



Welcome
to PayPal
for Business



Welcome to PayPal

Thanks for joining the growing number of Australian businesses that accept PayPal. With some of Australia's top brands such as Telstra, Jetstar, THE ICONIC and The Good Guys already using PayPal, you're in great company, whether your business is large or small.

Start using your PayPal account today

In this kit you'll find a step by step guide on how to set up your PayPal account now that you've registered. Simply login to your account at www.paypal.com.au and click on **My Business Set-up** under **My account tools** on the right hand side of the page to get started.

Complete your account set up

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Step 1

Set up your PayPal account

To complete your PayPal account set up, add and verify a bank account or credit card.

1. Add your bank details

Add a bank account to your PayPal account to transfer funds you receive from customers. By adding a credit card as well, you can choose how to fund PayPal transactions when you make a purchase, for example when buying from suppliers.

To add a bank account or credit card, login to your PayPal account at www.paypal.com.au. Under the **My Account section**, click on **Profile** and then **My Money**. Follow the instructions to add a bank account or credit card.



2. Verify your bank account

To verify your account, we'll make two small deposits (less than \$1 each) into the bank account provided. This usually takes approximately 3-5 business days.

Once you have received the two small deposits, please login to your account at www.paypal.com.au and enter the amounts of the deposits under **Confirm Bank Account** in the **Notifications** section of your **Account Overview**. This will complete the verification process.



3. Important account information

To help protect all PayPal customers and minimise everyone's risk of loss, we need to confirm the identity of our customers and their business details. We'll let your account balance reach \$750 before you are required to confirm your identity. Once you reach \$1000, we'll place a limitation on your account. In most cases, you won't be able to withdraw or send money until the limitation has been resolved. To confirm your identity and remove the limitation, simply login to your PayPal account at www.paypal.com.au, go to the **Resolution Centre** and upload your identification documents.

Step 2

Choose a PayPal product

Now that your PayPal account set up is complete, it's time to choose the PayPal product that's most suitable for your business.

Selling online

You can start taking payments online with Website Payments Standard or Express Checkout.

Website Payments Standard offers a quick and easy way to transform your website into an online store. Simply add PayPal payment buttons to products or services you sell. To find out more, visit www.paypal.com.au/websitepaymentsstandardguide.

For a faster and more convenient payment experience, Express Checkout allows your customers to checkout in as little as three clicks, helping to reduce shopping cart abandonment and increase conversion rates. To find out more, visit www.paypal.com.au/expresscheckoutguide.

To add Website Payments Standard or Express Checkout, login to your account at www.paypal.com.au and select **My Business Set-up** on the right hand side of the page. Click on **View all products** in order to select and add your chosen product.

Selling by phone

PayPal Virtual Terminal turns your computer into a credit card terminal. Accept payments anywhere you can use the internet – at your office, at home, or even at the airport. To find out more and to apply for Virtual Terminal, visit www.paypal.com.au/virtualterminal or call us on 1800 729 725 (9am – 5pm AEST, Monday – Friday).

Sending an invoice

Online invoicing is a fast and professional way to request payment. Send an invoice via email and your customers can pay you instantly, even without a PayPal account.

To create an invoice, login to your account at www.paypal.com.au and select **Request Money** and **Create an Invoice**.

To find out more about Online Invoicing, visit www.paypal.com.au/onlineinvoicing.

Selling in person

With PayPal Here you can accept Visa and MasterCard credit or debit cards and PayPal payments, anywhere you do business. A non-stop mobile shop that's ideal for businesses on the go.

To find out more and to apply for PayPal Here, visit www.paypal.com.au/paypalhere or call us on 1800 729 725 (9am – 5pm AEST, Monday – Friday).

Step 3

Make your website work harder for you

Integrate PayPal logos and buttons on your website

Featuring PayPal logos and buttons on your website shows online shoppers worldwide that you accept PayPal.

Feature the PayPal logo on your product pages

Featuring the PayPal logo on your product pages can help to improve shopper confidence on your website. 47% of businesses who feature the PayPal logo on their product page say that they have seen an increase in sales since adding PayPal.¹

Choose PayPal Express Checkout

By offering PayPal Express Checkout on your website, customers can checkout in as little as three clicks. This can help to lower checkout abandonment and increase conversion rates.

