variety of colors and sizes. Make sure you meet the *requirements* to list a product with variations.

Currently, most categories within Clothing, Shoes & Accessories, Home & Garden, Sporting Goods, Crafts, Health & Beauty, Baby, Pet Supplies, and Jewelry and Watches support multi-quantity listings with variations. More are being added regularly, so refer to the *category look-up tool* for the latest list of categories that support variations. The Best Offer and Lots options are not available when listing products with variations.

To create a new product with variations:

1. Go to the Inventory view and click **Create Product**.
2. On the Create Product page, select the **Product with variations** option.
3. On the Create Product page enter:
   - The product name (required)
   - A custom label (SKU), if you use one
   - The folder you want to save the product in
   - Optionally, a restock alert and notes to remind you to order more items when they're close to selling out.
4. Click the **Create variations** button.
5. On the Select a Category page, select the category that best describes your items, and then click **Continue**.
6. Click **Add your own variation detail**, enter a detail name (like color), enter a detail value (like black), and then click **Save**.
7. Enter a second variation detail value (like blue). When you are finished adding variation names and values, click **Continue**.
8. To add item specifics, follow the same process as you did for creating variations. When you are finished, click **Continue**.
9. Enter a name for the variations (like sports jackets), and then click **Create Variations**.
10. The variations created are displayed. Review them, and then click **Save**.

Create a listing template with variations

Before proceeding, make sure you meet the *requirements* to create a listing with variations.

If you have already created a product, follow these steps to create listing templates with variations. This procedure begins after a product with variations has been created and you have clicked **Create new template**.

1. In the Product variations and inventory allocation section, select one or more of the variation types, and then click **Create new template**.
2. Complete the Sell Your Item form.
3. To save the listing template, click the **Save Only** button. To save your listing template and list the item at the same time, click the **Submit & Save Listing** button instead.

Managing products and folders

Selling Manager Pro enables you to group and filter your products by saving them in different folders. Although you start with one default folder, named My Products, you can create up to 1000 unique folders and subfolders.

In addition to creating new folders, Selling Manager Pro also enables you to rename, move, copy, and delete folders using the Manage Folders page. Keep in mind, changes to folders affect the products in that folder. For example, deleting a folder removes all of those products from your inventory.

Managing folders

Your inventory consists of products and listing templates, which can be organized into multiple folders. Everyone starts with one inventory folder, but you can create more folders to help organize your inventory. For example, you might create folders for the different types of items you sell, such as:

• Movies
• Books
• Art

If you need to further subdivide your inventory, you can create subfolders. For example, the "Books" folder could be subdivided into subfolders such as "Non-fiction books," "Fiction books," and so on.

To switch to a different folder in your Inventory view

1. Select the folder from the **Folder** drop-down menu at the top of the page.
2. Click the **Go** button

To create new folders or make changes to your existing folders

1. 1. Click the **Manage Folders** link to the right of the **Folder** drop-down menu.
2. Use the buttons at the top or bottom of the page to make your changes.

If you want to…	**Do this…**
Create a new folder	1. Click the **Add Folder** button.
Rename a folder	1. Select the folder you want to rename. 2. Click the **Edit** button.
Copy a folder	1. Select the folder you want to copy. 2. Click the **Copy** button. 3. Select a new location of the folder.
Delete a folder	1. Select the folder you want to delete. 2. Click the **Delete** button.
Move a folder to another location	1. Select the folder you want to move. 2. Click the **Move** button.

	3. Select a new location of the folder. The folder will become a subfolder of the folder you select.

Managing products

Selling Manager Pro helps you manage your products once they have been created. To maintain products in your inventory view, you may need to move existing and delete outdated products.

Every product in your inventory has a name, which does not need to be unique. In addition to the product name, we recommend that you add the other optional information so that Selling Manager Pro can provide you with valuable sales statistics, including average selling price and success ratio.

Note: The success ratio specifies the percentage of ended listings that had a sale.

To update a product

1. In the Inventory view, click the name of the product you want to update.
2. On the **Product** page, enter your changes.
3. Click the **Save** button at the bottom of the page.

The following table describes the fields that you can update.

