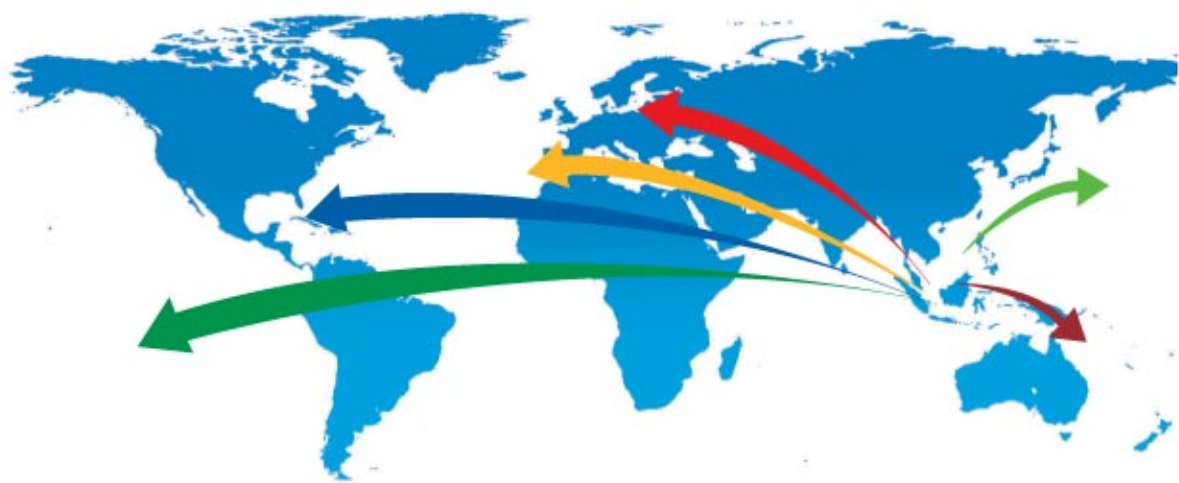


# eBay Seller Starter Kit

Sell Where The World Goes Shopping



ebay<sup>®</sup>



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# eBay Offers You The Window To The World

## Welcome to eBay

The World's Online Marketplace® for the sale of goods and services by a diverse community of more than 200 million registered members from around the world.

At any given time, millions of items are listed on eBay for sale. People spend more time on eBay than on any other online site, buying and selling items in more than 50,000 categories, making it the most popular shopping destination on the Internet!

## Do you know that, on eBay...

Users trade more than US\$1,600 worth of goods every second?

A Private business jet was sold for US\$ 4.9 million?

There are more than 300,000 online stores?

More than one million professional sellers use the platform as a primary or secondary source of income, and tens of thousands of them reside in Asia?

Approximately half of the transactions are international?

“Without eBay, it would have been difficult to achieve this kind of numbers and this kind of success.”  
**Sheena**

Selling On eBay Is Fast, Easy And Fun.  
**Let's Start Selling Now!**

## Why Sell On eBay?

### Millions of Potential Buyers

When you sell on eBay, you are reaching out to more than 200 million registered members from around the world.

### Security

The eBay platform is safe and secure – our fraud prevention and policy enforcement teams monitor the online marketplace around the clock to give you the peace of mind you need as a seller.

### Low Barrier

To start an eBay business requires very little investment, and you have the flexibility to decide at what pace you want to grow your eBay business.

### Proven Platform

eBay has been bringing millions of sellers and buyers together since 1995. Ease of use combined with a reliable platform has made eBay the #1 online shopping destination in the world.

“We ship to more than 45 countries & our products are reaching areas we might not have thought of reaching without eBay.”  
**Mukul**

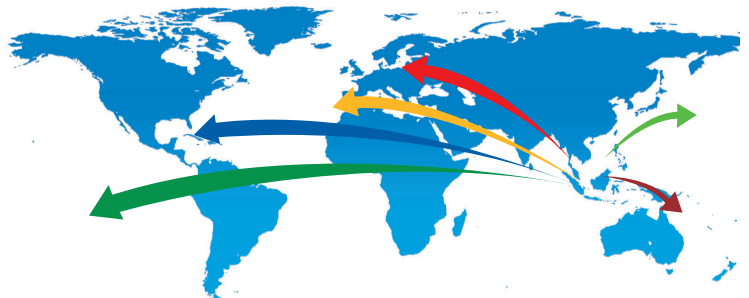
## What To Sell?

