eBay Canada Starter Pack



Welcome to Selling on eBay! This Starter pack contains:

1. Getting Started with the Basics

- Introduction to eBay & eBay.ca
- Site Navigation
- Selling Fees: Basic & Store
- Market research

2. Listing & Selling Items

- Creating a Listing on eBay
- Using Selling Manager
- Post-sale Tasks & Activities

3. eBay Stores & Strategies

- eBay Store Setup
- Store Tools
- Store Reports
- eBay Top Rated Seller

Getting Started with the Basics eBay Canada

Welcome to Selling on eBay

Become a successful eBay seller in 4 simple steps

Learn the basics to listing, selling, shipping, and getting paid with our Quickstart Guide.

View the Quickstart Guide





In this section (**Getting Started with the Basics**), we'll cover the following topics:

- Introduction to eBay & eBay.ca
- Site Navigation
- Selling Fees: Basic & Store
- Market research

Interesting Facts about eBay

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the Internet platforms of choice for global commerce, payments and communications. Since its inception, eBay Inc. has expanded to include some of the strongest brands in the world, including eBay, PayPal, Skype, StubHub, Shopping.com, and others. eBay Inc. is headquartered in San Jose, California, and eBay Canada is headquartered in Toronto, Ontario.



In the second quarter of 2014, the site reached 148.9 million active users after surpassing 140 million active users at the end of 2013.

Statista, http://www.statista.com/statistics/242235 /number-of-ebays-total-active-users/

eBay is an online global marketplace that offers everything imaginable. Over 1.3 million sellers around the world use eBay as a primary or secondary source of income.*

- A global marketplace
- A revolutionary way to buy and sell
- Where trust, honesty, and efficiency are rewarded
- Where over 1.3 million sellers make a part-or full-time living selling on eBay

^{*}ACNielsen International Research, 2006

eBay.ca is TOP e-commerce site in Canada

Did you know...



eBay has evolved...

- · eBay is a top shopping destination with more than 450 million daily live listings
- eBay is about Buy it New, Buy it Now. In fact, in 2013 more than 77% of purchases made by Canadians on eBay were for new products, and 73% were made at fixed prices

eBay is mobile...

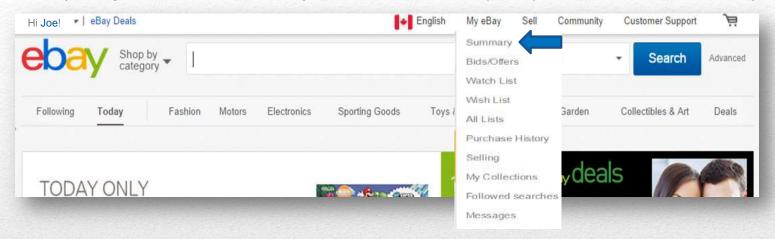
- The eBay Mobile App has been downloaded 220+ million times globally
- In 2013, eBay generated sales of \$22 billion through mobile devices, an increase of 70% over 2012; over 40% of all eBay transactions are impacted by mobile
- Globally, 7.4 million items are listed each week via eBay Mobile and to date more than 520 million items had been listed using eBay Mobile

eBay is the top eCommerce site in Canada...