Field	Description
Product name	Any name you want to give to the product. For example, "Giant Beach Ball." This name doesn't appear to the buyer.
Custom label	Any unique label you want to assign to the product, such as the product's SKU or other number.
Average unit cost	The average amount that it costs for you to buy or make the item, known as the cost of materials. **Note:** eBay's Selling Manager Pro is a tool for estimation purposes only, and any information or figures derived from using this tool should be used accordingly. You should consult your tax or other professional advisor about calculating your tax liability or proper accounting methods. If you change **Average Unit Cost**, all future listings and future listings for this product will reflect this new value. Active and sold listings that were launched prior to your update reflect the previous average unit cost in your Selling Manager Pro Sales Report.
Quantity available to list	The number of items you have available to list. If you don't want to track your inventory quantity, leave the field empty (do

	not enter "0"). Entering 0 means you're out-of-stock or have not more to list. If you change the value in the **Quantity Available to List** field, the value of **Total On Hand** is automatically recalculated.
Restock alert	You can set an alert if the inventory quantity falls below the level you specify. Note that the option to set an alert appears only if you've previously entered and saved the **Quantity available to list**.
Notes	Any notes you want to add, such as vendor information.

Move a product

You can rearrange your inventory by moving a product to a different folder either from the Inventory view or the Product Details page . All of the products you selected in the Inventory view will be moved to the selected folder.

To move a product:

1. Go to the Inventory view.
2. Select the product you would like to move.
3. Select **Move** from the **Select Action** drop-down menu at the bottom of the page, and then click the **Go** button.
4. Select a new folder for the product.
5. Click the **Move** button.

Delete a product

Once you delete a product, **it cannot be recovered**. If you delete a product, the product and all of its listing templates are deleted from inventory.

To delete a product:

1. Go to the Inventory view
2. Select the template you want to delete.
3. Select **Delete** from the **Select Action** drop-down menu at the bottom of the page, and then click the **Go** button.
4. On the confirmation page, click the **Delete** button.

Managing templates

If you've associated listing templates with a product, you'll see them listed below the product name in the Inventory view. Listing templates can be edited individually or in bulk. Bulk edits can be useful when you want to make the same changes to a group of listing templates, such as changes to your return policy or accepted payment methods.

Duplicate a listing template

When you duplicate templates, the auto list rules are not duplicated.

To duplicate a listing template:

1. Go to the Inventory view.
2. Click the name of the product whose template you want to duplicate.
3. On the Product page, select the template that you want to duplicate.
    - If you want an exact copy of a template, click the **Duplicate** button. A new template is added to the product's listing template section.
    - If you want to create a new template based on the existing template, click the **Duplicate As** button. Use the Sell Your Item form to make any necessary changes and save the new template.

Save your listings as templates

If you have existing listings, you can save them as listing templates from the Active and Scheduled views For each listing you select, you'll be prompted to:

• Name the listing template that will be created

• Assign the listing template to a product, either an existing product or a new one

To save existing listings as listing templates:

1. Go to the Active view.
2. Select the check boxes for the listings you want to save as templates. You can save a maximum of 20 listing templates at one time.
3. Click the **Save to Inventory** button. Saving the listings to inventory results in a new product.

    Tip: If you can't find this button at the top of the page, you may need to scroll to the right.

4. Select whether you want to create a new product or save the listing template to an existing product.
5. Enter the name of the listing template.
6. Click the **Save to Inventory** button.

Edit a listing template

Selling Manager Pro helps you edit your listing templates after they have been created. To expand your listings for certain products, you will need to edit the templates. You can edit individual templates, or make bulk edits to multiple templates in the same product folder. Bulk edits can be useful when you want to make the same changes to a group of listing templates, such as changes to your return policy or accepted payment methods.

1. Go to the Inventory view.
2. Click the product name.
3. Select the check boxes next to the templates you want to revise and click the **Edit template** button.
4. Select the templates, and then click **Continue**.
5. In the Select Template Information section, select the listing details you want to change.
6. In the **Select edit method** section, choose whether you want to make different changes to each template or make the same changes to all selected templates.
    - **Edit templates individually:** Lets you make different changes to each template.
    - **Edit templates in bulk:** Lets you make the same changes to all templates (according to selling format).
7. Click the **Continue** button. A confirmation page temporarily opens.
8. Pages will progressively open for each type of template information that was selected. Make your changes on each page, and when finished on each page, click **Continue**.
9. Review your templates.
10. If you like the changes you've made, click the **Save** button. If you need to make more changes, click the **Back** button.

Move a listing template

You can rearrange your inventory by moving a listing template to a different product either from the Inventory view or the Product Details page. When you move a listing template, you can move the template to an existing product or create a new product. When you select multiple templates, all of the listing templates chosen in the Inventory view will be moved to the selected product.

To move a listing template:

1. Go to the Inventory view.
2. Click the name of the product where the template is used.
3. Click the **Move template** button.
4. Choose whether you want to create a new product for the listing template, or select an existing product.
5. Click the **Move to Inventory** button.