Most shoppers buy online for the following reasons :

- **Price**  
The product is cheaper online
- **Availability**  
It is not found in the local stores
- **Convenience**  
It can be purchased at the comfort of one's home and delivered to one's doorstep

## What You Should Ask Yourself Before Selling On eBay:

- What do tourists from my target market bring home when they travel?
- Do I have a good supply of what I plan to sell?
- Does my product address the “compelling reasons” mentioned above?
- Do I have a good understanding of the demand for my product?
- What unique competitive advantage do I have over other sellers of similar products?



# How To Succeed On eBay?

The eBay marketplace is vibrant and transparent. A seller can learn much by studying the trading activities on the site to find out what works and what does not.

Since listing cost is relatively low, one can also learn by experimenting with various selling options to come up with the optimum way to list a given product.

Here are some tips from our top sellers:

- Constantly look for the next product to sell and the next market to sell to
- Observe and learn from your competitors
- Pay attention to market trends and competitive dynamics
- Experiment with listing formats to find out what appeals to the buyers
- Offer multiple payment and shipping options – flexibility helps!
- Use productivity tools to manage your costs and scale your business



Use “completed item” under Advanced Search to help you decide how to set pricing for your listings.

# Where To Sell To?

eBay has over 30 sites and buyers from more than 100 countries - what works in one market may not work in another.

Fortunately, once you become a registered eBay seller, you can easily reach out to these markets and find out first-hand what sells and what does not.

**Here are some tips:**

- Begin selling on English language sites (e.g. eBay.com, eBay.com.au, eBay.co.uk, eBay.in) before you try listing in a new language
- Your product can often command a higher price in the less explored markets (e.g. that of a small European country)
- Free / low-cost translation tools (e.g. [www.freetranslation.com](http://www.freetranslation.com), [www.babelfish.altavista.com](http://www.babelfish.altavista.com)) and services are readily available to help you list in a different language
- Always remember to check the local custom regulations, eBay policies and shipping cost when you begin selling to a new market
- Seasonality and online shopping habits differ from one country to another – adjust your listing practices accordingly

# 4 Steps

## To Selling On eBay

Register

Listing

Shipping

Payment

# Start Selling Internationally!



Almost anyone can sell on eBay.  
To start selling worldwide, you need to  
complete only two simple steps:

1

Register as an eBay member

(if you have not already done so)

- Go to [www.eBay.com](http://www.eBay.com)
- Click the “Register” link
- Change “Country or Region” to your location
- Provide all requested information
- Activate your eBay account by clicking on the link in the email sent to you by eBay

2

Setup an eBay Seller Account

- Go to [www.eBay.com](http://www.eBay.com)
- Click on “Sell”
- Sign in with the eBay ID and password that you created in the above step
- Provide your credit (or debit card) information and other requested information

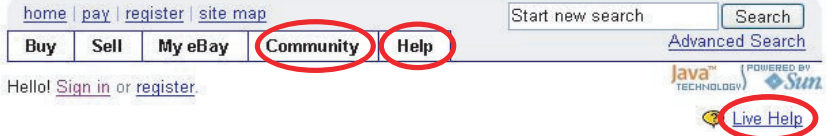
**Congratulations! You are now a registered seller and can now reach out to millions of users in our marketplace!**

\* Please refer to the section on Payment on how to register for Paypal, eBay's preferred payment method

# Register



Choose an eBay ID your customers can easily remember and relate to the products you sell. You can change your ID anytime in the future and still retain your feedback score.



