



# Advanced Selling Strategies

Action Plan for  
Professional Sellers



July 2013



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

## Your success on eBay is our priority.

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

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

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

**Schedule your free call today!**

[www.scheduleonline.com/ebay](http://www.scheduleonline.com/ebay)



## Evaluate your subscription level

- Calculate the lowest possible fees
- Review marketing and management tools (FREE with eBay Stores)
- Open or upgrade your eBay Store  
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## Maximize visibility and sales

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

- Complete 100 transactions with \$1,000 in sales from US buyers in the past 12 months
- Maintain 98% or better positive feedback
- Maintain 0.5% or fewer transactions with low detailed seller ratings (DSRs) and 0.3% or fewer eBay and PayPal Buyer Protection closed cases without seller resolution
- Upload tracking within your stated handling time on 90% of transactions with US buyers
- Offer 1-day or shorter handling and minimum 14-day returns with money-back option
- Keep account in good standing  
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## Get 5-star ratings

- Describe items completely and accurately (including flaws) with a brief bulleted list
- Include clear, well-lit photos from multiple angles on a neutral background
- Set expectations, anticipate questions, and respond quickly with courtesy
- Specify 1-day or shorter handling and upload tracking by end of next business day
- Offer free shipping and combined discounts
- Monitor your Seller Dashboard
- Read the official Seller Protection policy to learn how you're protected when you sell on eBay  
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## Track your success

- Subscribe to eBay Sales Reports Plus (FREE)
- Calculate your conversion rate
- Determine average selling prices
- Refine your strategy  
[See page 11](#)

## Save time, reduce costs

- Ship daily and print labels on eBay
- Take advantage of shipping discounts
- Get discounted supplies on eBay
- Set up questions and answers (Q&As)
- List faster and compare tools to streamline your process  
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## Build and expand your brand

- Drive traffic to your eBay Store or ProStore
- Create a "sale" with Markdown Manager
- Build customer loyalty with flyers and email
- Offer free expedited shipping and improve your chances of the eBay Fast 'N Free logo being displayed
- Optimize your listings for search engines
- Reach millions more buyers—sell internationally
- Sell for your favorite cause
- Use social media to grow your sales  
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# Evaluate your subscription level



Get cost-effective pricing based on your selling activity

**Choose from three eBay Stores subscription levels:**

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

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

Get cost-effective pricing based on your selling activity

- Insertion fees as low as 5¢ for fixed price listings
- Discounted auction-style and fixed price rates based on Store subscription
- Simplified & competitive final value fees—flat final value fee rates by category

**Leverage powerful marketing and management tools (FREE)**

- A customizable storefront where buyers see all of your listings in one place
- A unique URL that promotes your Store online and offline to attract repeat business
- FREE Selling Manager Pro with Premium and Anchor subscriptions
- Proven marketing tools like Markdown Manager, advanced cross-promotion opportunities, and email newsletters

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

\*\*All subscriptions automatically renew until cancelled.

Basic Store	Premium Store	Anchor Store
<p><b>Up to 150 FREE listings*</b> per month Fixed price or auction-style</p> <p>After that, 25¢ auction-style insertion fees, 20¢ fixed price insertion fees</p> <hr/> <p>Consider a Basic Store if you list more than 50 fixed price or auction-style items per month. It's a great starter package to ramp up your selling.</p> <hr/> <p><b>\$15.95/month</b> Yearly subscription**</p> <p><b>\$19.95/month</b> Monthly subscription**</p>	<p><b>Up to 500 FREE listings*</b> per month Fixed price or auction-style</p> <p>After that, 15¢ auction-style insertion fees, 10¢ fixed price insertion fees</p> <hr/> <p>If you're a higher volume seller who wants top savings and the lowest package rates on eBay, an Anchor Store may be right for you. Subscribers must meet <a href="#">minimum performance standards</a> for all sellers.</p> <hr/> <p><b>\$49.95/month</b> Yearly subscription**</p> <p><b>\$59.95/month</b> Monthly subscription**</p>	<p><b>Up to 2,500 FREE listings*</b> per month Any format</p> <p>After that, 10¢ auction-style insertion fees, 5¢ fixed price insertion fees</p> <hr/> <p>If you're a higher volume seller who wants top savings and the lowest package rates on eBay, an Anchor Store may be right for you. Subscribers must meet <a href="#">minimum performance standards</a> for all sellers.</p> <hr/> <p><b>\$179.95/month</b> Yearly subscription**</p> <p><b>\$199.95/month</b> Monthly subscription**</p>