Delete a listing template

Once you delete a listing template, **it cannot be recovered**. If you delete a listing template, all of its information deleted from inventory.

To delete a listing template:

1. Go to the Inventory view.
2. Select the template you want to delete.
3. Select **Delete** from the **Select Action** drop-down menu at the bottom of the page, and then click the **Go** button.
4. On the confirmation page, click the **Delete** button.

Automating listings and Inventory items

Understanding how to use template and Inventory item automation rules, and how they affect when listings are scheduled and relisted, will help you reduce the time required to relist items and schedule listings manually.

Assign and change automation rules

The set of choices that you make about how a listing is processed is called an *automation rule*. Selling Manager Pro automation rules apply to templates and listings, and differ from the Automation Preferences, which apply to email and feedback settings.

Automating your sales can save you time, especially if:

- You have several identical items to sell.
- You want to list your items according to a schedule.
- You want to relist items automatically.

Automation rules can be applied to:

- Templates: Controls the templates used to list or relist an item.
- Item listings: Controls when listings are scheduled to be relisted.
- Second chance offers: Extends a second chance offer to the next highest bidder.

The following table describes the automation rules and when you might want to use them.

Applies to	Automation rule	How the rule works
Templates	List according to your schedule	You select how often you want to create a new listing (for example, every week or two weeks) and what day and time the listing should be created. New listings are created according to the schedule you set, regardless of whether the previously listings sold.
Templates or item listings	Relist once if an item doesn't sell	If the listing doesn't sell the first time, Selling Manager Pro automatically relists it for you one time. After the first relisting, you'll need to manually list or relist the item again.
Templates or item listings	Relist as fixed price if an item does not sell	If the listing doesn't sell the first time, Selling Manager Pro automatically lists it as a fixed price item.
Templates or item listings	Relist continuously until an item sells	If the listing doesn't sell, Selling Manager Pro automatically relists it. The item is relisted until it sells, or until you remove the automation rule.
Templates or item listings	Relist continuously whether it sells or doesn't sell	When the listing ends, Selling Manager Pro automatically relists it regardless of whether the previous listing sold. The item is relisted until you remove the automation rule.

Note: If you choose one of the options to relist continuously, Selling Manager Pro will alternate between Relist and Sell Similar to maximize the number of times that you're eligible for a *free relist credit*.

To assign or change an automation rule for a template:

1. Go to the Inventory view, and then click Assign Automation Rule for the template you want to automate.
2. On the Assign Automation Rules page, select an option from the Rule drop-down menu, and then define the Rule settings.
3. Click **Assign**. Your automation rules now appear in the listing template information in the Inventory view.

Note: For two or more listings, select multiple check boxes, and then click **Select** to open the Assign Automation Rules page. To change rules, click **Edit automation rule** beside individual listings. To remove rules, select one or more listings, select **Remove automation rule** from the drop-down menu, and then click **Select**.

To assign or change an automation rule for an active listing:

1. Go to the Active view, and then click Assign Automation Rule for the template you want to automate.
2. On the Assign Automation Rules page, select an option from the Rule drop-down menu, and then define the Rule settings.
3. Click **Assign**. Your automation rules now appear in the listing template information in the Inventory view.

Note: For two or more listings, select multiple check boxes, and then click **Select** to open the Assign Automation Rules page. To change rules, click **Edit automation rule** beside individual listings. To remove rules, select one or more listings, select **Remove automation rule** from the drop-down menu, and then click **Select**.

Automate your listing templates

Selling Manager Pro lets you to automate your listings by choosing when a specific listing template should be used to list or relist a product. When an item is listed or relisted automatically, regular listing and relisting fees apply.

Once you assign an automation rule to a listing template, the rule is active until you change or remove it. To change or remove an automation rule, you'll need to update the listing template and any existing listings that you've created.

- **Updating the listing template:** Changes you make to a listing template apply to any future listings created with the template.
- **Updating existing listings:** If you've created one or more listings from the listing template, you'll also need to update the automation rules for these listings in the Scheduled or Active view.

To assign an automation rule to a listing template:

1. Go to the Active or Inventory view.
2. Click the name of the product.
3. Select the check box next to the listing template you want to use.

Note: To automate more than one listing at a time, select the check boxes for the listings that you want to automate. Then select **Assign Automation Rules** from the drop-down menu on the lower-left section of the page, and click the **Select** button.

4. Select **Assign Automation Rules** from the Action drop-down menu (on the right-hand side of the page) for the listing template of your choice. The Assign Automation Rules page opens.

