

Tools for selling - Vehicle Merchandising Platform (VMP) (formerly Motors Dealer Center listing tool)

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<h2><h2>GUIDE.TALKING_POINTS What is this tool? The eBay
Vehicle Merchandising Platform (VMP) is a listing and inventory management tool built to help
sellers list their vehicles on eBay Motors. The tool will also manage the bids, offers
and leads that are generated by a seller's listings. Who can use this tool?
 The tool is intended for sellers registered as a dealership on eBay
Motors. Can I set multiple access levels to VMP? Yes, there are five (5) levels of

access available. Sales, User, Admin, Group Admin, and Super User.

 Internal Information:

 Please see Detailed Information for further explanation of the access levels. (All specific questions) Internal Information For any specific questions regarding the Vehicle Merchandising Platform (VMP) tool, transfer the member to US Motors Sellers Support Phone. Please consult GUIDE1453 for transferring to Motors. <h2><h2>GUIDE.DETAILED_INFORMATION Accessing VMP Once a users account has been created they will receive a welcome letter/email that will contain the following information: Subject: Welcome to eBay Motors New Vehicle Merchandising Platform The site: ebaypost.cargigi.com Username: Users email address Temporary password
 For login guidance, see Logging in to Vehicle Merchandising Platform (VMP).

 For issues with the system generated welcome letter/email: When entering the temporary password do not copy and paste. This may cause extra characters to be added, which will cause the password to be incorrect. If the customer can not locate the email, please use the article "Technical issues troubleshooting". Click on the section 11. Resolving specific issues, then sub-section 11.6 Member not receiving eBay emails. After logging into VMP The account will open to the inventory page. When first logging into eBayPost, the account will be displayed like one of the following:

 Inventory Available - Inventory has been received through a data feed, such as Homenet or Cars For Sale. From this

page you can view the data that has been imported and make pricing edits.

 Inventory Unavailable - The inventory page displays a message stating "No Records Found." This occurs when a data feed is not available.

 In both cases vehicles can be manually entered into eBayPost. Vehicle Merchandising Platform (VMP) - Access User Access, Resetting User Passwords, Impersonating Accounts

 There are multiple ways a users login can be reset, changed, or unlocked when using VMP (Vehicle Merchandising Platform). This information will break these into two parts: what can be done by the dealer and what requires Admin credentials.

 Access Levels

 VMP has multiple access levels a user can have when using it:
 Sales: The look-but-dont-touch access. User cannot make any edits within the system. This is usually used for sale reps at the dealership. Users: General access usually given to additional users at the dealership (after the Admin). Dealers can make basic edits to pricing and list vehicles, but they do not have access to the Administration section under the Settings Gear located in the upper-right corner. Admin: A dealership user that has basic editing access as well as dealership Administration. This is usually the access level given when an account is being set up. Group Admin: A user that has access to a Dealer Group in VMP. This access is usually granted to re-sellers, not individual dealers. Super Admin: Complete access to VMP. Access includes individual dealer Administration, the Admin application and the ability to impersonate a dealer.

 Internal Information:

 Everyone at eBay is granted Super Admin access. Dealer Access (User and Admin roles) A user can update their user information in the following ways:

 By selecting Forget Password a user will be prompted to input their login email (which acts as their username) and the system will send out a welcome letter with a new temporary password

 Once a user is logged in to the system they can update the password in the My Profile Screen

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 A user with Admin access has the ability to re-send a welcome letter to any user that has access to their dealership. In some cases a dealer can have group access in which they can re-send welcome letters to multiple dealerships. They also have the ability to unlock other users with Admin and User roles.

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 Super Admin Access A Super Admin user can impersonate another user, which will allow them to assume the dealers access roles. This will help Support diagnose an issue that the dealer encounters. This function can be found on the User Accounts screen under the Settings gear.

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 A Super Admin user can also access a login activity screen with the User accounts screen. This will allow us to research the login activity for a dealership.

