

Seller best practices - developing an eBay business and increasing sales

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Stores; <a

Less common methods to improve selling: Drop shipping (product

sourcing) eBay Wholesale Deals eBay Developers

Program Tips for members Detailed advice on how to communicate with buyers

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</h2></h2>GUIDE.TALKING_POINTS
name="basictalkingpoints">Basic selling talking points Best time to list
There is no particular time that is better than another to list on eBay; however you should be aware of peak times on the site, or think about the most common times that potential buyers might be available, such as the weekend. For example, some sellers may see a lot of luck starting a 7-day auction on a Sunday at 7pm PST, because a lot of people may be home on Sundays. Even though auctions may be successful during certain times, Fixed price listings can have success or sales at any time, so the listing timeframe as well as activity expectation is very open ended. Best listing format There isn't

a particular format that works better than the other (Auction style vs. Fixed price).

However, each format has its own benefits:

Auction Style	
Fixed price	

- You want to sell an item right away and let the marketplace determine its value.

- You want a low starting price to drive bidding activity.

- Your items typically sell the first time you list them.

- You have a scarce item that's in high demand.

- You're selling a popular item with a lot of competition on eBay.

- You have a lot of inventory and can dramatically reduce your up front costs.

- You know the price you want and will benefit from longer listing durations.

How to price items

- The best way to price items is by doing the appropriate market research. You can use your own methods, information in the Seller Hub,

- or even the eBay Search to find out how other sellers are pricing their items on the site.

- It's important to do price research to make sure items are being priced competitively.

- Listing more efficiently

- Remember to use all the features at your disposal to save yourself time and effort:

- Create draft listings to sell the same types of items in seconds.

- Use the "Sell similar" function in My eBay.

- Create multi-quantity listings if you have larger inventory, and add variations if applicable.

- There are also several tools you can use to speed up the listing process:

- Advanced selling talking points

- Drop in sales (less than the year before)

- If you've seen a decline in sales, or a loss of business since the previous year, the decrease may be due to:

- Change in listings or inventory a 10% drop in listings should result in a 10% drop in sales, but sometimes the shift is in type of inventory and not quantity.

- View item details a drop here

suggests that the sellers listings may not be as desirable as they used to be. Could be change in inventory, or a change in the market maybe they are no longer competitively priced. Change in seller performance a recent uptick in reported defects or duplicate listing takedowns can have a broad impact on the seller. Check that the item is in the best category nothing will hurt a listing's performance like being in the wrong category. A change in a search algorithm, or something else that impacts how your items are shown to potential buyers. You'll want to make sure you're doing all you can to promote your items, including on the eBay site, including search, or outside of eBay. See selling best practices or search question below. Search placement concerns If you need more information on how to be successful on Best Match or other search standings, see Improving search placement (Best Match, Google, etc). Mobile optimization A large majority of eBay's transactions nowadays are conducted through the eBay mobile apps. Considering this, it is very important to make sure your entire listing is compatible with mobile devices. Here are some tips to set up listings to appear best to mobile users: Make sure you upload your photos in the photo section, not in the description. Upload as many photos as possible (SYI form 24 total, Motors 24 total). Use limited or no HTML. Use bullets and clear and concise information to describe your product. Marketing listings off eBay Social media You have several options to expand your business by exploring outside avenues for marketing: Use websites such as Facebook and Twitter to promote your items and eBay business. Create your own website for marketing and informational purposes. You can even include links to your website in your eBay

listings, as long as you don't conduct sales outside of eBay.

- Include personalized notes with your packaging slips, encouraging buyers to come back to your store or check out your future listings.
- Create a logo or business cards and include them in listings and shipments.

Selling tools eBay tools, 3rd party tools, Apps

There are many tools available to support your eBay selling.

See https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1106&ViewLocale=en_US#tools for more information.

Becoming a managed account

Getting an account manager

Twice a year, our Merchant Support team will proactively reach out to sellers who are a good fit for becoming managed accounts.

There is no single way to be selected for this program. My only recommendation is to keep improving your business, and I'm happy to suggest ways for you to do that.

Seller badging

Only managed accounts may request logos/seller badging. You can request logos/badges on SRP and VI pages of your listings, by contacting your account manager/business lead. This program only supports one badge/logo (~120x42). Your account must meet GMV and engagement metrics to qualify for this badging treatment (requirements may differ by vertical). To remove a badge, contact your account manager.

Internal Information

This program is not currently intended to support "Authorized Reseller Badges."

Some verticals have partnered with industry trade groups and negotiated a trade group logo for their members (ex: Coins & the PNG logo, Professional Numismatists Guild: <http://www.ebay.com/png>).

What is Seller time to respond?

When on the View Item page, buyers can see the seller's typical response times:

- Responds within 1 hour
- Responds within 3 hours
- Responds within 6 hours
- Responds within 12 hours
- Responds within 24 hours
- Responds within 48 hours

hours Note: If a seller has working days/hours set for the purposes of shipping cut offs, these are not taken into consideration, however they may be in the future. You can find further information on Seller time to respond in GUIDE1544.

