

## CBT Overview

<h2>GUIDE.RELATED\_LINKS Related help pages <ul> <li>Selling Basic <a href="http://sellercentre.ebay.co.uk">http://pages.ebay.com/help/sell/selling-basics.html</a> </li> <li>International Selling <a href="http://sellercentre.ebay.co.uk/ebay-top-rated-seller/international-selling?cat=35" target="\_blank">http://pages.ebay.com/help/sell/intl-ov.html</a> </li> </ul> <ul> <li>Fees for selling on eBay <a href="http://sellercentre.ebay.co.uk/fees-business-sellers-0">http://pages.ebay.com/help/sell/seller-fees.html</a> </li> <li>Global seller performance standards <a href="http://sellercentre.ebay.co.uk/global-seller-performance-standards">http://pages.ebay.com/help/policies/global-seller-performance.html</a> </li> <li>Global Seller Performance <a href="http://sellercentre.ebay.co.uk/international-ebay-top-rated-seller-programmes">http://pages.ebay.com/help/policies/global-seller-performance.html</a> </li> </ul> Related CSKB<nbsp;articles <ul> <li><a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1360" target="\_blank">Seller Protection Overview</a></li> <li><a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1567" target="\_blank">Returns - Remorse, SNADs, False SNADs, and Forced SNADs (FSNAD)</a></li> <li><a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1780" target="\_blank">eBay International Shipping Program Overview</a></li> <li><a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1435" target="\_blank">Seller performance standards</a></li> <li><a href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1012" target="\_blank">Selling Limits - new seller, site wide, multi-account</a></li> </ul>

GUIDE.DETAILED\_INFORMATION Requirements for selling internationally

To sell internationally seller must:

- Have an eBay.com seller account. It is not necessary to open an additional seller account on eBay.com or another one of our sites to sell internationally.
- Be aware of eBay international seller performance and feedback.
- Have accepted our International Selling Agreement, when sellers start selling internationally for the first time we'll ask them to accept the agreement.
- Meet the selling and item requirements for the site(s) where you want your listings to appear.

How do I get started? There are two ways to sell internationally: Basic (Passive selling) or Advanced (Active selling).

Basic selling

- Basic international selling is the easiest way to start expanding the eBay business globally. Sellers can increase revenue with relatively little effort and no additional listing fees. They just need to offer international postage for your eBay.com listings and PayPal as a payment method, and listings gain visibility on international eBay sites. Specifying international postage costs and services makes the listing more attractive to international buyers and helps conversion.

Advanced selling

- Advanced international selling allows sellers to expand their business and maximize sales by listing directly on our other eBay sites. Sellers can tailor the domestic listings to individual countries. Buyers on our international sites see the domestic listings in default search and within the categories just as they see local sellers listings. This gives sellers the opportunity to increase conversion by targeting millions of new buyers around the world from their eBay.com account.

Choosing where to sell

Sellers can list directly on our 14 global sites using your eBay.com account. Kick start your international selling by identifying the countries that offer the best growth potential for your business:

- Examine how the different markets develop.
- Consider what requirements there are to enter a market.
- Analyse the offer and demand of the products you want to sell.

Top 7 export markets:

- US
- Australia
- Germany
- France
- Ireland
- Italy
- Spain

</ol> High potential markets: Our Italian, French and Spanish sites offer great potential for international sales. More buyers in these markets are purchasing online, and domestic sellers are often unable to meet demand. Terapeak Terapeak is a very useful tool for eBay sellers to find out how their products are performing on different marketplaces, evaluate their sales and optimize their listings. &lt;a

href="https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1691"

target="\_blank">See here for more info</a> International Selling Fees Basic International selling: Offering international postage on US listings.<br> Sellers pay US insertion fees and Final Value Fees that apply to the site where you're listing. Advanced International selling: Listing directly on our international sites.<br> If your item sells, you'll pay the final value fees that apply to the site where you're listing. Your insertion fees depend on your Shop subscription level: <ul><li>Basic or no Shop subscription: You'll pay local insertion fees for the site on which you're selling.</li> <li>Featured or Anchor Shop subscription: You'll pay the discounted insertion fees for your equivalent Shop subscription level. In many cases, this means zero insertion fees.</li> </ul> You can find more information at the links below:<br> <a href="http://sellercentre.ebay.co.uk/ebay-shop-subscriptions-fees"

