

How To Sell Internationally

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Selling Toolkit



eBay

Reach Buyers Around The Globe

As the world's premier online marketplace, eBay helps you to quickly and efficiently expand your business globally. eBay has over **125 million users** in more than **150 countries**. No other marketplace can get your products in front of such a global audience as quickly and easily as eBay. Additionally, selling internationally on eBay is not only good for business, but also fun. Community members often say how great it is to meet fellow eBay community members from across the globe, learn about different cultures and provide goods that are not readily available in foreign markets.

There are currently millions of eBay members who sell internationally and have gone through similar learning processes. We have developed this toolkit using their experiences and success stories. This toolkit is a resource to help you reach and sell your items to an international audience in **4 easy steps**. So get ready, because there is a whole world out there to connect with, explore and sell to . . .



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Step 1

PREPARING TO SELL INTERNATIONALLY

The first step to being a successful seller is picking the products you will be selling and choosing what regions you will sell them to. In order to help you decide what products are best suited for international selling, it is best to first understand what products can be sold on eBay and what products can be shipped internationally. Whether you're targeting international customers or trying to decide what regions you will ship your product to, it is crucial to better understand the eBay Global Marketplace. At eBay, we have seen Australian buyers and sellers increasingly trade with users from countries where English is widely spoken such as the US, UK, Canada, Germany and HongKong.

- eBay Prohibited Items - eBay has a list of prohibited items that cannot be traded on the site. Be aware of these before you list an item on the site. The list of prohibited items for eBay.com.au can be found at: http://pages.ebay.com.au/help/sell/item_allowed.html

- Internationally Prohibited Items - in addition to eBay's prohibited items list, each country has a specific list of items that are prohibited from entry. Make sure that your items can be legally sent to the countries you are targeting by going to the Australia Post link below: <http://www1.auspost.com.au/international/>



- Hot Tip - items which have a high dollar value relative to their weight are those most likely to be sold internationally. A small sample of items that fit these criteria include collectables (e.g. coins and stamps), jewellery, electronics (e.g PDA's & MP3 players), auto parts and sporting goods.

Step 2

LISTING YOUR ITEMS

Once you have familiarized yourself with eBay's thriving Global Marketplace and you are ready to start selling your products, it's time to list your items. One of the key steps to successful selling is knowing where and how to list your items:

- Selecting Postage Regions - be sure to make your item available to international buyers. When listing your item, look in the "Post-to locations" section and select the "Will post worldwide" radio button; or if you would like to choose specific international regions, use the appropriate checkboxes to indicate which regions that you are willing to post to.



- Hot Tip - avoid using colloquialisms or abbreviations as these may not be understood by international buyers to whom English is not their native language.

- Language Differences - if you are targeting a specific audience be aware of the language(s) spoken in that country or region. If there is a need to translate a description, go to the international boards on eBay.com where eBay users have volunteered to provide free translation services.

<http://forums.ebay.com/db2/forum.jsp?forum=31>

or

- Use a free online translation tool; these tools cover translations across multiple languages.

<http://babelfish.altavista.com/>

http://www.google.com/language_tools

- Setting Expectations - set clear expectations in the item description. Be sure to include an estimate or separate cost for international shipping and be clear about delivery time. You may also want to advise potential buyers to research customs fees prior to placing a bid.

Step 3

PAYMENTS

Once you have found international buyers for your products, you will want to get your payment quickly and securely. To help facilitate international transactions, PayPal has been aggressively expanding its global reach and the currencies in which users can transact.

- Currency Conversion - eBay automatically converts the cost of a product to the default currency of the site it is being viewed on. If a buyer in the UK is viewing an item listed on the Australian site, they will see the cost in Australian Dollars and Pounds Sterling. If you would like additional information on what your product will cost in local currency please visit the currency converter link:

<http://pages.ebay.com.au/services/buyandsell/currencyconverter.html>

- Receiving Payment - not being able to accept the local currency is often cited as an obstacle to selling internationally. PayPal helps sellers accept payments in multiple currencies and withdraw funds in U.S. dollars. To learn more about using PayPal to receive payments from international buyers please visit the following link:

<http://pages.ebay.com.au/paypal/index.htmlcountries-outside>



- HotTip - accept PayPal and reduce the time spent waiting for payments (e.g. - money orders) by up to 10 days! Register now:

<http://www.paypal.com>

Step 4

POSTAGE

Once you have received your payment it is time to post the product. Below are the services that have worked best for eBay sellers to facilitate this process.