GUIDE.DETAILED_INFORMATION

Basic selling tips

Advanced selling tips

name="basic">Basic selling tips Create effective listings: There are many ways to make your listings more appealing to buyers. Here are a few suggestions:

- Describe your items correctly and thoroughly.
- Everything you describe about your items must be correct.
- The more specific you are, the more clear your buyers will be on what they are buying.
- This includes...
- Item Details
- Photos
- Condition Description

Add a better handling time.

- One day or same day handling is an easy way to provide great service to your buyers; additionally, it's a step towards earning a Top Rated Plus discount.
- Regardless of the handling time you have specified, try your best to ship on time or even before your handling time so you meet or exceed your buyers' expectations.
- Add a longer return policy.
- The longer the return policy you offer on your listings, the more trust buyers will have in your items and your business as a whole.
- Most sellers find it very rare that buyers return items at all. Buyers simply feel more confident about their purchases if returns are accepted.
- Add more shipping options for buyers, and consider free shipping.
- Free shipping is something that buyers love to see when shopping online.
- Remember that you can set up additional shipping options so that buyers

who need an item in a rush have the option to make a choice in shipping. A lot of buyers are willing to pay more for shipping if the item is promised to arrive more quickly.

- Add the maximum amount of photos possible.
- Sellers who have more pictures and use the full amount offered (24 for SYI and 24 for Motors) get more visibility on the site, and they attract more confident buyers.
- Price items carefully.
- The best way to price items is by doing the appropriate market research. It's important to do price research to make sure items are being priced competitively.
- You can research prices on your own, or use information in the Seller Hub or even the eBay Search to find out how other sellers are pricing their items on the site.

• Refine your selling practices: In the process of selling, it's important to provide the best service you can to your buyers. Here are a few suggestions:

- State any terms and conditions clearly.
- Any additional costs must be obvious from the listing.
- Terms and conditions can't be inconsistent or contradictory throughout a listing.
- Charge reasonable shipping fees.
- Use free shipping.
- Offer shipping discounts when possible.
- Make sure that items are in stock
- Don't list more items until you're sure that you have the supply to match.
- End listings as soon as possible if your item becomes unavailable.
- Package items carefully.
- Use sufficient packing materials to protect the item, based on its size and shape.
- Ship items promptly.
- Set the proper expectation for your handling time (the shorter, the better).
- Deliver on those expectations.
- Upload tracking as soon as possible.
- Stay in touch with your buyers.
- Provide your contact information for buyers to use if they have questions or concerns.
- Respond to any inquiries as soon as you can.
- If anything goes wrong before the item reaches the buyer, communicate this immediately.
- Solve any problems that may arise.
- Proactively offer solutions, if you can.
- Communicate your intent to make things right.

• Bundle

items. This makes your listings stand out from similar items from other sellers. Expand your selling options: Explore listing upgrades to distinguish, promote, and enhance your listing. Listing upgrades include making your title bold and adding a subtitle. selling tools to list more items and automate seller tasks. These tools are useful if you want an easy way to manage your growing eBay business or just need to list a lot of items at once. Reach more buyers by selling internationally. Enroll in the eBay International Shipping program Offer international shipping on your listings Use the International Site Visibility feature. For an additional fee, your listings can be placed in some international sites' search results to get more visibility and potentially more sales Optimize listings for mobile: A large majority of eBays transactions these days are conducted through eBay mobile apps. Considering this, it is very important for sellers to make sure their listing and listing descriptions are compatible for mobile users. Here are some ways to set up listings most appropriately for mobile: Make sure you upload your photos in the photo section, not in the description. Upload as many photos as possible (SYI form 24 total, Motors 24 total). Use limited, if any, HTML. Use bullets and clear and concise information to describe your product. Earn 5-star Detailed Seller Ratings: Detailed Seller Ratings are important to successful selling. If you have an area where your ratings could improve, you should focus your attention there. You can review your

DSRs on your Seller Dashboard to evaluate your past transactions.

- Achieve high shipping DSRs by shipping quickly, using Free Shipping, and packaging items carefully.
- You can remind buyers to give you 5-star ratings on each DSR if they're satisfied with the transaction, or to contact you if they aren't satisfied.

Become a Top Rated Seller:

- Becoming a Top Rated Seller isn't easy, but it proves that you provide consistently great buyer experiences, and there are discounts and other benefits that come with that status.
- Increase inventory:
- Seek to list more items, therefore having more visibility on the site by quantity.
- You can also accomplish this by listing multiple items in different formats, such as a mix of Auction style listings and Fixed price.
- Information regarding page views
- A page view is counted every time one person views your listing once
- Heres when you'll see your page view count increase:
- A buyer views the listing on the eBay website or the eBay mobile app
- If the same buyer leaves the listing and then comes back either immediately or at a later time, it counts as a second view
- The following do NOT count as page views:
- When a link to your listing appears in eBay search or other locations across the eBay website or app, but the buyer doesn't select it. To count as a page view a user must select that link and view your listing.
- When you're logged in to eBay and view your own listing
- When your listing is viewed by a bot

How can a listing have more watchers than views?