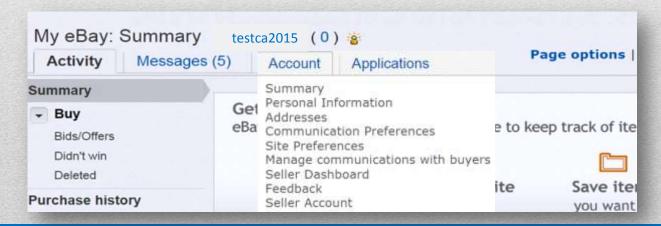
- Canadians buy more than \$1 billion of goods every 12 months
- Fashion is the top category on eBay Canada. More than 5.7 million Clothing, Shoes & Accessories items were bought by Canadians in 2013
- 8 million Canadians visit eBay every month (ComScore: 8.0M November 2013)
- The most expensive item bought in Canada in 2013: a 2006 Case 821E Wheel Loader for \$69,600
- > eBay invests in SEM/SEO so that you don't have to!
- ➤ Canadians come to eBay to find the things the **love**, **need and want** across many categories such as fashion, auto parts, sporting goods and toys. They spend over **\$1B** on eBay every year
- > Prime Global exposure with 145M active buyers around the world
- ➤ Seamless addition of **mobile commerce** (eBay is a mobile commerce leader with 59% of buyers shopping on multiple screens and 40% of transaction volume directly touched by mobile). See source "eBay MP Mobile Momentum Q2 2014" at http://www.ebayinc.com/in_the_news/factsheets)

Site Navigation

After you log in at the top left, hover your mouse over the "My eBay" tab and choose "Summary".

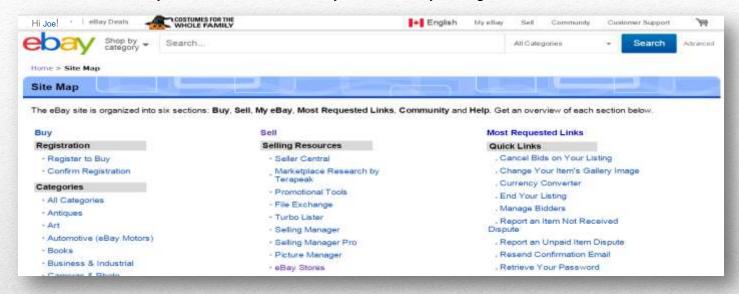


Your "**Summary**" page will look like the image below. It's customizable, so you can change it if you like. If you hover your mouse over the "Account" tab, you'll see this menu, from which you can select the specific account information you need. *Note: if you subscribe to Selling Manager, your summary page will look different.



eBay.ca Site Map

You can access the Site Map from the text link that appears at the bottom of each page on the eBay.ca web site. From here you can locate almost any information you might need.



To Get Help



In addition to the site map, the Customer Support tab offers additional options to locate the help you need. Just hover your mouse over the tab and select from the choices.

Selling Costs



You're probably wondering, "How much does it cost to sell on eBay?" You may be surprised at the low cost, compared to the many benefits of being an eBay seller.

What You Get Free?

Insertion fees for your first 50 or 100 listings per calendar month, depending on listing format and category, are free (exclusions apply).

Buy It Now is free for all auction-style listings (exclusions apply).

Up to 12 pictures per listing are free with eBay picture hosting, including zoom and enlarge features.

With an eBay Store, you get even more free listings, depending on your subscription level.

http://pages.ebay.ca/help/sell/fees.html

Basic Fees

Two Basic Fees		
Insertion fee	When you list an item on eBay, you may be charged a listing (or insertion) fee. If applicable, you're charged one insertion fee per listing, per <u>category</u> , regardless of the quantity of items.	
Final value fee	If the item sells, you're charged a final value fee. Final value fees are calculated based on the total amount of the sale and are charged per item.	
	The total amount of the sale is the final price of the item, shipping charges, and any other amounts you may charge the buyer. Sales tax is not included.	

Basic fees for auction-style and fixed price listings (except select categories) (in C\$ or US\$)		
	Insertion fee (per listing, for any duration, including Good 'Til Cancelled*)	Final value fee (per item)
Your first 50 listings (per month)	Free (exclusions apply)	
All additional listings over 50 (per month)	•\$0.05 for fixed price Books, DVDs & Movies, Music, and Video Games listings •\$0.30 for auction-style and fixed price listings in all other categories	10% of the total amount of the sale Maximum fee is \$250

You incur an insertion fee when you create and post a listing; note that your first 50 listing insertions are free (or more if you have a Store.)

The Final Value Fee applies when your item sells.