target="\_blank">http://pages.ebay.com/sellerinformation/stores/Subscriptions.html</a> The following pages are useful resources for international sellers to find out about Final Value Fees applying to international markets: <ul><li>DE - <a href="http://pages.ebay.de/help/sell/businessfees.html"

target="\_blank">http://pages.ebay.de/help/sell/businessfees.html</a><li>FR - <a href="http://pages.ebay.fr/help/sell/businessfees.html"

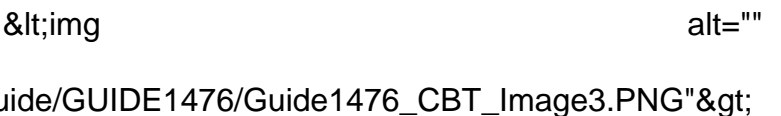
target="\_blank">http://pages.ebay.fr/help/sell/businessfees.html</a><li>IT - <a href="http://pages.ebay.it/help/sell/businessfees.html"

target="\_blank">http://pages.ebay.it/help/sell/businessfees.html</a><li>ES - <a href="http://pages.ebay.es/help/sell/businessfees.html"

[target="\\_blank"&gt;http://pages.ebay.es/help/sell/businessfees.html](http://pages.ebay.es/help/sell/businessfees.html) &lt;/a> &lt;/li> UK -  
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Sellers may want to check with your bank or payment service to find out if they charge an extra fee  
for accepting international payments. Find out about &lt;/a>  
[href="https://www.paypal.com/uk/webapps/mpp/cross-border-and-conversion-fees#crossborder"](https://www.paypal.com/uk/webapps/mpp/cross-border-and-conversion-fees#crossborder)  
[target="\\_blank"&gt;PayPal fees for receiving payments from buyers outside your country](https://www.paypal.com/uk/webapps/mpp/cross-border-and-conversion-fees#crossborder) &lt;/a>.  
International Performance Standards In order to sell internationally, sellers have to fulfill our  
minimum global seller performance standards. These standards make sure that all sellers meet our  
international buyer expectations. Notes: &lt;/ul> &lt;/li> If seller had 400 or more transactions  
over the past 3 calendar months, we evaluate seller on the transactions with global buyers during  
this period. If seller has had less than 400 transactions over the past 3 calendar months, we  
calculate the rate based on the transactions with global buyers over the last 12 calendar  
months. &lt;/li> &lt;/li> To measure sellers overall performance accurately, we count 1 and 2 star  
ratings only if they come from 2 or more buyers within your evaluation period. If sellers have more  
than 400 transactions, 3 or more buyers must leave low detailed seller ratings before we count  
them. &lt;/li> &lt;/ul> Performing below our global minimum standards We limit the sellers  
international selling activity until the performance ratings improve. We may restrict sellers from  
selling internationally on eBay entirely if their performance falls significantly below the minimum  
requirements. &lt;br> More details on the Global seller performance standards can be found on

the following page:

<http://sellercentre.ebay.co.uk/global-seller-performance-standards>; International eBay Top-rated seller programs Sellers can qualify for our international eBay Top-rated seller programs in 4 regions and achieve eBay Top-rated seller status on 14 of our sites, enjoy better visibility for their listings, increase conversion and create a better shopping experience for international buyers. Requirements for eBay Top-rated seller status differ between our 4 geographic regions. Besides global, requirements for sellers within the regions are the same across our regional sites.

 src="https://cskb.qa.ebay.com/library/EBAY/Guide/GUIDE1476/Guide1476\_CBT\_Image3.PNG";

Additional information can be found at the following link:  
<http://sellercentre.ebay.co.uk/international-ebay-top-rated-seller-programmes>