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 Super Admin users can also search dealers by Name/email address when they are in the Admin application. Super Admin users will be found under the Super Admin tab, all other users will be found under the User tab. This page can help identify a users dealership, dealer group, and email address.

src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1141/VMP-SA-03.png">

 Basic VMP Screens Click on any tab below to see what the customer would see in that situation when using VMP. Click on the images to see a larger version. <a

href="https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=

en_US#tabs-2">Add/Create Listing Button </a

[en_US#tabs-3](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=en_US#tabs-3)>Messaging[en_US#tabs-4](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=en_US#tabs-4)>Reports/Reporting[en_US#tabs-5](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=en_US#tabs-5)>Marketplace Options[en_US#tabs-6](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=en_US#tabs-6)>User Settings[en_US#tabs-7](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1141&ViewLocale=en_US#tabs-7)>View currently listed vehicles

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VMP Settings Information

VMP Default Settings

All eBayPost accounts will include basic default settings that can be updated at any time.

These default settings can be found in the Settings screen under the eBayPost tab.

- Listing Display Settings include the eBay listing template, photo display options and the subtitle builder.
- Terms and Conditions will include eBays general terms and conditions, and accepted payment options.
- Warranty Settings will display the Generic Warranty that includes basic new and used warranty information.
- Lead

Management includes the call tracking destination number and the leads emails that were provided during the account set up.

Dealer Information Settings The following items can be added to the Dealer Information screen.

- Dealer Logo:** A logo can be added by selecting the "Upload Logo" button. Once a logo is added, the logo can be updated at any time, however the logo cannot be deleted. This is meant to promote the dealer branding. Images must be JPG or PNG and the recommended size is 835px by 125px.

About Us: A user can enter the dealer information in this section. This text editor provides various options including multiple fonts, sizes and colors, as well as image links and hyperlinks.

Once the content is added to this screen be sure to save the information by selecting the "Save" button. There are two save buttons located on the top and bottom of the right side of this page.

Note: These settings are in eBayPost > Settings > Dealer Information

Listing Display Settings: Auction Title Builder This builder will generate the eBay listing subtitle that will appear underneath the eBay generated listing title.

Note: These settings are in eBayPost > Settings > Listing Display Settings > Auction Title Builder

eBay provides two listing title upgrades:

- Bold Title** When selected this option will enable the listing title to be displayed in bold. This will incur a \$5.00 charge per ad.

Paid Subtitle This is a third subtitle that is shown under the listing title and subtitle. This can be built like the Custom Subtitle and will cost \$3.00 per ad.

There are three subtitle options:

- Random Subtitle Generator** will randomly choose a subtitle from the default subtitle selection.

Select a Default Subtitle a pre-built subtitle can be chosen from the "Select One" drop down.

Custom Subtitle A Subtitle can be created by using the "Add Items to Description" tags.

Note: Subtitles have a limit

of 80 characters. Any text beyond this limit will be truncated (deleted). A paid subtitle will be truncated after 55 characters.

Listing Display Settings: Vehicle History Report A dealer can enable one of the following providers: Carfax, Auto Check or CarProof. Its as easy as 1, 2, 3!

 Note: These settings are in eBayPost > Settings > Listing Display Settings > Vehicle History Report
 Enable the report provider and save.

 Select the gear in the upper right corner and when the drop down appears, select "3rd Party Services."

 When the 3rd Party Services screen opens, enter the appropriate account information and select "Save" at the bottom of the page.

Listing Display Settings: Image and Video Display The dealer can choose to include videos as well as the following photo displays: Single Column Provides larger photos in one column. Slide show is included with this option. Double Column Images are half-sized and appear in two columns. Slide show is included with this option. Slideshow Only a slideshow is shown with this option.

Color Theme
 A dealer can choose from the available color themes.