## Who Can Help?

- Live Help** is a valuable resource from which you can obtain help from our knowledgeable customer support representatives in an online chat room. Simply choose the topic you want to discuss and an expert will attend to you within minutes.
- Help Pages** – There is a lot of useful information right on the site to help you learn the ins and outs of trading on eBay. You can refer to the Help section or consult the Site Map.
- eBay Community** - Since the early days, eBay members have been helping one another to become successful on the site. Members meet and form strong communities via discussion boards and chat rooms. Members use these forums to seek help from other sellers and share best practices with those who are just starting out. Useful market intelligence and product news can often be found in these discussions as well.

## When To Start?

Every big seller on eBay started off as a small seller. Once you have sold your first few items, the eBay platform allows you to rapidly build on your success with relatively low risk.

“With internet auction sites like eBay, I think it is great to have millions of people visiting you, literally visiting you.”  
**Fong Kum**

# Why Wait? Start NOW!





Do not use misleading words or phrases in your title. "Keyword spamming" will result in your listing being removed.

After registration, you are now ready to put your items up for sale using the Sell Your Item form. **Click on 'Sell' to start!** Follow the guidelines below to get the most out of your listings!



# Listing

## Choose A Selling Format

- Different buyers prefer shopping in different ways - some enjoy the thrill and excitement of an auction, others like the immediate gratification of 'Buy-it-Now'
- Initially you may want to experiment with a variety of selling formats. Once you know your target buyers better, you can choose a format that appeals to them most

## Select A Category

- Search for similar items listed by other sellers to see which categories they are listed in
- You can choose to classify your listing under two categories for better buyer exposure
- Misleading the potential buyers by listing in the wrong category may result in your listing being removed by eBay

## Provide A Title For The Item You're Selling

- A descriptive and relevant title is crucial to a successful listing. Use accurate keywords and avoid non-standard abbreviations. No punctuation is required
- A proven best practice is to use the maximum number of characters allowed in your title to describe your item
- Make it easy for buyers to find your item by using words in your title that a buyer is likely to enter in a keyword search

## Choose A Listing Option

**Option 1** - List the standard way – fill out all the details of the item you want to sell and provide your own photos of the item

**Option 2** - List using Item Specifics and Pre-filled information

- Where relevant, input the UPC or ISBN number of your product
- Item specifics and a stock photo will be added to your listing automatically
- Please make sure you take the time to confirm the accuracy of the information before you include it in your listing

## Write A Good Item Description

A good description can improve the chances of your item being sold. The information should be in an easy-to-read format (e.g. bullet points are preferred to long paragraphs).

**Be sure to include important information such as:**

- Color / texture / material
- Size / dimensions
- Brand / manufacturer
- Year the item was made
- Condition (new, used, antique, broken)
- Characteristics which make the item unique
- Clearly state the payment methods you accept, shipping options and your return policy

**“My business is growing at about 100% per year!”**  
**Steve**



Having an “eBay Store” is an effective and inexpensive way of growing your eBay business. You can list more products for a longer duration at lower fees in a store.



### Set Pricing

- **Starting Price** - Choose the lowest starting price you can accept. A high starting price turns away potential buyers while a low starting price stimulates bidding activity
- **“Buy It Now”** – Add this option to your auction-style listing so that a keen buyer can buy your item at a set price and close the listing immediately
- **Fixed Price Format** – Buyers click to buy at the price you have set with no bidding. Feedback requirement may apply on some sites



### Set Auction Duration

- You have a choice of running your auction for 1, 3, 5, 7 or 10 days. Seven days is the most common option but consider a shorter duration if you have a “hot” item to sell
- Most listings get bids near the end of the auction. Therefore, schedule your listings to end between 1900hrs and 2200hrs local time of your target market when shoppers are most active
- Statistically, Friday is the worst day of the week to end a listing.