<http://pages.ebay.com/sellerinformation/build-your-business-online/status-standards/top-rated-seller.html>; &nbsp; Changes on our international sites From 20 February 2016, we are updating our seller performance standards to make sure we recognise when a seller delivers a great buyer experience. We will be rolling out these changes across all of our international sites, meaning sellers will benefit from the new, simpler and fairer seller standards no matter where you sell. See links below for more info;

<http://sellerupdate.ebay.co.uk/autumn2015/seller-standards>

<http://pages.ebay.com/sellerinformation/news/fallupdate2015/seller-standards.html>

<http://sellerupdate.ebay.co.uk/autumn2015/international-changes>

<http://sellerupdate.ebay.co.uk/autumn2015/international-changes>

<https://cskb.vip.ebay.com/csKBapp/art?page=content&id=GUIDE1435>

[Seller performance standards](#); &nbsp; International Shipping Passive CBT - Add International shipping options to your domestic listings Seller can sell internationally by offering international postage when creating listings following the steps below:  
On the Create your listing page, scroll down to P&P details section. There should be an

International postage subsection. <ul> <li>Note: If you don't see the International postage subsection, click the Add or remove options link. Under International postage, select Show international services and options then click Save.</li> </ul> <li>In the International postage subsection, select Flat: same cost to all buyers from the drop-down menu.</li> <li>From the Post to drop-down menu, select Worldwide. <ul> <li>Note: If you want to exclude countries from your postage locations for this listing, scroll to the Exclude postage locations subsection and change your settings.</li> </ul> <li>If you only want to offer international postage to a few countries, select Choose custom location and choose where you want to post to.</li> <li>Now your listing is set up to post internationally. As soon as you complete and submit the listing form, your item is visible to international buyers.</li> </ul>

### Active CBT - Add International shipping options to listings

When selling actively on the International sites, on the Create your listing page,  shipping services and costs for the country the item is listed on must be indicated under the subsection domestic postage in the P&P details section. P&P details for any other international destinations are included under the International postage subsection as above described. Postage Rate Table Sellers can set up their own custom postage rate table by specifying international postage costs and services as follows: <ol> <li>Item-based postage costs per country or region.</li> <li>Weight-based postage costs, e.g. £2.00 per kg for postage to Italy.</li> <li>Surcharge for specific countries, e.g. specify a standard worldwide postage cost and then add £2.00 for postage to Italy and add £5.00 for postage to Poland.</li> </ol>

To see how to set up custom postage rate tables, watch our basic international selling video or follows the steps below: <ol> <li>Go to My eBay, select the Account tab and then Site Preferences.</li> <li>Click Show under Postage and packaging preferences.</li> <li>Click Edit next to the Use postage tables option.</li> <li>Set your domestic and international postage rates.</li> <li>Once you've finished, click Apply. If you have active listings on the site, you'll be asked if you want to apply the changes to all existing listings or for future listings only.</li>

<li>Your selected postage cost and services are used as the default for all future listings.</li>  
</ol>  
See the following Guide: <a href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1011"

target="\_blank">Post to exclusions list and postage rate tables</a> for detailed information about the Shipping Rate Tables. International Freight Forwarding International Freight Forwarding (iFF) is a way to connect buyers in China and in Mexico with inventory that would have previously been off-limits to their countries. Eligible listings under \$50 present the buyer with an add-on option at checkout and the seller sends the item to our trusted forwarding partners. The item is then processed through customs using the forwarding partner and it is shipped to the buyer. See <a

href="https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1010">International shipping - customs, duties, Value Added Taxes (VAT)</a> for more details. Global Shipping Program The Global Shipping Program (GSP) is no longer available in the US, but still active in UK. eBay International Shipping eBay International Shipping helps sellers reach new buyers outside of the US, while still only having to ship domestically. Once an item is sold through eBay International Shipping, the seller sends their item to our US shipping hub. We take care of all the logistics of shipping internationally, and the item is sent to the buyer via a tracked international delivery service. If a seller is enrolled in eBay International Shipping, the international postage costs will be displayed on their eligible listings. Eligible listings that don't already offer international postage will start to display for buyers in other countries. See <a href="https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1780"