Content Options
 This will allow similar vehicles from a dealers inventory to be shown at the bottom of an eBay Listing.

 Note: When making changes to any of these sections, be sure to click Save on the changed section.

General Terms and Conditions The "Terms and Conditions", and the "Fees and Taxes" section text editors are similar to the editor in the "About Us" section.

 Note: These settings are in

eBayPost > Settings > Terms and Conditions

 The preset defaults will include all payment options and the full payment requirement within 7 days. The dealer can choose to deselect any accepted payment option and edit the shipping details at any time.

Warranty Settings Go to Warranty Settings on the eBayPost Settings screen to enter or update the dealership warranties.

 Note: These settings are in eBayPost > Settings > Warranty Settings

 Please reference these numbers with the image below:

- Saved warranties will appear at the top of the warranty settings page. This will show the warranty title and default status. Options to edit or remove can be selected on the right side. When adding the warranty a Title is required and the Type must be selected. The default status can be selected on the right hand side. There can only be one default warranty. Warranty details will be entered into the text box. Select "Add New" to save the updates.

Lead Management The following items can be updated on the Lead Management screen:

- The call-tracking phone destination number The types of leads email formats are ADF which is used for the dealers CRM and PlainHTML is used for all other email types. A dealer can also prepare an auto response that will be sent to buyers with valid offers.

 Note: A dealer can combine the Item Description tags to personalize their emails.

Automated & Manual Settings</h3> Manual Settings Manual Listing Settings can ONLY be used on Bidding and Fixed Price insertions and can be accessed in two locations: By selecting the List Nationally on the Vehicles

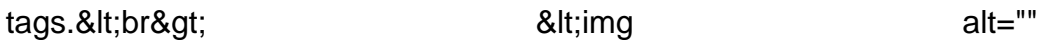
Screen under the eBayPost tab.

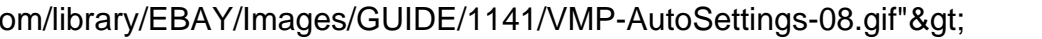
 A dealer can access the Manual Listing Screen by selecting eBay on the Send To drop down under the Actions section, and then clicking Send. This can be found on the Profile page under the Vehicle Tab.

 The Manual Listing Screen allows a dealer to customize their insertions. These details are listed below. Auction Start Time A dealer can choose to list now or select a start time and date. This option is available in hour increments. Auction Type Bid Format or Fixed Price (BIN) can be chosen. Duration and Enhancements The can choose the listing duration 3, 5 or 7 days (10 and 21 days are offered at an additional cost), and they can also choose the Bold Title Option. Vehicle Pricing The vehicle pricing is usually based on the default settings but they can be adjusted by selecting Edit in the upper left corner of this section. Auction Subtitle This is based on the default settings but they can be adjusted by selecting Edit in the upper left corner of this section. Warranty Information The dealer can choose from the available warranties by selecting the warranty dropdown. Vehicle History Display A dealer can choose to include the Vehicle History Report to be included in this section. However, they must also add their account information in their Dealer Settings this step is mentioned below. Image and Video Display Usually the dealer is defaulted to include video and to present the photos in a single column. A dealer can customize their photo display and add Gallery Plus. Color Theme The color scheme can be chosen. This setting cannot be altered once a listing goes live. At the bottom of the Manual Listing Screen, the dealer can choose to submit, preview or go back. The preview will only view the information within the template. Also, if a user chooses to exit this screen by selecting Go Back they will be sent back screen they had previously been on. Generic Warranty (Default = Yes)New Cars come with a Full-Factory Warranty.Used Cars may have a Remaining-Factory Warranty, but please contact us for the warranty details specific to this vehicle. We have a strong and committed sales staff with many years of experience satisfying our customers' needs. Feel free to browse our inventory online, request more information about vehicles, set up a test drive or inquire about financing! If you don't see what you are looking for, click on CarFinder, fill out the form, and we will let you know when vehicles arrive that match your search! Or if you would rather discuss your options with our friendly sales staff, click on Directions for interactive driving directions and other contact information. We look forward to serving you! For dealers that choose to include a Vehicle History Report: A dealer must enable a Vehicle History Report on the Listing Display Settings Screen.
 The dealer must add their Vehicle History Report account information On the 3rd Party Services Screen, which can be found by clicking the Gear in the upper left corner.
 Automated Settings There are a few settings that can only be accessed by through the Settings screen that will apply to all listings, Classifieds and insertions. The About Us Section and Dealer Logo can be added on the Dealer Information Screen and will apply to all vehicles. This cannot be modified per vehicle.Auto Decline - A dealer can choose to enable an Auto Decline on the Local Listing Defaults Screen, which will apply to Classified Listings ONLY.


