

Improving seller performance - avoiding defects and late shipments

<h2>GUIDE.RELATED\_LINKS    Related help pages    <ul>    <li>Seller performance standards<br>

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=GUIDE1374>>Late shipment rate</a></li></a>

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<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL5456>>Seller performance report</a></li></a>

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL5565>>Seller - How do cases affect seller performance</a></li></a>

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL10072>>Seller performance - too many closed cases without seller resolution</a></li></a>

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL10418>>New transaction defect report</a></li></a>

<https://cskb.vip.ebay.com/csxbapp/art?page=content&id=SOL10206>>Seller transaction defect report - how to reduce your defect rate</a></li> </ul> &nbsp;

</h2></h2>GUIDE.TALKING\_POINTS Internal Information </a>

name="TalkingPoints"></a>Talking points are divided into: </ul> </li></a>

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1378&ViewLocale=en\\_US#canceledtransactions](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#canceledtransactions)>Reducing canceled transactions</a></li> </li></a>

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1378&ViewLocale=en\\_US#resolvingSNADs](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#resolvingSNADs)>Resolving open SNAD cases and preventing new ones</a></li></a>

[https://cskb.qa.ebay.com/csxbapp/art?page\\_content&id=GUIDE1378&ViewLocale=en\\_US#resolvinginrandlateshipment](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#resolvinginrandlateshipment)>Resolving open INR cases and preventing new ones and<br> Reducing late shipment rate</a></li> </li></a>

[https://cskb.qa.ebay.com/cskbapp/art?page\\_content&id=GUIDE1378&ViewLocale=en\\_US#casesclosed](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#casesclosed)&Learning from previous cases closed without seller resolution&/a&&/li&

[https://cskb.qa.ebay.com/cskbapp/art?page\\_content&id=GUIDE1378&ViewLocale=en\\_US#usingfeedback](https://cskb.qa.ebay.com/cskbapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#usingfeedback)&Using feedback and detailed seller ratings to improve performance&/a&&/li&&/ul& Note:&nbsp;If the member is developing their eBay

business and wants to increase sales, consider also using the &a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1106>&Seller best practices - developing an eBay business and increasing sales&/a& guide. &h3&&a

[name="canceledtransactions"&/a&Reducing cancelled transactions&/h3&](#)

&nbsp;Questions to ask &nbsp;Coaching points Tell me about why your transactions were

cancelled. &ul& &li&Seller cancelled because of inventory issues &ul& &li&To

avoid cancelled transaction defects, it's important to: &ul& &li&Have a good inventory

control system.&/li& &li&Know what items you have on hand, and where they're at.&/li&

&li&Make sure your products are in a safe place, ready to be posted.&br& &nbsp;&/li&

&/ul& &/li& &/ul& &/li& &/ul& &ul& &li&Seller cancelled as part of their

returns process &ul& &li&If your buyer requested the return or cancellation, be sure to

select&nbsp;Buyer requested cancellation, or similar. &ul& &li&The exact phrase may differ

depending on where you're at in the transaction. The key is to make sure you're selecting the right

reason for the cancellation.&/li& &/ul& &/li& &/ul& &/li& &/ul& How can I

reduce canceled transactions? &ul& &li&Buyer was blocked by the seller but they used a

different account to purchase from the seller again: &ul& &li&Advise seller that they can

cancel the transaction using the "issue with the buyers address reason code in these situations to