Basic Fees in Select Categories

Basic fees for auction-style and fixed price listings in <u>select categories</u> (in C\$ or US\$)

	Insertion fee (per listing, for any duration, including Good 'Til Cancelled*)	Final value fee (per item)
Your first 100 listings (per month)	Auction-style listings: FreeFixed price listings: \$0.30	
All additional listings over 100 (per month)	\$0.30	10% of the total amount of the sale Maximum fee is \$250

List of Select Categories

- Antiques
- Art
- Baby
- Clothing, Shoes & Accessories
- Coins & Paper Money
- Collectibles
- Dolls & Bears
- Entertainment Memorabilia
- Health & Beauty
- Jewelry & Watches
- Pottery & Glass
- Sports Mem, Cards & Fan Shop
- Stamps
- Toys & Hobbies

Different fees apply for the following categories:

- Motor Vehicles
- Business and Industrial Categories
- Real Estate

In addition, other fees may apply, including:

- PayPal fees
- Seller Tools
- Third-Party Service Providers

Getting Started with the Basics

Fees with eBay Stores

Insertion fees for Store listings (in C\$ or US\$)

Fees are per listing, for any duration, including Good 'Til Cancelled *

		After using your free listings		
Store type	Number of free insertion fee listings per month (exclusions apply)	Auction-style insertion fees	Fixed price insertion fees for Books, DVDs & Movies, Music, Video Games	Fixed price insertion fees for other categories
Basic	150	\$0.25	\$0.05	\$0.20
Premium	500	\$0.15	\$0.05	\$0.10
Anchor	2,500	\$0.10	\$0.05	\$0.05

As you can see, insertion fees vary depending on your Store subscription level.

Final Value Fees for Stores

With an eBay Store subscription, your Final Value Fees (FVF) will vary, depending on the category of merchandise you sell.

Final Value Fees are between 4% and 9%, as shown at the chart at the link below. For most categories, the fee is 9%. All FVFs are per-item and based on the total amount of the sale. The maximum fee is \$250

http://pages.ebay.ca/help/sell/storefees.html#subscription

Store Subscription Levels and Rates

Subscription fees (in C\$)

Store type	Monthly subscription fee	Yearly subscription fee (paid monthly)
Basic	\$19.95 per month	\$15.95 per month
Premium	\$59.95 per month	\$49.95 per month
Anchor	\$199.95 per month	\$179.95 per month

For an overview of the features of each subscription level, see this link. http://pages.ebay.ca/storefronts/start.html

As a general rule, you will almost always get the best rates for both insertion fees and Final Value Fees with an eBay store. You can check this very easily by using the **Fee Illustrator** available at this link: http://www.fees.ebay.ca/feeweb/feeillustrator

For More Information on Fees

Selling Fees http://pages.ebay.ca/help/sell/fees.html

Fee Calculator http://www.fees.ebay.ca/feeweb/feecalculator

eBay Store Fees and Terms http://pages.ebay.ca/help/sell/storefees.html#subscription

Getting Started with the Basics

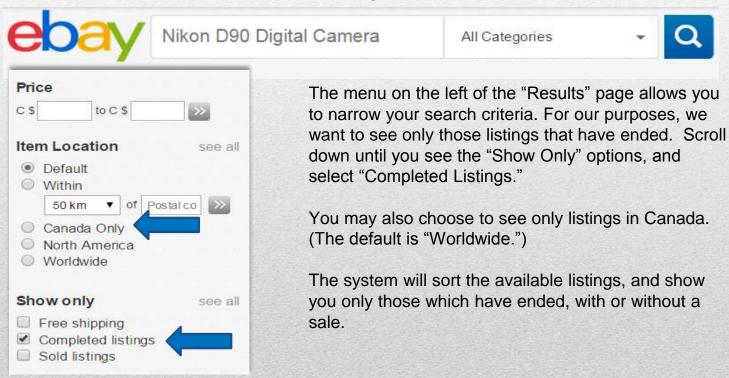
Market Research: Completed Item Search

How much will it Sell For?