## Take Action!

**Evaluate your subscription level**

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



# Maximize visibility and sales

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

## Attract more buyers

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

### Experiment with a variety of listing formats.

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

**Write winning titles and descriptions.** [Relevant and specific item titles attract buyers.](#) Use up to 80 characters with keywords that most accurately describe your item such as brand name, condition, model or style. For multi-variation listings, search results look at your variation information (size, color, etc.), so you can save titles for other differentiating factors that help your items stand out. Describe your items completely, accurately (including flaws), and concisely with relevant keywords.

The best way to determine the right keywords is to act like a buyer and search for your product by name. What are the most common keywords on the first page of results? Do they apply to your item? Be sure to check off and review "Completed listings" under the "Show only" menu on the left side of the page to determine which listings are the most successful. Again, be as specific and relevant as possible.

**Add lots of photos.** A picture is worth a thousand words and great photos can often make the sale—especially with the growing number of shoppers

on mobile devices. That's why up to 12 pictures per listing are FREE, including zoom and enlarge capabilities, on all listings (excluding eBay Motors vehicles). Add lots of clear, crisp, quality pictures so it's easy for buyers to find your listings and make purchase decisions. Visit our [Photo Center](#) to ensure your photos [meet the picture quality requirements](#), attract buyers, and help reduce claims and returns.

### Optimize your listings for mobile devices.

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

**Maintain Top Rated Seller status.** Earn [Top Rated Seller](#) status and your listings that offer the services buyers want most—14 day or longer returns and 1-day handling—can earn a 20% final value fee discount, the highest average boost in Best Match, and, the new Top Rated Plus seal on listings with these services. [See page 8](#)

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

**Offer free expedited shipping.** Consider offering [free shipping](#) when you can and provide an expedited shipping option for buyers that are willing to pay more to get it fast. This can help your position in Best Match, eBay's default sort order. It also ensures that the eBay [Fast 'N Free](#) logo will appear on listings for all US buyers, increasing visibility and demand for your listings. **Converting to Fast 'N Free can increase your sales by up to 11%\*\*\*.**

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

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

**Use product details from our catalog.** When you list certain items in many categories, you can use [product details](#) from the eBay catalog to help you quickly create complete listings that are more visible and appealing to buyers. Be sure they are an exact match, however. If your item is used or refurbished, select the most accurate item condition and use the listing description or the item condition notes field to provide details about any flaws.

**Set a clear, competitive return policy.** Offering a generous [return policy](#) builds confidence, helps you stay competitive, and can boost your sales considerably, as 63% of online buyers look at a seller's return policy before they buy.<sup>†</sup> Find out how eBay [managed returns](#) simplifies and streamlines the returns process, lets you set up and control your own rules for returns, and even automatically refunds your final value fees.

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

<sup>†</sup>Based on a 2012 comScore online shopping customer experience study.



# Maximize visibility and sales



## Close more sales

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

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

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

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

## Measure traffic to your listings

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

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

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

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

Your Store Traffic Reports give a detailed view of all pages within your Store (including any custom pages, custom category pages, search results, and more), all of your auction-style and Fixed price listings, and other pages on eBay that are specific to you (Seller's Other Items page, your Membership Profile/Feedback page, About Me) or your listings (including bid and Buy It Now confirmation pages). If you find that more buyers are finding your listings from certain categories or pages, you'll want to focus on optimizing those areas.

## Find out what's hot

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

**Identify key trends with Marketplace Research.** Turn knowledge into profit with a subscription to [Marketplace Research by Terapeak](#). Determine the market value (average selling price) of products you plan to sell, find the best performing keywords and categories for your titles and listings, track products to gauge seasonal demand, monitor your competition, determine the most effective formats and upgrades to help sell specific products, and more.