 The dealer can choose to decline any offers submitted below a certain percentage of


the Classified Listings fixed price. They can also write a message that will be sent to the buyer when an offer is declined, which can be generalized or custom if the dealer chooses to include the add item

 tags.


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Similar to the Classified Auto Decline a dealer can choose to Auto Decline and Auto Accept offers and bids placed on their insertions.

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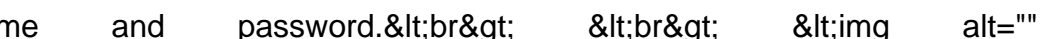
The Auto Accept is the same for Bid and Fixed Price insertions and this can be added on the Lead Management screen.

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 Before Listing, it is important to know:

- Vehicles can only list if they have photos and a price.
- Default Settings must be included prior to when the dealer lists their vehicles. The Manual Listing Screen will NOT display if defaults have not been set up.
- National and Local Classified package are managed completely by the Default Settings.
- Some default settings will not update once the listing is live. The color of the template is an example of this.
- If a dealer chooses to update the listing settings on the Manual Listing Screen, they will override the default settings. So if the default settings change the will not affect a manually listed vehicle.

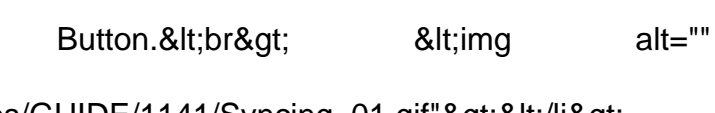
</h2><h2>GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE Logging in to Vehicle Merchandising Platform (VMP) The dealership should navigate to https://ebaypost.cargigi.com/ and enter their username and password.

 src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1141/VMP-Login.png"> Syncing the Data By syncing the data eBayPost will link to the users eBay account. This will provide the posting

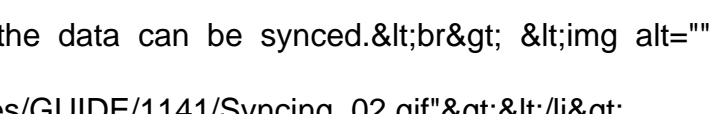
details and packages that are available to the dealer. This step must be done before a dealer can begin posting.

To sync the data complete the following steps:

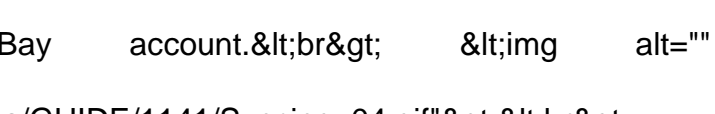
- Select the Sync Data Button.



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- Select the Ok button to confirm that the data can be synced.


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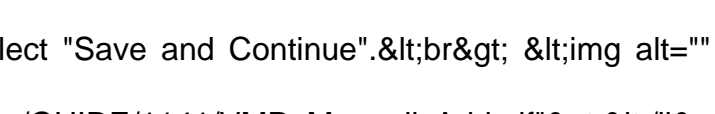
- Once Ok is selected a new page will open that will allow a user to sign in to their eBay account.
- After signing in, the dealer will select the I Agree button granting Cargigi Inc. access to the users eBay account.