To determine how much items like yours are selling for on eBay, you can perform some simple research right on the eBay site, by searching Completed Listings.

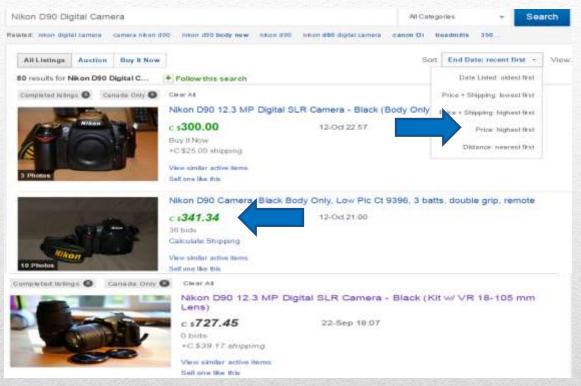
First, enter your item title in the "Search" box and click "Enter.".

As an example, let's search for a Nikon D90 digital camera.



Market Research: Completed Item Search

When your search results appear, sort further by selecting "Price Highest First" or whatever criteria you prefer, from the sort menu, as shown.



Listings with the sale price in green are those which ended successfully. You can click on the **listing title** to see the original listing, and compare your own item's features. Do this with several listings to get a feel for how much items like yours have **sold for** recently. You might also look at those which did not sell, and see if you can figure out why.

 For more detailed information and an in-depth analysis of eBay market trends, you might want to try one of eBay's approved third-party providers like Terapeak https://www.terapeak.com/products/terapeak-for-ebay/

Creating Listings & Selling Items eBay Canada

How to Sell

Find success selling on eBay

No matter what your experience level is, we've got the info you need to make the most of every listing.



In this second section, we'll cover the following topics:

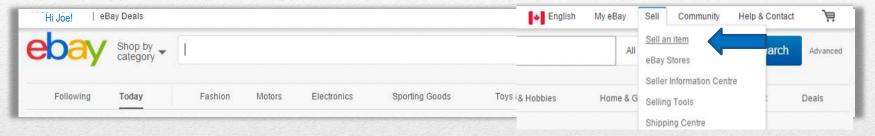
- Creating a Listing on eBay
- Using Selling Manager
- Post-Sale Tasks and Activities

Creating a Listing

Sell Your Item

There are several ways to create an eBay listing. We'll focus on the method recommended by eBay for beginners because it's the quickest and easiest way to get started.

First, log on to your eBay.ca account . From the menu across the top of the page, select "Sell" and then from the pull-down menu, choose "Sell an Item.



How it Works

The user interface is easy to navigate, and the process is simple and straightforward:

- Describe your item
- Upload a photo (up to 12)
- State your terms
- List your item

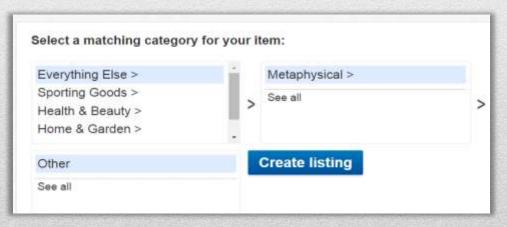


Describe your Item & Appropriate Category



Enter an **item title** and click "**Get Started**." You'll be presented with a list of categories from which to choose, as shown on the next slide.

You'll need to list your item in the appropriate eBay category. If you're not sure which category to select, **just type in some basic information as shown here,** or a UPC or ISBN number, and click "Get Started." The system will then suggest possible categories for your item.



Categories can get very specific, so you can drill down to a fine level to make sure you have just the category that will best showcase your item.

Once you're happy with your category selection, click "Create Listing."

Listing Title & Pictures



When you select the "Create Listing" button, the next screen will look like this. Here you can edit and expand your listing title, using relevant searchable key words. You have 80 characters, so use as many keywords as you can to attract buyers. Avoid punctuation and all nonessential words and characters, but do take care with your spelling.