avoid a defect.&nbsp; &ul& &li&Note: if a seller&nbsp;receives negative

feedback,&nbsp;they can request removal&nbsp;via &a

<https://www.ebay.com/help/home>&Seller Help&/a&.&/li& &/ul& &/li&

</ul> </li> </ul> Internal Information </ul> </li>See <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1118">Seller performance and feedback policy - Removal and appeal of defects, late shipment, and feedback</a> if the seller has been selecting the wrong option for cancelling transactions. The seller may be eligible for defect removal.</li> </ul> <h3><a name="resolvingSNADs"></a>Resolving open SNADs and preventing new ones</h3> <br>Questions to ask <br>Coaching points Do you have any open item not as described requests? If so, tell me about what your buyers said about the item's description. </ul> </li>Seller doesn't know how to look at their requests or cases, provide instructions: </ul> </li>To see your open cases, go to Requests and disputes in the Order tab in Seller Hub.<br> <br></li> </ul> </li>Seller can describe reasons for open cases: </ul> </li>Let's talk about how you can resolve these cases while they're still open (seller make it right). If we have to resolve the issue on your behalf, it will affect your seller performance rating.</li> </li>Then, let's look at a few of your active listings to see if there are ways to improve them, so you can avoid cases in the future.<br> <br></li> </ul> </li> </li>Reminder: Preventing cases closed without seller resolution </ul> </li>As a reminder, you have 3 business days to work with the buyer to resolve the issue.</li> </li>After that, if your buyer asks eBay to step in, and we close it in your buyer's favor, the situation will count twice against your seller standard rating.</li> </li> </ul> </li>It counts once in your defect rate.</li> </li>It counts again as a separate stand-alone metric.</li> </ul> </li> </ul> Let's take a look at your listings to see if there's anything missing. </ul> </li>General talking points: </ul> </li>Leave nothing to your buyer's imagination. </ul> </li>Describe your items like you can't add any pictures. That will help you describe it more thoroughly.</li> </li>Add as many pictures as possible. Be sure to capture all aspects of the item, especially any potential flaws a buyer may see.<br> <br></li> </ul> </li> </li>Give your buyers realistic expectations:

<ul> <li>If there may be small manufacturer differences in the item you sell, note that in your description. You can write, "Items may have slight variations," and then give examples of the potential differences.</li> <li>Buyers often imagine items to be in better condition than they are. If there are any flaws (scratches, dings, functional problems, missing parts), be sure to call those out accurately and thoroughly.</li> <li>If there are any potential odors on the item  cigarette, pets, perfume or cologne  be sure to mention those.<br>  </li> </ul> <li> </ul> <li>Jump to <a

After that, if your buyer asks eBay to step in, and we close it in your buyer's favor, the situation will count twice against your seller standard rating.

- It counts once in your defect rate.
- It counts again as a separate stand-alone metric.

Tell me about how you describe your shipping time and services in your listings.

- Seller does not realize their late shipment rate counts towards seller performance
- Buyers care about their items being shipped on time.

Your account's shipping performance is tracked as part of your seller performance.

- If you're an eBay Top Rated seller, your account can lose its standing if there are too many late shipments.
- You may eventually lose certain handling time options - like same day or 1-day shipping - if you have a high late shipment rate.
- Your buyers may eventually see an extended delivery date for your listings if there are too many late shipments.

Seller's handling time is 3 or more days

- If your handling time is 3 or more days, really call that out in your description. You may want to highlight it in bold, and repeat it both within the description and shipping details area.

Shipping services aren't well described

- Providing all the details, including costs and handling time, can help prevent buyer confusion.
- Uploading tracking information on all your transactions can keep buyers informed on the status of their item.

[Internal Information](#)

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Tips for Members

Specify shipping and handling services

in this article for more tips to improve shipping time and services descriptions in a listing.

- Tell me about your shipping process.
- Seller doesn't use tracking
- The decision to not use tracking can save shipping costs, but
- may also leave you unable to confirm that an item was shipped on time.
- in the event that there's a

Money Back Guarantee case opened, you may not be able to prove the buyer received the item.

- Also, if you use tracking, and are able to meet all of the Top Rated Plus requirements, you receive a discount on final value fees, which may help offset the cost of tracking.

The handling time doesn't match the shipping process

- Set realistic expectations about the date of delivery for your buyers.
- Set a longer handling time if you can't guarantee your item will be posted within the current timeline you're giving.
- Only set a same day or 1-day handling time if you know you can meet it.
- If you're using same day handling, set a handling cut off time you can always meet.

Member doesn't add accurate package dimensions, weight, or shipping options to listing

- If you ready your package before you list, you'll have accurate dimensions and weight for shipping.
- Make sure you're adding in your package dimensions and shipping options when listing items.
- This helps ensure the right delivery time estimate is given.

