

"HOW CAN I KEEP MY BUYERS COMING BACK?"

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eBay seller since 2001

Here are some helpful tips to keep buyer satisfaction high



Follow these best practices to deliver great service and keep up with the new seller performance standards.

Sell great items and create great listings

- Describe the item accurately.
- Specify the correct condition and use all available [item specifics](#).
- Use the [eBay catalog](#) for easy access to item information.
- Use multiple pictures to show the item from different angles.
- Post up to 12 pictures free.*
- Look at your listings on a mobile phone or tablet to see how they display.

Ship promptly and upload tracking

- Ship promptly—ideally within one business day of receiving payment.
- Upload valid tracking information within your stated handling time.
- Provide tracking for each transaction in a multi-item order.
- Use [eBay labels](#) to pay for discounted postage, print shipping labels, and upload tracking.
- Ship to the address on the eBay order details page or the PayPal transaction details page.

Provide excellent customer service

- Be available to answer questions from your buyers within 24 hours.
- Be proactive—tell buyers when there's an issue with the item or delivery.
- Always respond to buyers promptly to resolve any opened cases.
- Offer a generous returns policy.
- Consider offering the new extended holiday return option, with returns accepted through January 31 for sales from November 1st to December 31st.
- If you're going away, turn on your vacation settings in your eBay Store.

Stock up on inventory

- Keep your inventory well stocked.
- If you subscribe to Selling Manager Pro, you can set up alerts to tell you when your products are running out.
- If your item becomes unavailable, end your listing immediately.
- Store your items in a safe, secure area to prevent damage or loss.



Stay on top of your seller performance

Check your seller dashboard regularly at ebay.com/sellerdashboard

*Excludes eBay Motors vehicles listings.

TOP 4 FAQS

1. What should I do if my buyer opens an eBay Money Back Guarantee case?

If a buyer opens an eBay Money Back Guarantee or PayPal Purchase Protection case, respond to him or her through the [Resolution Center](#). In most situations, you can resolve the issue to your buyer's satisfaction without escalating the case to eBay or PayPal. In the event that either the buyer or seller escalates a case, eBay or PayPal will review it. If eBay resolves the case in favor of the seller, the case will not count as an opened case toward your defect rate or toward your 0.3% maximum of cases closed without your resolution.

2. What should I do if a buyer wants to cancel a transaction?

Always use the eBay cancellation process in the [Resolution Center](#) and the correct reason for the cancellation. If the buyer contacts you to request a cancellation/refund, choose 'buyer requested' as the reason and issue the refund only after you've submitted the cancellation request. eBay may monitor cancellations to make sure any 'buyer requested' cancellations were in fact requested by the buyer.

3. How can I make sure my tracking will be validated on eBay?

Ship with an eBay-supported carrier and upload tracking within your stated handling time. For US shipments, eBay supports DHL, UPS, USPS, and FedEx. Tracking can be validated with a scan at any point in the delivery process. You can monitor your valid tracking percentage in your seller dashboard.

4. What if I have more than one defect associated with a transaction?

A transaction can only count once toward your defect rate, even if multiple defects are associated. For example, even if a buyer leaves you a 2-star rating and opens an eBay Money Back Guarantee case for 'item not as described,' the transaction still counts only once toward your defect rate.

To see all the seller performance standards FAQs, visit: ebay.com/standardsfaqs

