

How To Sell Internationally

Selling Toolkit

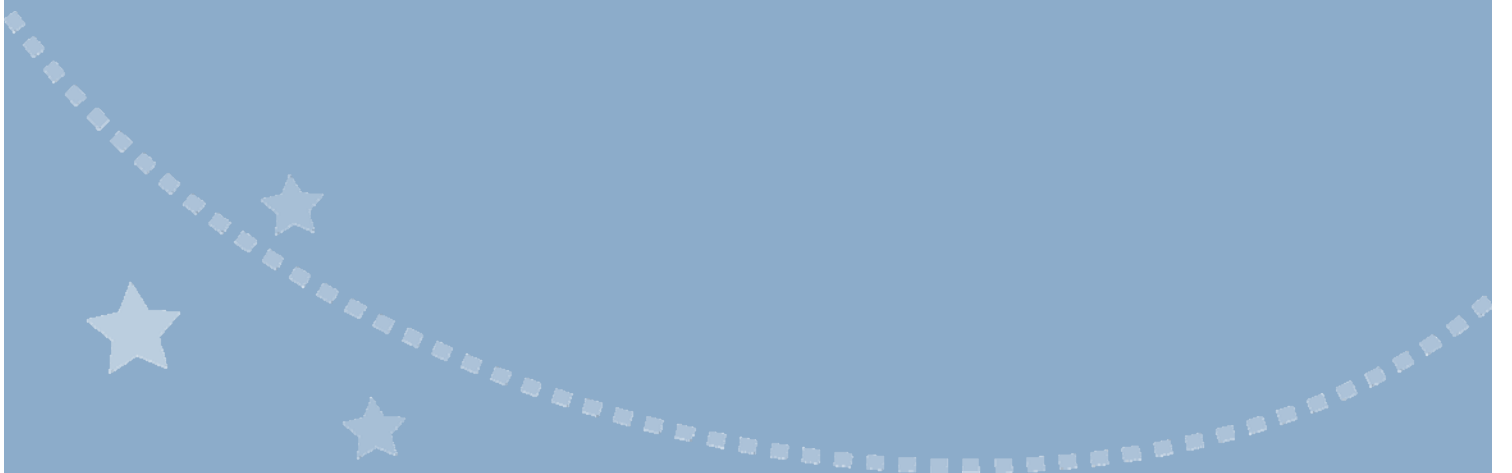


Reach Buyers Around The Globe



As the world's premier online marketplace, eBay helps you to quickly and efficiently expand your business globally.

eBay has over **114 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 who 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 . . .



Contents

STEP 1 **1**

Preparing To Sell Internationally

- eBay Prohibited Items
- Internationally Prohibited Items

STEP 2 **2**

Listing Your Items

- Selecting Shipping Regions
- International Shipping Services
- Language Differences
- Setting Expectations

STEP 3 **3**

Payments

- Currency Conversion
- Receiving Payment

STEP 4 **4**

Postage


- Choosing a Carrier & Product
 - SingPost Products
 - Federal Express (FedEx) Products
 - DHL Products
 - Additional Third Party Carriers
 - Brokerage Fees
- Filling Out Customs Forms
 - Customs Forms
 - DHL Customs Forms
 - Item Value Declaration
 - Invoice Inclusion

ADDITIONAL INFORMATION **7**

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 send your product to, it is crucial to better understand the eBay Global Marketplace. At eBay, we have seen US buyers and sellers increasingly trade with users from countries where English is widely spoken such as the UK, Canada and Australia, Hong Kong, Singapore and Germany.

- **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.sg can be found at: <http://pages.ebay.com.sg/help/policies/items-ov.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 SingPost link below: http://www.speedpost.com.sg/speedpost_general_01prohibit.asp?type=17
-  **Hot Tip** – items which have a high dollar value relative to their weight are those most likely to be sold internationally. A small sampling of items that fit these criteria include collectables (i.e. coins and stamps), jewellery, electronics (such as PDAs and MP3 players), auto parts and sporting goods.

Step 2

LISTING YOUR ITEMS

Once you have familiarised 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 Posting 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 regions, use the appropriate check boxes to indicate which regions that you are willing to post to.
- **International Shipping Services** – to attract more international buyers, add international shipping services and prices to your listing. By providing rates for domestic, US and overseas shipping up front, your international and cross-border buyers will be more confident in placing a bid.



- **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 where eBay users have volunteered to provide free translation services.

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


or

- Utilise 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

PAYMENT

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 Singaporean buyer is viewing an item listed on the UK site, they will see the cost in Singapore dollars and UK pounds. 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.sg/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 Singapore dollars. Below is a link to the countries in which PayPal is available:
<http://www.paypal.com/cgi-bin/webscr?cmd=display-approved-signup-countries-outside>
-  **Hot Tip** – accept PayPal and reduce the time spent waiting for payments (eg: 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.

Choosing a Carrier & Product

- **SingPost Products** – SingPost offers competitive international shipping options. Singapore eBay sellers most commonly use the Speedpost Worldwide Air Parcel service, which delivers packages to almost anywhere in the world in 10 to 14 days, with a weight limit ranging from 20 to 40 kg.

To check their rates and find out more about other international products from SingPost, please follow the link below:

<http://www.speedpost.com.sg/>



- **Federal Express (FedEx) Products** – FedEx is one of the most widely utilised third party carriers in Singapore. Their Worldwide services deliver packages in 3-4 working days. Please follow the link below for more information on their service options:
<http://www.fedex.com/sg/services/>
- **DHL Products** – Like FedEx, DHL is another popular international carrier, with Express services delivering packages in 3-4 working days. Please follow the link below for more information about their products and services:
<http://www.dhl.com.sg/>
- **Additional Third Party Carriers** – there are a host of additional carriers such as UPS that service Singapore. These carriers may not be 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.



- **Hot Tip** – small business owners may like to become a SingPost account holder to enjoy a host of services, ranging from volume discounts to free packing materials. To sign up as an account holder or find out more about their services, please follow the link below:

<http://www.speedpost.com.sg/>

Filling Out Customs Forms: duties and tariffs may be charged on certain items. Customs forms help both Singapore 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.

- **Customs Forms** – when posting items internationally with SingPost's airmail and registered mail services, you will need to fill out form CN22. This form can be obtained from any post office.
- **DHL Customs Forms** – UPS provides online help for completing the following forms:
Commercial Invoice
Commercial Third Party
Proforma Invoice
<http://www.dhl.com.sg/publish/sg/en/tools/customs.high.html>
- **Item Value Declaration** – when declaring the value of the item on the customs form, use the listing closing price for your item, not including postage & handling costs, so that the buyer does not overpay in duties and taxes.
-  **Hot Tip** – under normal circumstances, you should not qualify the package's contents as a gift. Buyers may ask the seller to declare an item as a gift. It is against the law to misrepresent an item in order to avoid customs fees. As a general rule, do not intentionally misrepresent either the value or the contents of the package in order to circumvent customs duties and/or taxes. Please review our Tax Policy for further information:
<http://pages.ebay.com.sg/help/policies/seller-tax.html>
- **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 officials open the package.
-  **Hot Tip** – be sure that your packaging is sturdy, well cushioned and sealed. Posting 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.

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.sg/help/sell/ia/selling_internationally.html
- **Community Boards**
<http://forums.ebay.com/db2/forum.jsp?forum=31>