



EXPORT  
PORTAL



# SELLER BEST PRACTICES

At Export Portal, we want to help you grow your exporting company and be successful! Here are 9 tips that can help you sell and appeal to buyers on Export Portal.



## **1 Provide accurate data**

Make sure your product listings are as accurate as possible so potential buyers know exactly what product they're getting. Include unique identifiers if available (UPC/EAN/ISBN etc.) and keywords to help people search for your item.

## **2 Make your products stand out**

There are thousands of products on our worldwide B2B trade platform. But that doesn't mean your products won't stand out, if you take the time to make them as appealing as possible. Be sure to add multiple colorful and interesting pictures to make your items eye-catching, and write captivating descriptions that make buyers know how much they need your specific product. Part of our Certification program is assisting sellers with amplifying their product and company descriptions as well as featuring items on our home page, so check that out if that's something you're interested in.

## **3 Frequently check your dashboard and email**

Communication with buyers can happen at any time on our international B2B platform. Make sure you frequently check your notifications so you don't miss a single potential order.

## **4 Make sure your inventory and pricing is accurate**

Accuracy is important for building trust. Ensuring your stock is always accurate is essential so you don't oversell product and can't complete orders. If you get into this situation, the best move is to quickly inform the buyer and, if appropriate, offer to compensate them for their trouble. Pricing accuracy is necessary as buyers are always looking for the best deals.

## **5 Always be available for potential buyers**

No matter your industry, chances are you don't want to miss or lose a potential buyer because you don't respond to them in time. Responsiveness is important for building lasting relationships, so always be ready to answer your potential customers, both about potential orders and questions about your products.

## **6 Provide different purchase options**

On our platform, we have many different options for purchasing: sample, estimates, offer, and more. Be sure to offer these options to show your versatility and willingness to cooperate with potential buyers.

## 7 Be a part of our community

At Export Portal, we believe that building a community and networking are as important to a company's reputation and success as actual completed orders. On our platform, you have the opportunity to create partnerships with companies from all over the world. Be sure to take advantage of this.

## 8 Be open to feedback

Feedback is essential for growth, and fostering positive feedback is a great way to build your customer base. Word-of-mouth is one of the most relied-upon forms of advertising. We've found that the keys to good feedback are accurately describing your items, getting items to buyers quickly, and being prompt in responding to buyer questions.

## 9 Take advantage of educational materials

We have so much information on our website for new and experienced exporters! Review our [library](#), [import/export directory](#), and [blog](#) to learn all there is about international trade. Additionally, if you can't find the information you're looking for, our customer support experts are available to help at any time, either by the LiveChat feature on our website or by email at [support@exportportal.com](mailto:support@exportportal.com)