## Take Action!

### Maximize visibility and sales

- ▶ Experiment with a variety of [listing formats](#)
- ▶ Write winning titles and descriptions with relevant keywords
- ▶ Add up to 12 pictures FREE (excluding eBay Motors vehicles)
- ▶ Earn and maintain [Top Rated Seller](#) status ([see page 8](#))
- ▶ Price your items competitively
- ▶ Offer free expedited shipping and improve your chances of the eBay Fast 'N Free logo being displayed
- ▶ Sell internationally with ease
- ▶ Use item specifics and product details
- ▶ Set a clear, competitive return policy
- ▶ Sell more with Best Offer, Buy It Now, and multi-variation listings
- ▶ Monitor traffic with counters, Listing Analytics, and Store Traffic Reports
- ▶ Find out what's hot with Marketplace Research



## Earn eBay Top Rated status and rewards

Buyers expect great service. When they're happy, it builds confidence in the eBay marketplace and keeps them coming back for more. That's why we reward and recognize sellers delivering the best experiences with eBay Top Rated Seller status.

### Qualify for Top Rated Seller status

To achieve and maintain Top Rated Seller status you must:

- Have at least 100 transactions and \$1,000 in sales over the past year and follow the [selling practices policy](#).
- Maintain 0.5% or fewer transactions with low detailed seller ratings (DSRs) and 0.3% or fewer eBay and PayPal Buyer Protection closed cases without seller resolution.
- Upload tracking information to eBay within your stated handling time on 90% of transactions with US buyers.

### Earn the highest rewards

Sellers who consistently deliver a great experience for their buyers earn a prominent Top Rated Plus seal and the following rewards on their listings that offer 1-day handling and returns:

- **20% final value fee (FVF) discounts**
- **Greatest average boost in Best Match**

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

Every PowerSeller in the eBay Community also gets the following benefits:

- **USPS® Savings.** Save up to 37% on postage with the [USPS® Savings Program](#). eBay Top Rated Sellers and Platinum/Titanium/Gold/Silver PowerSellers with 300 or more transactions per month who use eBay Labels are eligible for Commercial Plus™ pricing.
- **UPS® Savings.** Save up to 32% off air shipments, up to 25% off international shipments, and up to 23% off Ground Shipments through the [UPS® Savings Program for eBay PowerSellers](#).

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

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



### Take Action!

#### Earn Top Rated Seller status and reward

- ▶ Complete 100 transactions with \$1,000 in sales from US buyers in the past 12 months
- ▶ Maintain 98% or better positive feedback
- ▶ Maintain 0.5% or fewer transactions with low detailed seller ratings (DSRs) and 0.3% or fewer eBay and PayPal Buyer Protection closed cases without seller resolution
- ▶ Upload tracking within your stated handling time on 90% of transactions with US buyers
- ▶ To earn a 20% discount on your final value fees, offer 1-day or shorter handling and returns on as many listings as possible
- ▶ Keep your account in good financial standing



# Get 5-star ratings



Delighting customers is about more than building a reputation—it's about improving your bottom line. Maintaining high [detailed seller ratings \(DSRs\)](#) with minimal low ratings (1s and 2s) and very few Buyer Protection cases is essential for eBay Top Rated Seller status. Being a Top Rated Seller offers eligibility for increased visibility and [final value fee](#) discounts. To earn 5-star ratings, proactively manage customer expectations and follow these best practices.

## Item/product description

Describe items completely and accurately, (including flaws) and be sure to include lots of photos. Remember, providing detailed descriptions also helps reduce the chance of returns.

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

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

**Set expectations and anticipate questions.** Address buyer concerns up front and set up [questions and answers](#) to address common concerns.

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

## Communication

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

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

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

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

**Be courteous.** When a buyer does need to contact you, be sure to provide great customer service. DSRs are all about meeting a buyer's expectations, so put yourself in your buyer's shoes and treat them the way you'd like to be treated.

**Follow up.** If an issue comes up, keep the buyer informed as you take steps to resolve it. They'll feel better knowing that you're on top of things.

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

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

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

## Shipping & handling charges

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

**Consider free shipping.** Buyers comparing identical items perceive a better value when shipping costs are lower, even if total cost is the same. The eBay [Fast 'N Free](#) logo will also appear on items where you've offered free shipping and eBay estimates the item will reach the buyer within 4 business days. Plus, **converting to Fast 'N Free can increase your sales by up to 11%\***.

