

## eBay Academy

**GUIDE.TALKING\_POINTS** What are the benefits of participating in eBay Academy? eBay Academy is an interactive, self-guided learning experience where you'll learn how to:

- Launch your business and onboard quickly
- Grow your business with marketing and selling tools
- Run your business more efficiently by reducing the effort and cost of operating on eBay
- Grow your brand and build a loyal customer base on eBay for years to come

What are the course topics and is there an assessment at the end?

- The course topics will help sellers to use eBay's tools effectively and use them to help sell more items
- You'll receive expert best practice and tips on topics including setting up your eBay business, creating great listings, shipping, returns, establishing great communication with your buyers, and learning about eBay's seller levels
- Progress is tracked through each course topic and an assessment is at the end of each course
- Score 70% or higher to earn an achievement badge

Where can I find more information?

- Interested sellers can find out more at <https://academy.ebay.com/> or by selecting the Overview tab in Seller Hub.
- The eBay Academy project team can be contacted by emailing [ebayacademy@ebay.com](mailto:ebayacademy@ebay.com) (this is an internal email address not to be shared with customers).

Is there a cost to join eBay Academy?

- No, the course is free.

I see an error message when I try to access eBay Academy through SSO. What can I do?

- Try clearing the cache and cookies on your browser, then enter [academy.ebay.com](https://academy.ebay.com) again.
- I've logged into eBay Academy but the content isn't in English.
- eBay Academy is available in multiple regions. To go to the US site, select the dropdown list by locale at the top of the screen. Select English to go to the US site.

Do I need to take all the courses if I start with one?

- Once you start a course you can continue at your own pace and you don't need to complete the course within a certain timeframe.

Can I give access to eBay Academy to a

member of my team? <ul> <li>Yes, you can share the eBay Academy link with a member of your team. They will need to log in using their eBay account details (seller ID or email address and password)</li> <li>They may need to select English from the locale dropdown in the top right-hand corner of the screen.</li> </ul> How long do I have access to this platform? <ul> <li>There is no time limit on accessing the platform.</li> </ul> Can I start a course topic and come back later and restart where I left? <ul> <li>Yes, you can restart where you left off as long as the tab is left open.</li> </ul>

## </h2><h2>GUIDE.SUMMARY What: <ul> <li>eBay Academy is a self-guided, interactive seller education website</li> <li>eBay Academy will provide sellers with best practices and tips written by eBay experts to help sellers understand eBay tools and grow their business</li> </ul> Who: <ul> <li>New US sellers who registered in the past 12 months</li> </ul> How: <ul> <li>All sellers can access eBay academy through