### Provide Item Location

- Providing buyers with information on where your item is located will give them an indication on what shipping charges and delivery duration to expect
- Misrepresenting where your item is located is a policy violation and it can result in your item being removed by eBay’s policy enforcement team



### Add A Photo Of Your Item

- Having good photos of your item is probably the most important element of your listing. It gives the potential buyers a strong and lasting impression of what they are going to bid for
- Images of your item should be clear and accurately represent all key aspects of the product
- JPEG or GIF images of file size less than 50K bytes are recommended





## Make Your Item Standout By Increasing Its Visibility

- Explore the many listing upgrades that eBay offers to help your item stand out from other listings. For example, eBay statistics shows that the 'Gallery' feature increases final price by an average of 11%
- The additional cost of the appropriate upgrade can often be offset by the higher price your item can fetch due to the additional bids it attracts



## Enter Payment Information

- Try to provide a good variety of payment methods to cater for the needs of the potential buyers – this often helps your item to sell better
- Besides the fees/costs involved, also compare security, ease of use (from your and the buyer's perspective), flexibility and other relevant factors when deciding what payment options to use
- eBay prefers payment through PayPal\* - the fast, secure and most popular way to accept credit card or checking account payment on eBay



## Enter Shipping Information

- Offering to ship worldwide attracts more bidders but you may also choose not to ship to certain countries for regulatory or other reasons
- Providing shipping costs up-front reduces email exchanges with potential buyers and lower your operating cost

"Selling on eBay has really changed my life. I'm very happy to sell on eBay and be my own boss."

**Peggy**

\* Please refer to the section on Payment on how to register for a PayPal account, eBay's recommended payment method



eBay often forms partnerships with local shipping companies to offer significant discounts to eBay sellers. Please check with your local eBay office to find out more.

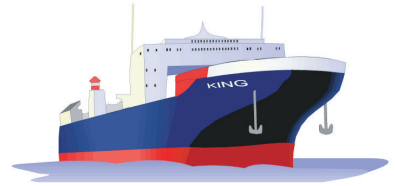
# Shipping

## Shipping Fees

- Shipping fees should be clearly stated. Buyers fear price gouging on shipping, and often will not purchase an item unless these costs are clearly quoted
- You can include a handling charge with the shipping fee to cover your packaging materials and labor cost. Bidders will only see one total shipping cost
- You may also choose to build shipping charges into your product cost instead of charging it separately. Promoting 'free shipping' is an effective marketing tool



# Shipping Best Practices



- Try to provide shipping options so that buyers who are willing to pay more to receive their goods faster may choose to do so

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- Set the right expectation with the buyer by clearly stating the estimated shipping duration for each of your shipping options

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- If you have a tracking number, provide it to the buyer so that he/she can follow the shipment status en route

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- Be sure to research into customs and tax duties in the countries you are shipping to and indicate these clearly in your item description

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- Individually wrap items and provide lots of cushioning (bubble wrap, peanut foams, foam, corrugated dividers, or crumpled paper), leaving as little empty space as possible in your package.

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- When you declare the item on the invoice, always give a detailed title for the item to prevent any delay in custom clearance.

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- Do not put the delivery and return addresses only on one side of the package to avoid confusion to the postal services.

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"When I'm dreaming  
in my sleep, I also get  
money pumping into  
my bank account  
... That's  
amazing!"  
**Caroline**

# PayPal™



Offer PayPal to attract more buyers and increase your successful sales by 20% on cross-border items. Three out of four buyers on eBay prefer to pay with PayPal.



# Payment

Clearly indicate the payment options that you can accept from international buyers:

- PayPal – The preferred payment method on eBay - Accepts all major credit cards, bank transfers and debit cards with one payment solution
- Bank Direct Deposits
- Banker's Draft
- Credit Card
- Money Order
- Personal Cheques
- Telegraphic Transfer

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eBay does not recommend cash or cash wire transfers as a payment method. If you pay by cash, you do not receive protection under the eBay Standard Purchase Protection Program. Without proof of payment, you will have little remedy for transaction problems.

PayPal, an eBay company, is the global leader in online payment solutions and the preferred payment solution on eBay. Available in over 55 markets and multiple currencies, it is the most efficient payment method for international transactions.

**PayPal generates a 16.7% higher selling price for items selling internationally on eBay.com. On top of that, eBay international sellers who offer PayPal have on average 43% lower Unpaid Item rates than those sellers who do not offer PayPal. Buyers can pay you using their credit cards through PayPal.**

Most eBay buyers and sellers prefer using PayPal to send and receive payments, because it's fast, secure, easy and cost effective.