   Note: Some rule settings need a product in order to track inventory or cost information. Selling Manager Pro will automatically create a product for you and store it in a special folder called "Created from Automation Rule" in the Inventory section. Also, the following automatic listing rules: "Keep a fixed number of listings active" and "List according to a schedule," can only be set for templates, not listings. Selling Manager Pro will automatically select the template for you to ensure that your rule settings continue to apply.

5. Select the rule that you want to apply from the drop-down menu. You can select one of the following rules:

   - Keep a fixed number of listings active
   - List according to your schedule
   - Relist once if an item does not sell
   - Relist in your Store if an item does not sell
   - Relist continuously until an item sells
   - Relist continuously whether it sells or doesn't sell

   Tip: If you're listing according to a schedule or relisting continuously, you might want to select the option to disable the rule when your inventory equals a specified amount. This will help prevent you from accidentally listing items that are out of stock.

6. Specify your rule settings:

   - If you have a large number of identical items to sell and want to avoid constantly relisting items that sell or don't sell, select the rule **Keep a fixed number of listings active**. The settings for this rule enable you to:

     - Specify a number of identical listings (ranging from 1 to 10) that you want to keep live on the site. Any time a listing ends, the system automatically creates a new listing.
     - Limit the time frame during which you want the listing to appear. For example, suppose that you want to keep 5 listings active and someone purchases an item using Buy It Now at 2 AM. You can specify the time that you want a replacement listing to appear, rather than having a replacement appear immediately. This might create an interval where you have 4 active listings instead of 5; however, you gain the advantage of having more control over when your listings start and end.
     - Stagger your listings so that they do not all start and end at the same time.

     Note: In rare cases where you specify a delayed listing interval for a single listing that you want to keep active, the timing may result in a listing gap of 24 hours or more.

   - If you selected **Disable this rule when my inventory equals < specified amount>**, and there is no product or template, then one will automatically be created for you and stored in the folder named, Created From Automation Rule.

7. Click the **Assign** button.

   A confirmation page opens that confirms your rule has been assigned.

To edit or remove a rule from a listing template

To change the rule for a listing template:

1. Go to the Inventory view.
2. Review the listing templates that you've created for the product. If a listing template has an automation rule assigned, the name of the rule appears to the right of it.
3. Click the automation rule you want to revise.
4. Make your changes
    - You can change the options you selected for the rule or choose a different automation rule from the drop-down men at the top of the page.
    - To remove the automation rule, select **No rule** from the drop-down menu.
5. Click the **Assign** button at the bottom of the page.

To edit or remove a rule from a listing

To change the rule for a listing:

1. Go to the Active or Scheduled view.
2. Select the listing you what to change.
3. From the Action drop-down menu, select **Edit Automation Rules** or **Remove Automation Rules.**

To suspend automation rules

You can suspend all automation rules without editing each one individually. This is useful when you're going on vacation or will be unable to attend to your listings.

To suspend automation rules:

1. Go to the Automated Preferences view.
2. Select the option to **Suspend my items from being automatically listed and relisted**.
3. Specify the range of dates during which you want your automatic listings to stop.
4. Click the **Apply** button.

Automatically schedule your listings and relist items

You can automatically schedule listings so that you don't have to periodically reschedule that listing. The schedule specified can also apply to relisted and sell similar items.

To automatically schedule a listing:

1. Click the **Automation Preferences** navigation link.
2. Scroll down the page to the Listings Automation Schedule section.
3. To automatically relist items using this schedule, select **Copy my automation rules during relist or sell similar**.

Note: To suspend scheduling, select the select the Suspend My Items From Being Automatically Listed and Relisted check box , and then choose the starting and ending dates and times from the drop-down menus.

4. Click **Apply**.

Automating emails and feedback

Understanding how to automate the emails and feedback through the sales transaction process will help you reduce the time required to correspond with the buyer manually.

Automation preferences

Selling Manager Pro users have an additional set of preferences in your Selling Manager Pro views in My eBay. These preferences aren't a part of your eBay preferences. These automation preferences affect automated features (email, Feedback, listing, and relisting), multiple sites, and default description footers.

The Automation Preferences page has the following groups of settings.

- **Automated positive Feedback for buyers**: Set your automated Feedback preferences
- **Automated email for buyers**: Set your automated email preferences
- **Listings automation schedule**: Suspend your items from automatic listing and relisting

To change your automation preferences:

1. Go to the Summary view.
2. Click the **Automation Preferences** link under Selling Manager Pro.
3. On the Automation Preferences page, scroll down to the preference you want to change.
4. Select the options you want to change, and then click the **Apply** button.