target="\_blank">GUIDE1780 eBay International Shipping program overview</a> for more information. Ship to exclusions list Sellers can use ship-to location controls to prevent buyers in excluded countries from buying items. Steps to exclude certain shipping locations: <ol>  
<li>Go to My eBay > Account > Site Preferences or Seller Hub > Overview > Shortcuts > Site preferences. You may need to sign in.</li>  
<li>Click the Show link to in

the Shipping Preferences section.</li> </li>Click the Edit link next to the Exclude shipping locations from your listings option.</li> </li>On the next page, select regions and countries where you don't want to ship your items. If you only want to select certain countries in a continent or region, click the Show all countries link next to that region's name.</li> </li>If you want to apply these exclusions to your current listings, select the Apply to all current live listings option.</li> </li>Once you're finished, click the Apply button.</li> </ol>

**Legal considerations when selling internationally** When selling internationally, sellers are responsible for making sure the listings and transactions are legally compliant in both the country where the item is listed and the buyers country. Sellers should make sure they learn about the laws in their own country, as well as in the countries where they plan to do business. More details can be found on the Seller Centre at the following link: <a

**International selling policies** When selling internationally, seller must comply with the eBay international trading policy and accept our international selling agreement. International trading policy: International sellers must review the rules and policies of the sites where they list and where items may be visible to make sure listings comply with our international requirements. If a seller offers international postage with basic international selling, the item may not appear in a countrys search results if the item isnt allowed to be sold in that country. Useful links about the International Trading Policy are available here: <a



<http://pages.ebay.com/help/policies/international-trading.html>; Here are some examples of items that may be legally prohibited or restricted, or that breach our policies. Please note these pages are in the local language of the international site: 

- eBay United States: <http://pages.ebay.com/help/policies/items-ov.html>
- eBay Australia: <http://pages.ebay.com.au/help/policies/items-ov.html>
- eBay Canada: <http://pages.ebay.ca/help/policies/items-ov.html>
- eBay Germany: <http://pages.ebay.de/help/policies/items-ov.html> (please note especially the Youth Protection policy)
- eBay France: <http://pages.ebay.fr/help/policies/items-ov.html>
- eBay Italy: <http://pages.ebay.it/help/policies/items-ov.html>
- eBay Netherlands: <http://pages.ebay.nl/help/policies/items-ov.html>
- eBay Spain: <http://pages.ebay.es/help/policies/items-ov.html>

**Duplicate Policy** When you list directly on one of our international sites, make sure you comply with our duplicate listings policy. If you list an item on one of our international sites that you've also listed on eBay.com, you must exclude postage to that country within your eBay.com listing. This is to avoid duplicate listings. Example: You list an item on eBay.com and offer international postage. You also list this item directly on eBay.it. In this case, you must exclude Italy from the locations that you post to in your eBay.com listing.

**International selling Agreement** The first time they sell

internationally, we ask sellers to accept our international selling agreement. This includes information about PayPal payment holds, international eBay Money Back Guarantee policies, eBay Money Back Guarantee payment authorisations and automatic buyer reimbursement payments. You can invite the seller to accept the International selling agreement by clicking on the link below:

<http://scgi.ebay.co.uk/ws/ebayISAPI.dll?UserAgreementV2&isemail=1&agrid=7&aid=1&UserAgreement=&guest=1>

<http://pages.ebay.com/help/policies/international-selling.html> Buyer

**Protection programs** Our buyer and seller protection programs help you resolve any disputes that might arise between sellers and buyers. When selling internationally, both sellers and buyers are protected by one of our programs based on the site on which the transaction took place. Our eBay buyer protection programs cover cases based on the site where the transaction takes place - i.e.

where the buyer pressed the buy button to purchase the item(s). For example:

- If

- seller offers postage to France in the listing and a buyer purchases the item on eBay.fr, the French buyer protection program applies.
- When selling to international buyers on eBay.com, buyers from countries such as Brazil and Russia see the listings through an optimised eBay experience. When buyers purchase the items on eBay.com, our US buyer protection program applies.