Seller isn't using eBay shipping labels

- Consider using eBay shipping labels to post your packages.
- With many of our shipping labels, we offer free tracking for your package. With these, tracking is automatically uploaded.

Tell me about the problems you're having with the shipping carrier.

- General talking points
- It's tough when there are problems with a carrier company.
- As a seller, keep in mind you're responsible for shipping the item within your stated handling time, and in the condition described in the listing.

Let's talk about what you can do.

- Item damaged by carrier
- Packaging an item securely is the best way to make sure it gets to your buyer safely. We often hear that items are damaged when they're packed:
- in a box too big or small
- without enough packaging material
- with weak tape or not enough tape sealing the package
- with unclear, incomplete, or wrong address

information

- Item was lost by carrier
- If you don't already, consider using eBay shipping labels to post your packages. With many of our shipping labels, we offer free tracking for your package.
- Watch for unclear, incomplete, or wrong address information. You can always reach out to a member to confirm the address.
- Be careful to ship to the address found on the eBay Order details page. If you don't, you risk losing some of your seller protections.
- Carrier was slow
- Consider extending your handling time in the listing to compensate for shipping delays.
- Make sure you're adding in your package dimensions and shipping options when listing items. This helps ensure the right delivery time estimate is given.
- Send your buyer an email letting them know when you post the item. Check the tracking and proactively let your member know if you see any delays.
- Consider using a more reliable shipping provider, or switching to a faster shipping service with your preferred provider, to remain competitive.

Do you use your seller dashboard to see trends in your late shipment rate?

- Seller has never used the late shipment rate report
- In your seller dashboard, click the drop-down for the Late shipment rate section, and then click
- Get full report to get a detailed report on any shipments that didn't meet requirements.

### Learning from previous cases closed without seller resolution

Questions to ask

Coaching points

Can you tell me the story behind the cases we closed? Why did eBay resolve them?

- General talking points
- While eBay is here to support you, we expect sellers to resolve issues directly with their buyers.
- It's important to maintain communication with your buyers, and help them resolve issues with the item or transaction.
- If your buyer asks eBay to step in, and we close it in your buyer's favor, the situation will count twice against your seller standard rating.
- Once in your defect rate.
- Again as a case closed without seller



resolution.<br> </li> </ul> </li> </ul> </li> Seller made minimal efforts to resolve requests <ul> <li> Sellers are expected to resolve issues directly with their buyers.</li> <li> Buyers are more likely to leave positive feedback if they feel they can resolve an issue with you directly. <ul> <li> Providing contact information, along with a thank-you note, in the package you send is a great way to help your buyer feel like they can resolve an issue with you.</li> <li> Follow up with your buyer after the item is delivered, to see if they have any questions or concerns.</li> </ul> </li> <li> eBay stepping in to help should be a last resort for resolution between sellers and buyers.<br> </li> </ul> </li> Buyer was unreasonable <ul> <li> We realize some buyers may have unreasonable expectations. Such activity isn't necessarily abusive or fraudulent. <ul> <li> You can help set realistic expectations by accurately describing the item and having a clear return policy.</li> </ul> </li> <li> We want to work together with sellers to improve fairness on eBay and protect seller reputation. Here's how you can help: <ul> <li> Clearly indicate your returns policy and information on how to process a return.</li> <li> Add buyer requirements to manage the types of buyers who can bid on your items.</li> <li> Require buyers to pay right away with Immediate Pay for Buy It Now, which will reduce your number of unpaid items.</li> <li> Report problems with buyers, so we can review the issue and take action, or keep track of pain points for our sellers as we work towards improving fairness on eBay.</li> </ul> </li> </ul> </li> </ul> Internal Information <ul> <li> See <a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=GUIDE1022">Managing bidders and buyers</a> if the member has questions about how to add buyer requirements. The Instructions/Steps to resolve is a great place to start in that article.<br> <ul> <li> Buyer is abusing our policies <ul> <li> If you think a buyer is behaving fraudulently, you can report a buyer to us through the <a href="http://pages.ebay.com/sellerinformation/seller-protection/">Seller Center</a>,,