The next cue prompts you to upload photos of your item. You get **12 free pictures** with each listing, so use as many as you need. For new items still in original packaging, you may use stock photos. If your item is gently used or otherwise in "not new" condition, it's especially important to clearly show any flaws or defects. To upload a photo, just click "**Add Photos**."

Take & Upload Quality Photos of Your Item



Photos are extremely important as they portray your item to potential buyers.

Photo Tips:

http://pages.ebay.ca/sellerinformation/sellin gresources/phototoptips.html

Listing Description, Format, & Price



Listing Description

Next, add your item description. Here's a listing with edited **title**, **picture added**, and a **brief description** of the item. Note also the editing tools and the HTML editor.

Include important details about your item and think about the aspects a buyer is interested in.

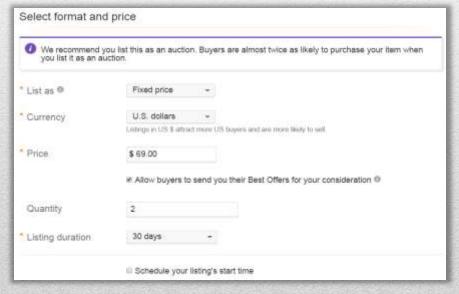
Format and Price

Next you will select your listing format, either auction or fixed price, and set your price in your preferred currency.

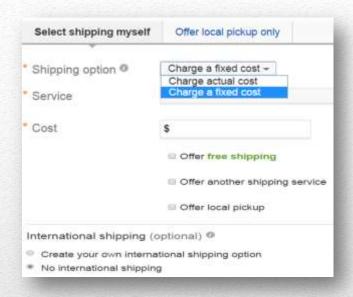
Keep in mind that for auction listings, auctions with low starting bids tend to attract more buyers and typically great for rare or collectible items.

Enter quantity and listing duration, and a start time if desired (fee applies.)

You can also accept "Best Offers" on fixed price listings if you choose, so that a buyer can offer you slightly less than your asking price and you can decide whether or not to accept, or make a counter-offer.



Choose Shipping Options & Review

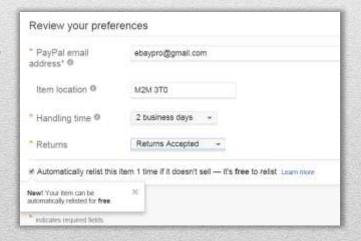


You'll be prompted to select shipping options for your item. You can charge a fixed cost, or you can charge the actual shipping cost.

- You will select the shipping service you will be using, and as you can see, you can also offer additional shipping options from which your buyer can choose.
- Alternately you can offer free shipping. Buyers really like free shipping, but remember to factor in this expense in your pricing.
- Finally, you must decide whether to offer international shipping, and choose international options. For large items, you can also stipulate "local pickup."

Review Preferences

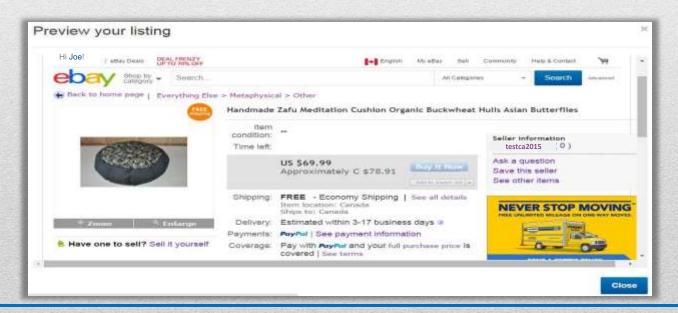
Here you will make sure your PayPal email is correct, indicate the item's location (usually your postal code – especially important if you selected actual shipping cost), select a handling time (buyers like fast shipping), decide whether to accept returns (again, keeping buyer preferences in mind), and indicate if you want your item to relist automatically.