Automate your emails

You can automatically send email to your buyers at key points in the sales process, like when you've received a buyer's payment. The contents of these emails are based on stored email templates, which you can edit. Automated emails are only sent for sold listings that are *not* archived. You can select one or all of these automatic emails:

- **Winning Buyer Notification**: Sent after an item has sold
- **Payment Received Notification**: Sent when you change the status of your sold item to Paid.
- **Feedback Reminder**: Sent based on how many days after shipping you want this email sent.

Before setting this preference, be sure to review the wording of the email templates to make sure they're appropriate for your selling needs. You can edit an email template by clicking the **Edit** link for the email on the Automation Preferences page.

Once your automated email is processed, the email log for that sold listing will be updated. If there is an error associated with an automated email, you will see an alert on your Summary view.

Tip: An alert will only be generated when there is a technical problem that prevents an email from being sent. For example, an alert is *not* generated if your buyer does not receive an email that was sent because they failed to give you a valid email address.

To set up automated emails to buyers:

1. In the Automation Preferences view, scroll down to the Emails From You section. Most email templates have multiple choices, so read the descriptions thoroughly, and then select the check boxes for those you want to use.
2. Click the Edit links for each option to review and modify each type of email template.
3. When you are finished, click **Apply**.

Automate positive feedback

You can reduce the time you spend leaving feedback by automatically sending positive feedback to your buyers. You can automatically send feedback to your buyers and have the option to select between two situations:

• When the buyer has paid for the item.

• When the buyer has paid for the item and has left you positive feedback.

If you buyer has paid for the item, this preference automatically leaves feedback comments when you mark your sold listings as Paid. The feedback generated will always be positive and will randomly use one of your saved comments.

If your buyer has paid for this item and left positive feedback, this preference will automatically leave feedback comments for your buyers when you mark your sold listings as Paid and the buyer has left you positive feedback. Because automated emails are always positive, it is a good idea to review your stored comments to ensure they are appropriate before setting this preference.

Once your automated feedback is processed, the feedback status for that specific sold listing will be updated. If the feedback is not sent to the buyer because of a system failure or because the buyer was suspended, an alert will be generated on the Summary view.

Tip: Automatic Feedback will be left only for sold listings that are **not** archived.

To automated Positive Feedback for buyers:

1. In the *Automation Preferences* view, go to the Automated Positive Feedback for Buyer section, and select to automatically leave positive feedback.
2. Specify under which situations to leave feedback.
3. Click **Apply**.

Using other tools with Selling Manager Pro

Several other tools provided by eBay can be used to enhance the functionality of Selling Manager Pro. These tools include:

- Turbo Lister
- File Management Center
- Third-party applications

Upload listing templates using File Management Center

File Management Center leverages the uploading functions developed for File Exchange for use with Selling Manager Pro in the File Management Center tool. You do not need to subscribe to File Exchange to use File Managment Center; if you do, then the File Management Center link will not appear in the Seller Tools navigation links.

To use File Management Center to upload listings, download the *File Management Center User Guide*, and then follow the instructions in the manual.

Download sales records using File Management Center

File Management Center leverages the reporting functions developed for File Exchange for use with Selling Manager Pro. The reports can be tailored to capture specific types of listing status and information, such a sales report, or active listings report. You can also schedule reports to be created at certain time intervals.

eBay will process your download request and send you an email when the file is ready to download. This may take minutes to hours to complete, depending on the amount of listing information requested. The email will contain a link leading you to the file for you to download.

To request a download of your sales records:

1. Go to the Summary view.
2. Scroll down and in the left column under Seller Tools, click the **File Management Center** link.
3. On the *File Management Center* page, click the **Create a Download Request** link.
4. Select the type of listings and records you want. For example, you can select to only download the sales records you have archived. You can also download your Active View records. You can choose to download all your current Active Listings, or you can choose to download only those active listings closing within a specific date range.
5. Select a date range.
6. Enter or verify the destination email address.

   The comma-separated value (CSV) file containing your sales data will be generated, and you will receive an email when it is ready. You can then import this file in many popular software packages such as Microsoft Excel®. If you do not have Microsoft Excel, use any text editor to view the file contents.

Use 3rd-party applications

Selling Manager applications are offered by eBay and by third party developers. The applications themselves are built by the respective developers to make specific aspects of selling on eBay easier.

Note: When you subscribe to these applications, you are subscribing with the application developer, although we facilitate the subscription process and use of the application.

To use these applications, you must be a registered seller in the US and have a subscription to Selling Manager or Selling Manager Pro. For more information about using 3rd-party applications, go to *Subscribing to and using Selling Manager applications*.

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