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

**Pass carrier discounts on to buyers.** Use [eBay Label printing](#) to get automatic discounts on FedEx Ground® and FedEx Express® shipments and USPS® Priority Mail® and Express Mail®. And eBay Top Rated Sellers and Platinum/Titanium/Gold/Silver PowerSellers with 300 or more transactions per month who use eBay Labels can save up to 37% with USPS Commercial Plus™ pricing.

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



## Get 5-star ratings

**Offer expedited shipping.** Offer an expedited shipping option for buyers that are willing to pay more to get it fast. The eBay [Fast 'N Free](#) logo will also appear on items where you've offered free shipping and eBay estimates the item will be delivered within 4 business days. Fast 'N Free transactions get an extra protection of having a low rating for Ship Time **automatically converted to a 5-star rating** as long as you upload tracking and the item is delivered within the traditional window (your stated handling time plus carrier's published timeframe).

**Provide tracking numbers.** Tracking and delivery confirmation numbers will be added to the Order Details page automatically when you [print shipping labels on eBay](#). You can also upload tracking for virtually any carrier directly to eBay—for single items in My eBay and for multiple items using [File Exchange](#). If you don't have this information, mark items as shipped in My eBay.

### Monitor your Seller Dashboard

To evaluate customer satisfaction, the best tool is your [seller dashboard](#). This quick reference guide is always available in My eBay. Check it regularly to track your ratings for each of the four DSR areas, review your opened and unresolved cases, get tips on improving your overall seller performance level, and get alerts on situations that may require immediate attention.

### eBay Seller Protection

**How you're protected—the official eBay Seller Protection Policy.** We're committed to keeping eBay a fair and safe marketplace and the best place to sell and buy. The official [eBay Seller Protection policy](#) gives you one place to go to find all the information you need about how you are protected when you sell on eBay. The policy covers:

- Unpaid item protections
- Policies that can help protect your feedback and ratings
- The actions sellers can take to help with eBay Buyer Protection cases
- When and how you can report incidents that violate eBay policies

If you receive Feedback that violates our policies, you can contact eBay to report and request Feedback removal.

**Negative and neutral feedback and low detailed seller ratings are automatically removed when they're:**

- From non-paying buyers
- From buyers that show a pattern of leaving low feedback
- The result of major events out of your control: weather-related delays, postal strikes, natural disasters, etc.
- From a buyer that has been suspended.
- Related to an eBay Buyer Protection case that is resolved by eBay in favor of the seller.

## Take Action!

### Get 5-star ratings

- ▶ Describe items completely and accurately (including flaws) with a brief bulleted list
- ▶ Include clear, well-lit photos from multiple angles on a neutral background
- ▶ Set expectations, anticipate questions, and respond quickly with courtesy
- ▶ Specify 1-day or shorter handling and upload tracking by end of next business day
- ▶ Offer free shipping, expedited shipping, or combined shipping discounts
- ▶ Monitor your seller dashboard

# Track your success



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

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

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

### To start your free subscription:

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

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

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

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

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



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

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



## Track your success

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

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

### Take Action!

#### Track your success

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





# Save time, reduce costs



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

## Save on shipping

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

**Print shipping labels on eBay.** Create and pay for [labels on eBay](#) at no additional cost and take advantage of postage and shipping discounts from USPS and FedEx, exclusively available to business sellers on eBay. Automatically fill in correct addressing information and display tracking and delivery confirmation numbers directly in My eBay to help get those automatic 5-star DSRs. Printing up to 25 labels at a time can be done easily on a standard home or office printer.

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

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

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

## Answer questions before buyers ask

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

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

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

## Streamline your workflow

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

**Turbo Lister (FREE).** [Create listings in bulk](#) on your computer and then upload or edit them either one at a time or in bulk on eBay. When this easy-to-use, downloadable tool is combined with [Selling Manager \(FREE\)](#), you have a complete end-to-end selling solution.

**Selling Manager (FREE).** [Manage all of your listing and sales-related activities online](#). Track your inventory, edit active listings, and generate bulk feedback, invoices, or labels right in My eBay.

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

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

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



## Save time, reduce costs

### **Blackthorne Basic/Pro (30-day free trial).**

Do you sell at least 25 items a month? Consider [Blackthorne Basic](#). It lets you create professional listings in bulk, track the status of your sales, and manage buyer communications and feedback—all from your desktop. How many employees sell on eBay for your business? If your answer is more than two, consider [Blackthorne Pro](#). This top-of-the-line tool supports multiple user profiles and includes all the features in Blackthorne Basic plus inventory management, reporting tools, and more.