- A listing can have more watchers than views because buyers can add your listing to their watch list directly from the eBay search results page, without viewing it.
- In order for it to count as a page view, a buyer needs to select the link and view your listing.

What is the Listing traffic history report?

- When you see the 30-day view count along with the watchers count in the places where you manage your listings, you can select it and open up a more detailed listing traffic history report.
- This report allows you to more easily spot trends and also trace those trends as far as two years back.

How do I view the new listing traffic data report? Wherever you see your page view numbers, you can select that number to see a Listing traffic history report, as long as your view count is greater than 0. Get an eBay Store: You may want to consider getting an eBay Store to take your selling to the next level. An eBay Store can have many great benefits for sellers, as it saves you money on fees as well as giving you the opportunity to build your own page on the eBay site for your listings. eBay Stores also have the chance to appear in search results on search engines such as Google or Yahoo, so it gets you more visibility from across the Internet. For more information on eBay stores or how to set up stores, please see Setting up an eBay Store - subscription levels, creating, opening, closing. If you already have a Store, be sure to take advantage of the useful tools that are provided exclusively to Stores sellers. The Email Marketing feature can help you communicate with buyers. You can set up subscriber lists and send periodical emails to increase interest in your items and foster repeat business. You can also create and run sales through Markdown Manager. This helps draw buyers to your listings, since the listings will have a visual price drop in search results (the original price will be crossed out and highlighted in red).
 For more information on these features and more, please see< a

href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1033">Promoting an eBay store. Use Selling tools: There are many tools available to support selling on eBay; some are created and supported by eBay, and some by outside companies. They all offer different functionality to suit the needs of different sellers. See all Selling Tools guides

for more information. Tools made by eBay: Turbo ListerFile ExchangeSelling Manager / Selling Manager Pro Sales ReportsManage Promotions
 Other tools: Terapeak- Title
- Builder. See here for more info Outright Auctiva inkFrog SixBit See Selling tools - third party tools for sellers for more information on these tools. The Apps Center on eBay contains even more solutions for all parts of the selling process. See
- Selling tools - the Applications tab - eBay and third-party apps for more information. Use Marketing Tools
 (in My eBay): The Marketing Tools section of My eBay includes a number of ways for you to give your items visibility to more potential buyers. Some of the features are the tools exclusively for Stores listed above. There's also the Promote Similar Items option. Selecting this will

allow your listings to appear across the eBay site and in emails to other members, where they can be seen by thousands of interested buyers.

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GUIDE.TIPS_FOR_MEMBERS The Seller Center page.

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The Seller Center page is a central location for tips, services, and resources, including ideas for what to sell, best practices, and category-specific strategies.-

To get to this page, click Site Map at the bottom of most eBay pages, then under the Seller Resources header, click See all Selling Resources.-

You can also go directly to this address:

<http://pages.ebay.com/sellerinformation/index.html>

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How to communicate well with buyers: Sellers often ask how to provide better customer service to buyers, or simply what they could have done better in a transaction. We believe that these actions, when they apply, help ensure that transactions go smoothly:

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- Ask probing questions of buyers to ensure that their expectations are clear.
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- Dont jump to conclusions, or immediately start reciting policies (returns, shipping).
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- Respond to buyers as quickly as possible, and don't ignore any messages or questions if you can help it. Buyers may become frustrated if they feel that a seller doesn't care enough to communicate.
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- Use professional language.
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- It's very important to avoid using language that can come off as rude, profane or derogatory.
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- Nobody wants to be called names when they are trying to sort things out, even if your buyer started it.
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- Its always important to maintain your professional image, regardless of the other persons actions.
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- Use polite language, such as: Oh, Im so sorry you had to deal with that" / "I apologize that there was a problem" / "I understand how frustrating that is.
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- You dont have to apologize for your actions by any means, but if there is a problem you should at least try to empathize.
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- Its a better experience for a buyer when their seller at least expresses an understanding or addresses their concern.
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- Offer any solutions that they are comfortable with, instead of forcing the buyer to bring it up.
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- If you only accept

returns for a refund, then you should state that to the buyer: Im sorry it wasnt what you were looking for, so Id be more than happy to accept a return. Alternatively, if you are comfortable offering more options, such as paying for return shipping, doing a partial refund, doing an exchange, etc., then you should state all of these options up front. Its perfectly acceptable to offer multiple options and allow the buyer to choose what works best for them.

Leave the buyer Feedback as soon as they pay. Payment is the buyers only responsibility, and they should get it as soon as possible so they can recognize how timely and attentive you are.

How to maintain buyer satisfaction:

Establishing and maintaining buyer satisfaction will help you build a solid reputation as a trustworthy seller on eBay. Ultimately, a good reputation will help drive your sales activity.

Sellers are expected to consistently perform in a manner that results in a high level of buyer satisfaction. When a seller lists an item on eBay, and a buyer buys or wins that item, the seller and buyer have entered into a contract that both members are expected to honor. If the seller doesn't live up to this agreement, it leads to a bad buyer experience that can result in negative or neutral Feedback for the seller. </h2>