under Get seller protection.</li> </li>eBay takes reports of fraud very seriously. We evaluate reports of fraud, buying patterns, Money Back Guarantee cases, and feedback to evaluate a members threat to our community.</li> </ul> </li> </ul> </h3><a name="usingfeedback"></a>Using feedback and detailed seller ratings to improve performance</h3>  Questions to ask  Coaching points How often do you review your feedback to see what you're doing well and where you can improve? </ul> </li>General talking points</li> </li>While feedback and detailed seller ratings aren't included in your seller performance rating, buyers use these to assess your reliability and reputation as a seller.</li> </li>By reviewing your feedback and detailed seller ratings, you can find where you can improve your service. This may help you prevent future defects and late shipments.<br>  </li> </li>Seller doesn't use, or rarely uses, Seller Dashboard </ul> </li>Using your seller dashboard is a great way to see how you're doing in meeting your buyers' expectations.</li> </ul> </li> </ul> Have you ever reached out to your buyer to learn why they felt they didn't have a great transaction? If so, what did they say? </ul> </li>Seller has never reached out to buyers who don't leave feedback </ul> </li>Asking your buyers directly about areas of improvement is a great way to learn about how buyers feel about your business.</li> </li>Buyers are more likely to leave positive feedback if you show you're invested in them and working to improve your transactions.<br>  </li> </ul> </li> </li>Seller has never reached out to buyers who left negative feedback </ul> </li>Reaching out to your buyers directly tells them you care about your business and making sure your buyers are getting the best experience.</li> </li>By learning from your past transactions, you can improve future ones.</li> </ul> </li> </ul> </li> </ul> Internal Information </ul> </li>See </a href="https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1076">Feedback - Basic process - How the feedback system works</a> for more information about feedback and feedback revision. </li> </ul>

name="tipsclearlydescribe"&gt;&lt;/a&gt;Clearly describe the item Specify the items condition, describe any flaws and include lots of pictures. &lt;ul&gt; &lt;li&gt;Specify item condition accurately, such as New, Used or Refurbished. &lt;ul&gt; &lt;li&gt;Stating the condition of your item helps set buyer expectations and is required in most categories.&lt;/li&gt; &lt;li&gt;Buyers can also sort their searches using Item Specifics &nbsp;a powerful tool to help ensure your items are seen by the buyers who are interested in your items.&lt;/li&gt; &lt;/ul&gt; &lt;/li&gt; &lt;li&gt;Describe any flaws like scratches, dings, functional problems, missing parts or smells (cigarette or pet odors, for example).&lt;/li&gt; &lt;li&gt;Include multiple pictures of the item in your listings, from multiple angles &nbsp;especially if there are flaws. You get 24&nbsp;free pictures per listing in most categories.&lt;/li&gt; &lt;/ul&gt; &lt;a name="tipsclearlyspecific"&gt;&lt;/a&gt;Clearly specify your terms and conditions Include shipping costs and method used, payment details, returns, and fees. &lt;ul&gt; &lt;li&gt;State your terms clearly. Make your terms of sale easy to find &nbsp;and to understand &nbsp;so buyers know what to expect. Terms should include: shipping and handling information, shipping costs and method used, forms of payment accepted, return policy (including any restocking fees, if applicable) and relevant taxes, if applicable.&lt;/li&gt; &lt;/ul&gt; &lt;a name="offeragenerousreturnspolicy"&gt;&lt;/a&gt;Offer a generous returns policy&nbsp; Here are our recommendations when you set up your returns policy: &lt;ul&gt; &lt;li&gt;Provide long return windows &nbsp;30 days is ideal&lt;/li&gt; &lt;li&gt;Pay for shipping on all returns&lt;/li&gt; &lt;li&gt;Waive restocking fees&lt;/li&gt; &lt;li&gt;Use the "Money back or exchange" option when you have the depth of inventory to support an exchange for a different size, color or undamaged unit. Otherwise, use "Money back."&lt;/li&gt; &lt;li&gt;Wait until items are returned to you before issuing a refund. If youre unable to resolve a disagreement by working directly with the buyer, document the issue through Report a Buyer.&lt;/li&gt; &lt;li&gt;If you ship internationally, specify your return policy for international purchases within your item description.&lt;/li&gt; &lt;/ul&gt; &lt;a name="avoidunpaiditems"&gt;&lt;/a&gt;Set up payments to avoid unpaid items Use eBay checkout,