### Take more work off your plate

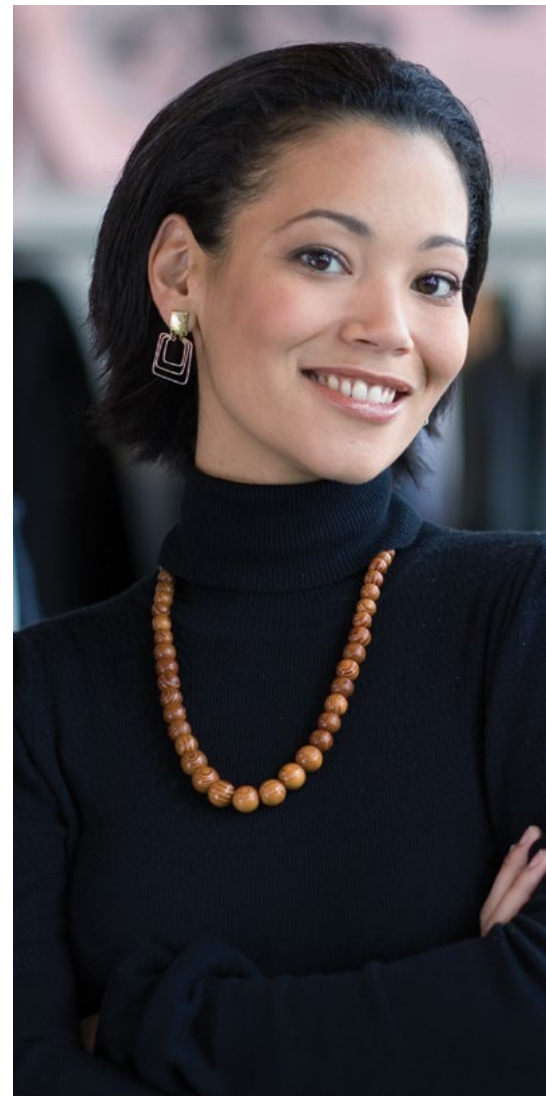
Hundreds of services and solutions are available from third parties to help make high-volume selling and post-sales management more efficient. You can now access several [third-party tools](#) directly in the “Applications” tab of Selling Manager or Selling Manager Pro. All have free trials, so find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

Other tools that fit your business needs are found at the [eBay Certified Providers website](#). Certified Providers are carefully screened and must have extensive experience with eBay, support the features sellers need most, and provide a number of proven customer references that are checked by eBay, among other criteria.

### Take Action!

#### Save time, reduce costs

- ▶ Ship daily and print [shipping labels on eBay](#)
- ▶ Take advantage of exclusive shipping discounts, free shipping supplies, and pickup
- ▶ Get discounted [packing materials](#) right on eBay
- ▶ Set up automated questions and answers (Q&A)





# Build and expand your brand



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

## Drive traffic to your Store

Every eBay Stores subscription includes powerful tools to drive traffic and the ability to easily [build a customized, branded web page](#) where your customers can return again and again.

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

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

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

## **Include promotional flyers in each package.**

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

**Try email marketing.** Promote your eBay Store and build repeat business with email newsletters. The [Email Marketing](#) tool lets you create compelling emails with links to your eBay Store and listings, generate up to five mailing lists (targeting buyers based on their interests, purchase activity, or type of promotion), and measure the success of each email through the Sent Email page so you can refine your email marketing strategy. Buyers can subscribe when they add you to their Favorite Sellers list or by clicking the “Sign Up for Store Newsletter” link in your Store.

**Extend your brand with ProStores (30-day trial).** Take advantage of multiple sales channels to accelerate your business growth. Open your own ecommerce site at your own web address with [ProStores](#)® (an eBay company). Take advantage of discounted monthly subscription fees, which include everything you need to set up, manage, and promote your store online: domain registration and hosting, a customizable online storefront, shopping cart, secure credit card processing, marketing tools, and integration with your eBay listings.