List Your Item

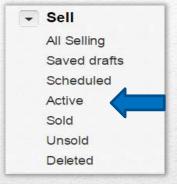


Your final task is to **preview** your listing, which is always a good idea, and check for typos and other things that may need editing. When you're satisfied with it, click "**List it,**" and your listing goes live. If you want to **save it** and list it at a later time, you can do that as well.



Your Selling Activity

Congrats! You Listed Your Item, Now you can keep an eye on all your listings.



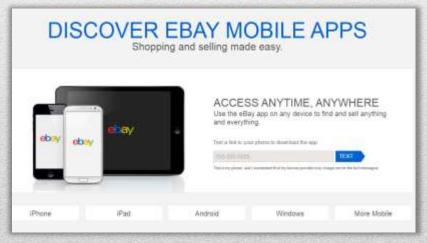
To find your selling activity, go to "My eBay > Summary." Scroll down on the "Summary" page and locate the "Sell" menu options, on the left side of the page. It will look like this. To see your live listings, click "Active."

There are many ways to list on eBay and many tools that can aid in both listing and keeping an eye on your listing. eBay mobile is a great app that some sellers choose to create listings with and also keep an eye on them.

There are a variety of listing tools including 3rd party tools as well.

eBay Listing Tools Link:

http://pages.ebay.ca/sellerinformation/sellin gresources/sellingtools.html



http://pages.ebay.ca/mobile/

Post Sale: Selling Manager

You sold it! Now what do you do next? Your post sale tasks include the following:

- Collect payment
- Leave feedback
- Double-check buyer's shipping address
- Package item and ship it quickly
- Upload tracking
- Handle any post-sale questions and/or concerns



Nearly all of these tasks can be handled through Selling Manager.



Any seller can subscribe to Selling Manager at no cost. Selling Manager Pro is included free with a Premium-level store subscription and includes more features. The upgrade is also available to all other sellers at \$15.99 per month and offers a 30-day free trial for new subscribers. For our purposes we'll be focusing on Selling Manager.

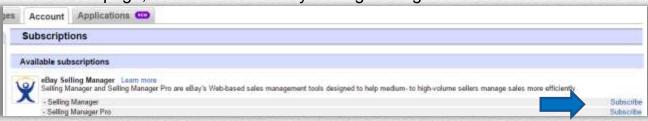
http://pages.ebay.ca/help/sell/selling-manager-subscription.html

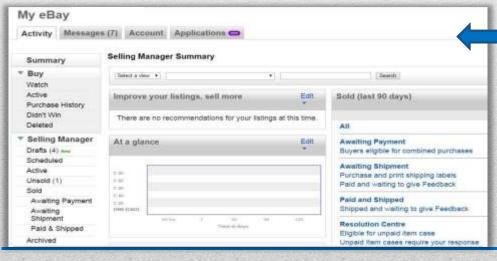
Find Your Subscriptions (Selling Manager)

On your My eBay Summary page, pull down the "Account" menu and select "**Subscriptions**."



On the next page, scroll down to "eBay Selling Manager" and click "Subscribe."





If you return to your My eBay page, you will see how your Selling Manager subscription has reorganized your activity interface.

Creating Listings & Selling Items

Post Sale: Collecting Payment



Your payments will be processed through your PayPal account. Usually you will receive two notices when a sale occurs:

- One from eBay to advise you that your item has sold,
- And another from PayPal to let you know your payment has been received.

You can also check your Selling Manager page to see if your payment has been received and posted to your account.

It sometimes happens that a buyer will wait for you to send an invoice; this can also be easily done from your Selling Manager page.

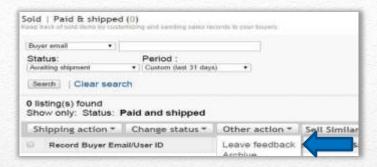
** Note that you will not ship the item until the buyer's payment has been received and cleared.