and sign up for Unpaid Item Assistant <ul> <li>Use the eBay checkout feature to make it simple for buyers to pay you.</li> <li>Require immediate payment for auction-style listings with a Buy It Now price.</li> <li>For fixed price listings below \$1000, specify a shipping cost and payment method. By doing this, your buyers will be asked to pay for the item immediately when they click the Buy It Now button.</li> <li>Set up your <a href="https://www.ebay.com/Cancel/Preference/UnpaidPurchase">Preferences for items awaiting payment</a> to automatically cancel an unpaid order if the buyer hasn't paid within 4 calendar days after the commitment to buy. You can also give buyers a longer timeframe to make a payment before an unpaid order is automatically cancelled.</li> <li>You can also take steps to protect yourself by using buyer requirements and buyer management tools, including the blocking buyers feature. This lets you block buyers who have unpaid items or other policy violations on record, buyers who have a primary shipping address in countries you don't want to ship to, or even specific buyers.</li> </ul> <a name="tipsspecifyshipping"></a>Specify shipping and handling services Provide all the details, including costs and handling time. Keep buyers informed on the status of their items by uploading tracking information on all your transactions. <ul> <li>Specify your shipping services. Economy, Standard, Expedited or One-day shipping. If you choose a generic shipping service, make sure the carrier you use aligns with the expectations for that service.</li> <li>Upload tracking on all your transactions.</li> <li>Tracking ensures you have evidence you shipped the item on time. This keeps you safe from any potential seller performance issues around shipping. Uploading tracking information helps to avoid and resolve buyer cases for an item not received.</li> <li>If you use eBay shipping labels, tracking information is automatically uploaded into My eBay for you and your buyer to see.</li> <li>You can manually upload tracking, or upload in bulk (using one of our bulk tools), or automatically upload it to My eBay via popular third-party shipping label tools.</li> </ul> <li>An estimated delivery time is shown for each shipping service you offer. The time is calculated using your specified handling time added to the

carriers posted delivery estimate for that shipping service.

Ensure you clearly state shipping costs by either using [calculated shipping](http://pages.ebay.com/help/pay/calculated-shipping.html) or entering a flat shipping rate for each service you offer.

Specify your handling time. This is the time between when you receive funds from the buyer and when you put the item in the mail. Same-day turnaround is best; most buyers are looking for a handling time of 2 days or less.

If you don't ship on weekends, state that in your description.

Specify your shipping policies in the shipping details section of your listing.

Use signature confirmation on delivery of items when a total order is more than or equal to 750 USD (or [local currency equivalent](https://www.ebay.com/help/policies/member-behavior-policies/signature-confirmation-policy?id=5154#section4)).

Respond to your buyer's questions

Buyers often have questions before, during and after a sale. By providing detailed information in your listing, using auto answers, communicating shipping information as soon as possible, and responding right away to any questions buyers send you directly, you can help buyers get the answers they need.

If your buyer opens a case for an item not received or an item not as described, be sure to respond within 3 business days.

## GUIDE.SUMMARY

What

Improving your seller performance means you're focusing on what matters most to your buyers.

How

Use your Seller Dashboard to review your seller performance, and see where you're doing great and where you can improve.

One of the best ways to improve your seller performance is to use some proven selling strategies that can help your transactions go smoothly.

This article covers

[Question prompts and coaching points for improving seller](https://cskb.qa.ebay.com/csKBapp/art?page_content&id=GUIDE1378&ViewLocale=en_US#TalkingPoints)

performance</a></li>

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href="https://cskb.qa.ebay.com/cskbapp/art?page\_content&id=GUIDE1378&ViewLocale=en\_US#tipsclearlydescribe">Tips for members</a> <ul> <li>Clearly describe the item</li> <li>Clearly specify your terms and conditions</li> <li>Offer a generous returns policy</li> <li>Set up payments to avoid unpaid items</li> <li>Specify shipping and handling services</li> <li>Respond to your buyer's questions</li> </ul> </li> </ul>   </h2>