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Note: Before syncing the data be sure to disable any pop-up blockers. Pop-up blockers will prevent the eBay sign-in page from opening.

Manually Adding a Vehicle To add a vehicle, be signed into VMP and follow the below steps.

- Select "Add" in the upper left-hand corner.
- Enter the VIN Number of the vehicle that you would like to add.
- Select "Save and Continue".



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- Once Save and Continue is selected, the browser will open to the Vehicle Profile page.
- The VIN number will be decoded using Chrome Data which will populate the following fields:

- Vehicle Title
- VIN
- Transmission
- Technical Details
- Year, Make, Model, Model Code, Trim, Style, Engine, Fuel Type, MPG HWY/City, Drivetrain, and Body.

Note: A vehicle must have a stock number to be saved.

Adding Images

- To add images, select Photos on the left side under the Navigation Bar, or select the Photo Icon on the right Side.



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- Please select the Photo Button that works best for you: Upload New Photo or Add

Photo Link. Once the items are selected click Open and the images will begin to load.

 What will show on your ad The following items from the Vehicle Profile page will display on your eBay Listing:

 Vehicle Photos: A vehicle must have at least one image to be able to post on eBay. Vehicle Price If the vehicle is listed as a Fixed Price Auction or a Classified Listing the vehicles price will be based on the prices input in this area. Standard Equipment These items are added during the Chrome Decoding and will be shown in an eBay ad as Vehicle Specifications. An eBay generated auction title is pulled from the year, make and model in the Technical details section. Comments will be shown on the ad as a Vehicle Description. Please avoid using website URLs in this section, it can prevent your vehicle from posting.

 Local Listing Submit Failed Error: You provided invalid VIN. You must enter a valid VIN for all vehicles with a model year of 1981 or later. Category 39409 only accepts custom item specifics.

 Step-by-step guide Go to eBayPost - Vehicles page. Sort - Status to show errors first. Check to see how many have the same error (in this example only 1) Click on Vehicle with the error

 Note: 1981 or later needs 17 digit VIN, in this case it only has 16 digits in the VIN

 Steps to check the VIN is correct Dealer needs to verify that VIN is correct Search the Internet for a VIN decoder for that company, enter in the VIN to find the error Needs to be corrected on the DMS side to prevent it from changing back when the feed updates

 Note: 1981 or later needs 17 digit VIN

PPP How to Remove a Vehicle On the Premier Placement Package (PPP) screen there are two button options:

 Change Vehicle and End Listing Now

 End Listing Now - will take down that vehicle, and it will be replaced by a vehicle per
the listing default settings

 PPP How to Change a Vehicle On the Premier Placement Package (PPP) screen
there are two button options:

 Change Vehicle and End Listing Now

 Change Vehicle - Will replace the current vehicle with another of the dealer's
choosing

 Change Vehicle (Method 1) - Will re-direct a user to the Vehicles Section so a new
vehicle can be chosen to replace the current PPP listing. Dealer will select
Change Vehicle The confirmation prompt will appear: To proceed, please select a
vehicle from the Vehicles list. Dealer will select Select a Vehicle
Dealer will be re-directed to the Vehicles screen Select the List on PPP on the
vehicle the will replacing the current PPP listing. Prompt will appear with the
Listing all PPP listing that can be replaced. Dealer selects Replace
 A confirmation prompt will appear. Once the dealer selects ok they old PPP listing will end
immediately and will relist as a Classified within two hours of being ended.

Change Vehicle (Method 2) - A dealer can choose to skip steps 1-3 by going directly to the Vehicles
screen and choosing a vehicle to list to PPP

</h2><h2>GUIDE.SUMMARY Vehicle Merchandising Platform (VMP) lets registered car
dealers list on eBay Motors, as well as access reporting and other features. </h2>