

# **Introduction to Marketplace Selling**

ABC Company's Marketplace provides a platform for qualified sellers to reach millions of customers worldwide. This policy outlines our comprehensive guidelines and requirements for marketplace sellers, ensuring a consistent and high-quality shopping experience for our customers while providing sellers with the tools and support needed for success on our platform.

## **Seller Eligibility and Registration**

Becoming a marketplace seller requires meeting specific eligibility criteria designed to maintain our high standards. Potential sellers must provide valid business documentation, tax information, and proof of ability to fulfill orders consistently. Our verification process includes reviewing your business history, checking references, and evaluating your capability to maintain our service standards. This thorough vetting process helps ensure only qualified sellers join our marketplace.

## **Product Quality Standards**

We maintain strict quality standards for all products sold through our marketplace. All items must be authentic, new (unless explicitly listed as used/refurbished), and comply with all applicable safety regulations. Products must be accurately described, with detailed specifications, clear images, and honest representations of their features and conditions. We regularly monitor listings to ensure compliance and may remove products that don't meet our standards.

## **Pricing and Competition Guidelines**

While sellers have the freedom to set their own prices, we expect all pricing to be fair and competitive. Predatory pricing practices, price manipulation, and artificial inflation are strictly prohibited. Sellers must honor their listed prices and any promotional offers they create. We encourage healthy competition but monitor for any anti-competitive behavior that could harm the marketplace ecosystem.

## **Fulfillment and Shipping Requirements**

Sellers must maintain high standards for order fulfillment and shipping. Orders should be processed within 24 hours of receipt and shipped within the timeframe specified in your listing. We require tracking information for all shipments and expect regular updates to order status.

Sellers can choose to handle their own fulfillment or participate in our ABC Fulfillment program, which handles storage, shipping, and returns on your behalf.

## **Customer Service Standards**

Marketplace sellers are required to provide customer service that matches ABC Company's high standards. This includes responding to customer inquiries within 24 hours, resolving issues promptly, and maintaining a professional attitude in all customer interactions. Sellers must maintain a satisfaction rating of at least 4.5 out of 5 stars to remain in good standing on our platform.

## **Financial Terms and Payments**

Our payment structure is designed to be transparent and fair. Commission rates vary by category and are clearly communicated during the registration process. Payments are processed every two weeks for all completed and confirmed deliveries. We provide detailed reporting tools to help you track your sales, commissions, and payments, ensuring complete visibility into your marketplace performance.

## **Policy Enforcement and Dispute Resolution**

We actively monitor seller compliance with all marketplace policies. Violations may result in penalties ranging from warnings to account suspension, depending on the severity and frequency of the issue. Our seller support team is available to help resolve disputes and provide guidance on policy compliance. We maintain a fair and transparent appeals process for sellers who wish to contest any enforcement actions.