**FAST** Receive instant payments for eBay items in multiple currencies – No waiting for cheques or money orders

**SECURE** Get paid securely – You're protected against fraud with advanced technology and expert fraud teams

**EASY** Offer buyers more ways to pay - Credit cards and bank accounts; manage and track multiple currency transactions easily

**COST EFFECTIVE** Accept payments at low cost – No monthly fees; use FREE tools to effortlessly integrate Paypal into your eBay listings

### Register For A Paypal Account:

- Go to <http://www.paypal.com> and click on the "Sign Up" link
- Choose Account Type (Premier for casual sellers or Business for business owners)
- Complete the simple registration form with contact information
- Confirm your email address and activate your account through a link given in an email sent to you
- Enter your bank account and credit card information
- **Safety Tip:** Verify your account for added security and to increase your withdrawal limits

"Comparing PayPal to the other payment methods that we've added, we get 4 times greater sales than other methods combined through PayPal."  
**Matthew**



# Post Sales

Customer support does not end after your listings ends. Providing good post-sales support and service will help you build a loyal customer base.

## Customer Support

- Good customer support can differentiate you from your competitors and help you sell more. Answer buyers' questions accurately and promptly
- Always keep your customers informed of any delays in shipping

## Manage Feedback

- Your feedback score is the #1 asset of your eBay business. Consistent positive feedbacks let buyers know that you manage transactions well and that you care about your reputation. On the contrary, negative feedbacks create doubts in buyers and drive them away
- Always leave feedback at the end of all transactions and solicit feedback from your customers in return

## Have a Return Policy

- Clearly state your return policy in your listing in order to increase buyer confidence. Research shows that more than 20% of the non-buyers cite "lack of return policy" as the reason they buy elsewhere

## Measure Your Own Success

The successful eBay sellers always monitor their eBay businesses quantitatively to look for opportunities to improve. Some useful performance metrics for an eBay business include:

- Sales (overall and by product category)
- Cost of sales ratio (eBay fees as a percentage of sales)
- Conversion rate (percentage of items listed that result in a sale)
- Average selling price



Repeat buyers are an important asset of your eBay business. They will recommend your products to others and are more likely to buy your next new product.

# Trust & Safety Policies

eBay's Trust and Safety policies maintain a safe and fair trading environment for all eBay members.

Understanding eBay's Trust and Safety policies will help you grow your eBay business faster by avoiding business interruptions due to policy violations. Violating Trust and Safety policies may result in a range of consequences, including:

- Listing cancellation
- Mandatory online policy tutorial
- Limitations on account privileges
- Account suspension
- Forfeit of eBay fees on cancelled listings

Some policy related issues to take note when you start selling on eBay:

- Keep your contact information current so that you can be reached by eBay's customer support when necessary
- Grow your eBay business gradually – earn your feedback and credibility before you expand your eBay business too aggressively. eBay considers growth that is too rapid as high-risk and selling restrictions are in place for new sellers to pace their growth
- Do not sell counterfeits
- No shill bidding (bidding on your own items)
- No solicitation of an offsite sales

"I've always taken it a step at a time and much to my surprise, it's taken me this far whereby I have an eBay Store!"

**Chris**

To learn more about eBay policies, please visit:

<http://pages.ebay.com/help/policies/index.html>



Use free counters ([www.andale.com](http://www.andale.com)) in your listings to measure how well your merchandising is working and build excitement among potential buyers.

# More Information On Export Centre

Export Centre is your single source of information for the latest tips and tools to selling globally on eBay! You will be able to find useful information to help you become a better export seller. Amongst the information found at the Export Centre are:

- eBay fees on worldwide sites
- Third-party selling tools
- Top search words in specific marketplaces
- Shipping discount updates
- Hot selling items
- FAQs and other useful links

Visit eBay Export Centre Now  
[www.ebay.com.sg/export](http://www.ebay.com.sg/export)

