

The 7 steps to selling overseas

PayPal offers a fast, easy, and secure payment solution to help you attract international buyers. We also want to help you navigate your way through the essential steps to go beyond domestic sales and set up your e-commerce business for global trade.

Financing

Check out government agencies that support and finance exporters, including: International Trade Administration – www.trade.gov/index.asp

Trade Information Center – www.export.gov/exportbasics/ticredirect.asp

Small Business Administration – www.sba.gov

Setup

Highlight your ability to accept orders from around the world and describe your international shipping policies and costs. If possible, offer a multi-language toggle.

Marketing/Sales

Attract international buyers with techniques such as local search tools and direct mail.

Payments

Offer PayPal as a payment method. With a single account, you can reach millions of account holders in 190 countries, accept many global and local payment methods, and sell globally with 17 currencies. PayPal gives your business access to local funding methods worldwide without the hassle of opening multiple merchant accounts overseas.

Shipping

There are many international shipping services available for merchants, including: USPS Global Shipping, DHL International Shipping, FedEx International Shipping, UPS International Shipping.

Customer service

Make sure that return policies are clear for international transactions. Skype can help your international customer service with free member-to-member calls.

Regulations

Customs and documentation

To help customs officials understand the contents, value, and purpose of your shipment, you must attach customs forms to the outside of your package so that they can be examined easily. Visit the World Customs Organization at www.wcoomd.org or the USPS website for more information about customs regulations and forms.

Duties and taxes

Duties and taxes may be charged to the buyer on certain items and vary by country. Make sure that your customers are aware that duties and taxes are their responsibility.

For more information about selling internationally, please visit <https://www.paypal.com/internationaltrade>