Customise your checkout

Add your logo and customise the colour scheme of your checkout pages for a consistent and professional look. To customise your checkout pages, login to your account at www.paypal.com.au and choose **My Business Set-up** on the right hand side of the page. Then click on **Customise** under **Customise my buyer's experience**.

To download PayPal logos and buttons, visit www.paypal.com.au/logo-centre and www.paypal.com.au/button-centre. For more information on how to turn your website into a success and drive conversion, visit www.paypal.com.au/bestpractices to download our Shopping Cart Best Practices Guide.

Step 4

Keep your sales safer with PayPal Seller Protection

Doing business and selling online is exciting, profitable and opens up new opportunities every day.

When there are customers and businesses exchanging goods for money, there is potential for fraud and delivery issues. That's why eligible PayPal sales are protected with PayPal Seller Protection. Best of all, you won't need to do anything to set this up, it's already connected to eligible accounts. For more information on our Seller Protection Policy, visit www.paypal.com.au/sellerprotection.

Step 5

Get the most out of your PayPal account

Now you're taking payments online, you can also take advantage of additional free tools available in your PayPal account. These tools will help you save time, gain insights and make better decisions for your business. Best of all, they are already set up and ready to use.

Process my orders

You can do a lot more with PayPal than just get paid. We can help you with your entire order process, from creating shipping labels to issuing refunds. Here you'll find tips, instructions and account settings to help with the day-to-day business of managing orders.

Simply login to your PayPal account at www.paypal.com.au and choose **My Business Set-up** and **Process my orders** to select from the below:

Receiving orders

Manage PayPal buttons and inventory by editing your existing payment buttons, creating new buttons and tracking your inventory. Create and edit invoice templates, set up instant payment notifications and set up shipping methods and rates for both domestic and international orders.

Managing risk

Manage your payment preferences, edit currency settings and find some simple tips for safer selling, including reducing the possibilities of chargebacks, disputes and fraud.

Order fulfillment

Edit your shipping preferences, including address information, default shipping carrier and return shipping labels.

Refunds and disputes

Learn how to send refunds, resolve issues and edit your customer service message for customers wanting to file a dispute. Access the PayPal Resolution Centre for additional information on chargebacks and disputes.

Step 5

Get the most out of your PayPal account

My bookkeeping

View and download individual transactions, monthly account statements, payment history, disputes and more. To access this information, login to your PayPal account at www.paypal.com.au and choose **My Business Set-up** and **My bookkeeping**.

Custom messages and invoices

Create tailored invoices with your logo and business details. Create a message that people will see if they need to reference the transaction in the future.

To create a new invoice, log into your PayPal account at www.paypal.com.au and choose **Request Money** and **Create Invoice** in the header navigation.

Add users to your PayPal account

Give staff access to your business PayPal account with their own email address and password.

To get started adding users to your account and managing their levels of access, simply log in to your PayPal account at www.paypal.com.au and click on **Profile** in the header navigation. Then select **My settings** on the left hand side of the page and choose **Manage users**.

Get notified every time you make a sale

Instant Payment Notification Preferences lets you decide when you're notified about activity. For example, receive an email every time you receive a payment or when there's a status change on a transaction. To update your notification preferences, login to your PayPal account at www.paypal.com.au and click on **Profile** in the header navigation. Then select **My settings** on the left hand side of the page and choose **Notifications**.

Can we help?

Business sales

Contact us to discuss your business needs on **1800 729 725 (1800 PAYPAL)** or email us at ausales@paypal.com Monday to Friday, 8:30am – 5:30pm, AEST.

Account queries

Contact us to discuss issues with your existing PayPal account on **1800 073 263**. Monday to Saturday, 6:00am – 10:00pm, AEST.

Fees

For information on our fees, please visit www.paypal.com.au/fees

¹ PayPal Sales Conversion Survey, March 2014. This figure is based on 161 out of the 341 merchants that reported that they display PayPal on their product page. 47% of the 341 merchants self reported that since adding PayPal on their product page, they believed that their sales had increased.

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