- On the following page you can find more information about the specific

- international buyer protection programs and how the seller should respond to a case:

<http://sellercentre.ebay.co.uk/international-buyer-and-seller-protection-programmes#buyer>

<http://pages.ebay.com/help/policies/seller-protection.html> Seller

**protection program** We have policies, processes and initiatives in place to protect your eBay business in all our sites. Our seller protection programs are most comprehensive in the US, UK and Germany. On our other international sites the programs may vary slightly

The following main elements of the programs remain the same across our international sites.

- 

- Resolution Centre Process for sellers
- Protection from bad

behaviour</li> <li>Protection of your feedback</li> <li>Protection against chargeback claims or reversals by PayPal Seller Protection</li> </ul> Find on the link below additional information on seller protection programs:<br> <a

Other useful information on Cases and Returns can be found at the CSKB articles below: <ul>

<li><a href="https://cskb.qa.ebay.com/csxbapp/art?page=content&id=GUIDE1360"

Third party CBT tools or partners Webinterpret is the only eBay partner and provides the following services: Listing localization, Category & item specific mapping, Inventory management, translation, creation of International postage and returns. In addition, the companies indicated below can also assist sellers with listings creation and Inventory management.<br> Please note, when supporting the seller, emphasise that we do not recommend any of these companies in particular and seller should be contacting them directly to ask for specific information on quotations and services provided. <ul> <li><a

<a href="http://www.stitchlabs.com/ebay-inventory-management"

<http://www.stitchlabs.com/ebay-inventory-management/>

<http://www.sellerexpress.com/features/amazon-ebay-inventory-management/>

<http://applications.ebay.com/selling?EAppsByCategory&sType=2&cld=6>

eBay CBT Programs European Sales Booster Program (ESB) is powered by eBay Partner: WebInterpret. eBay lead program that offers translation & localization of selected top selling inventory across our European Sites. This can offer you the opportunity to grow your business in multiple different markets and expose your inventory to millions of potential extra buyers. Trial program due to go live in August details to follow following launch. The following programs are no longer active since 2015:

- International Acceleration Program (IAP)
- International Growth Program (IGP)

eBay EEC CBT Team The eBay EEC CBT Team is our dedicated internal CS team. This team offers dedicated, scaling support to a specific group of SMB sellers. For any escalations or queries please contact your Team Lead or Coach.

## GUIDE.SUMMARY What is International Selling?

International Selling is the buying and selling of goods and services between countries, with the seller being in one country, and the buyer in the other country, for example, a company in the UK selling to a customer in Spain. It's also known as Cross Border Trade (CBT) or International Trade.

**Why sell internationally?**

- 124 million potential buyers visit our eBay sites worldwide. Sellers can reach these buyers by offering international postage or by listing internationally; this can be done through basic or advanced international selling.
- By listing actively, sellers can achieve up to 8 times more visibility on their listings and can increase sales on average of up to 25%.
- By exposing their listings to more buyers in more countries sellers can increase sales along with their profit margins.

Selling

internationally with eBay is much easier than setting up your own international online shop or physically entering new markets.

Selling internationally gives you direct access to buyers on eBay's European, North American and Australian sites. It also allows sellers to target international buyers from 208 countries, including high-potential emerging markets such as Russia and Brazil through the eBay global buying hub.

Expanding internationally also means you can develop your business in new ways. Online spending is growing worldwide. If you're selling internationally, you can benefit from these growth rates and prepare for the future. By 2016, 64% of European buyers will be from outside the UK and Germany.

This article covers

- This Guide provides an overview of CBT.
- Related CSKB articles
- Useful Help Pages links
- General Overview
- Detailed information
- Requirements for selling internationally
- Basic selling
- Advanced selling
- Choosing where to sell
- International Selling Fees
- International Performance Standards
- International Shipping
- Legal considerations when selling internationally
- International selling policies
- Managing Cases and International Returns
- Third party CBT tools or partners
- eBay CBT Programs

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