## Optimize your listings for internet search engines

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

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

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



## Build and expand your brand

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

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

### Go global

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

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

**Make your Fashion listings visible on the Russian fashion app, eBay Moda.** Currently one of the top 10 apps in the Russian iTunes App Store, eBay Moda makes it easy for Russian shoppers to buy abroad by both filtering items that will ship to Russia and allowing them to transact in Russian. To

get your Fashion items surfaced via the app—at no additional charge when listing on eBay.com—simply include Russia as one of your ship-to countries and select PayPal as your method of payment. Shipping to Russia is straightforward, too: just specify the cost of shipping to Russia in your US listing and include a copy of the eBay sale confirmation page with your parcel for customs clearance!

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

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

As a Top Rated Seller, your items are eligible if they meet the following criteria:

- New
- Located in the US

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

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

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

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

# Build and expand your brand



## Sell for a cause

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

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

## Use social media to grow your sales

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

**Evaluate before you start.** Social media channels all have very different attributes and audiences. In a nutshell, Facebook is for staying in touch, Twitter is for "breaking news," LinkedIn is for business contacts, Pinterest is for creativity and inspiration, YouTube and blogs are for telling the in-depth story. Explore each one carefully before deciding where to start. Find out where your customers are—look

for groups within these channels that might be interested in your listings, like camera buffs or fashion mavens.

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

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

### **Genuinely contribute to the conversation.**

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

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

**Cross-promote your social media channels.** Use your social media channels judiciously to cross-promote your content. For example, post your YouTube videos on your blog and Facebook page. Point your Twitter followers to your blog and Facebook page. Post a Facebook update when

you have a new blog post or video, and include the link. Consider linking your business Twitter handle to your Facebook fan page so that your tweets are also auto-posted on your Facebook page—reaching both audiences at the same time. But be selective—you don't want to duplicate information on the same channel. Again, you want to keep your followers engaged and interested.

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

## Take Action!

### **Build and expand your brand**

- ▶ Drive traffic to your eBay Store or integrated ProStore
- ▶ Create a "sale" with Markdown Manager
- ▶ Bring customers back with promotional flyers and email marketing
- ▶ Optimize your store and listings for internet search engines
- ▶ Go global: [list internationally](#) and expand your market.
- ▶ Tap into the power of [social media](#)



## Quick links to eBay selling resources

Congratulations!

You're ready to build your brand and take your business to the next level on eBay. Please print this guide and keep it for your reference.

If you have questions, these resources are available anytime at:  
[ebay.com/sellerinformation](http://ebay.com/sellerinformation)

Resource	URL
<b>eBay Stores</b>	<a href="http://ebay.com/stores">ebay.com/stores</a>
<b>Seller Information Center</b>	<a href="http://ebay.com/sellerinformation">ebay.com/sellerinformation</a>
<b>Shipping Center</b>	<a href="http://ebay.com/shipping">ebay.com/shipping</a>
<b>Photo Center</b>	<a href="http://ebay.com/photocenter">ebay.com/photocenter</a>
<b>Seller Dashboard</b>	<a href="http://ebay.com/sellerdashboard">ebay.com/sellerdashboard</a>
<b>eBay Sales Reports (FREE)</b>	<a href="http://ebay.com/salesreports">ebay.com/salesreports</a>
<b>Listing Analytics Application (FREE)</b>	<a href="http://ebay.com/listinganalytics">ebay.com/listinganalytics</a>
<b>Search Engine Optimization</b>	<a href="http://ebay.com/seo">ebay.com/seo</a>
<b>Seller Tools (FREE)</b>	<a href="http://ebay.com/sellertools">ebay.com/sellertools</a>
<b>Marketplace Research by Terapeak (30-day free trial)</b>	<a href="http://ebay.com/marketplaceresearch">ebay.com/marketplaceresearch</a>
<b>eBay Top Rated Seller</b>	<a href="http://ebay.com/TopRated">ebay.com/TopRated</a>
<b>eBay Managed Returns</b>	<a href="http://ebay.com/easyreturns">ebay.com/easyreturns</a>
<b>Global Selling</b>	<a href="http://ebay.com/goglobal">ebay.com/goglobal</a>
<b>eBay Giving Works</b>	<a href="http://ebaygivingworks.com">ebaygivingworks.com</a>
<b>Seller Protection</b>	<a href="http://ebay.com/sellerprotection">ebay.com/sellerprotection</a>
<b>Advanced Selling Guide</b>	<a href="http://ebay.com/advancedsellingguide">ebay.com/advancedsellingguide</a>