Choosing a Carrier & Product

• Australia Post Products - Australia Post offers some of the least expensive international postage options. The service options most widely used by eBay sellers are:

Service	Shipping Method	Speed of Delivery	Restrictions
International Letters	Airmail & Sea Mail	Airmail can take up to 10 days to deliver to most countries Sea mail can take up to 6 weeks	Maximum size of 266mm x 360mm, 20mm in width, 500g in weight
International Parcels	Airmail & Sea Mail	Airmail can take up to 10 days to deliver to most countries Sea mail can take up to 6 weeks	Weight limit is 20kg Minimum girth 16cm Maximum girth 140cm Maximum length 105cm
EMS Courier	Airmail	Delivered in less than one week. Tracking facilities and signature on delivery	Maximum weight 20kg

For more information on all international products from Australia Post please visit the link below:

<http://www.auspost.com.au/IXP/0,1083,CH2106%257EMO19,00.html>

• Additional Third Party Carriers - there are a host of additional carriers such as Federal Express (Fedex) and DHL that service Australia. These carriers are not widely used by eBay sellers for international shipments due to their higher fees and limited products.

- Brokerage Fees - when using third party providers be mindful of brokerage fees that are incurred when a package is handed off to other shippers if the carrier cannot deliver the package all the way to its final destination.



- HotTip - If you send more than 20 parcels per week, Australia Post can provide a parcel delivery contract that provides reduced rate pricing, account facilities and scheduled pick-ups. To find out more about this service please visit:

<http://www.auspost.com.au/BCP/0,1080,CH2041%257EMO19,00.html>

Filling Out Customs Forms

Duties and tariffs may be charged on certain items. Customs forms help both Australian Customs and the import country understand the package's contents, value and purpose. These forms are affixed on the outside of the package so that they can be easily examined by customs officials.

- Australia Post Customs Forms - there are three main forms that Australia Post requires for international items - the green form CN22, the white form CP72 for uninsured items and the white form CP 74 for insured items. Below is a description of when each of these forms is applicable.

Service	Shipping Method	Green Form CN22	White Form CP72	White Form CP74
Letter Post & Parcel Post	Airmail & Seemail	Uninsured items of maximum weight of 2kg and value up to \$500	Uninsured items over 2kg or value over \$500	All Insured Items
EMS Courier	Airmail	N/A Customs Declaration is included in EMS form	N/A Customs Declaration is included in EMS form	N/A



- Hot Tip - Save on postage and packaging material cost by buying in bulk in the Postage & Packaging Supplies category. Visit:

http://lotsmore.listings.ebay.com.au/Postage-Packing-Supplies_W0QQfromZR4QQsacategoryZ192730QsocmdZListingItemList

In addition to the custom declaration above, Australia Post suggests shippers include the following:

- Commercial Invoice
- Certificate of Origin Form

- Item Value Declaration - when declaring the value of the item on the customs form, use the auction closing price for your item, not including postage & handling costs, so that the buyer does not overpay in duties and taxes.



• HotTip - do not qualify the package's contents as a gift. Buyers may ask the seller to declare an item as a gift. Items purchased on eBay, however, do not qualify as gifts and it is against the law to misrepresent an item in order to avoid customs fees.

• Invoice Inclusion - include an invoice or printout of the closed listing in your package so that there is evidence of how much the buyer paid should customs personnel open the package.



• HotTip - be sure that your packaging is sturdy, well cushioned and sealed. Shipping internationally can mean more wear and tear on your packages, so make sure your items arrive safely.

You now have the tools and information to target and sell to eBay users around the world. You are on your way to exploring a whole world of trading opportunities. At eBay, we constantly strive to facilitate trade between our users and we hope this seller toolkit meets your international trading needs. We heavily rely upon and highly value input from our community. As you trade internationally, we would love to hear about your experiences and any tips or problems that you run into. For this purpose we have set up a dedicated email address: goglobal@ebay.com or visit the International Trading Board at <http://forums.ebay.com.au/forum.jsp?forum=1003>.

Additional Information

Once your volume of international sales starts to increase there are additional services and resources that are available to help with the logistics and defray some of the costs of shipping abroad.

- **Payment Processors** - these providers facilitate the payment process by offering currency exchange or consignment services. Providers in this category offer international money orders and broker a transaction until each party has received their respective goods or fees.
- **Customs Brokers** - these providers help shepherd items through customs or provide logistics and consultative services. These providers tend to be more expensive and are typically used by high volume shippers.
- **Aggregators and Drop-Off Locations** - these providers help small volume shippers allay the hassles involved in logistics and the costs of shipping internationally. They use their expertise to aggregate shipments from smaller shippers to get discounts on shipping and increase reliability and security.

eBay Resources

- **International Selling Help on eBay**
<http://pages.ebay.com.au/internationaltrading/index.html>
- **Community Boards**
<http://pages.ebay.com.au/community/chat/index.html>
- **International Chat Boards**
eBay.com.au: <http://forums.ebay.com.au/forum.jsp?forum=1003>
eBay.com: <http://chatboards.ebay.com/chat.jsp?forum=1&thread=41>
- **Advanced Selling and Seller Tools Help on eBay**
<http://pages.ebay.com.au/sellercentral/techniques.html>