Awaiting Payment/Shipment On Selling Manager

You can view your awaiting payments on you Selling Manager. Note that once payment has been made, it will be placed in **Awaiting Shipment**



Leave Feedback and Ship



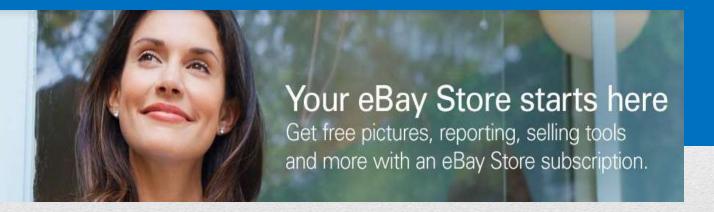
From your "Sold" listings on your Selling Manager Summary page, you can select "Leave Feedback" from the "Other Action" menu. Once your buyer has paid for the item, he has met his obligation in the transaction, so it's best to leave feedback immediately after payment is received or very soon thereafter.

Shipping made easy with eBay Shipping Labels



Prepare your item for **shipping** with a thank-you note tucked into the package, and print your shipping label on eBay if at all possible. Your tracking information is then automatically uploaded to eBay and PayPal and also sent to your buyer. Once your package is on its way and your tracking information is uploaded, you're finished with post-sale tasks.

eBay Stores & Strategies



In this section (eBay Stores & Strategies), we'll cover the following topics:

- eBay Store Setup
- Store Tools
- Store Reports
- eBay Top Rated Seller

Research & Realize What a Store Can Do

Remember the "Completed Listing" research you did when you wanted to get a feel for pricing your items? The same kind of focused research on eBay.ca can be useful when you're planning your eBay Store. Look around at the storefronts of other sellers, and study them. Which ones do you like, and why? Which features work well, and which ones seem not so effective? Which stores are friendly and inviting and make it easy for shoppers to find what they want and make their purchases? What kind of store setup makes the most sense for your unique branding and product line?

Most importantly, which sellers are using their Stores to their best advantage as evidenced by many listings, strong sales, and Top Rated Seller status? All of this information can be gleaned from looking over other sellers' storefronts.

What Your Store Can Do For You

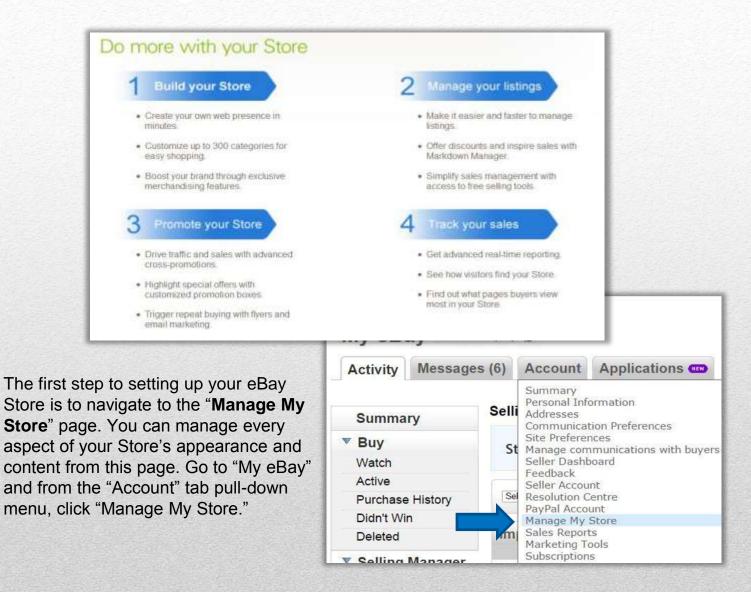
Your eBay Store, properly set up, can:

- Welcome customers and invite them to shop with you
- Effectively brand your name and your merchandise
- Enhance your image as a professional retailer
- Attract traffic from all over the web via Stores SEO
- Advertise your sales, promotions, and new items
- Direct buyers to the items they want
- Make it easy for buyers to buy from you
- Encourage repeat business
- Earn customer loyalty

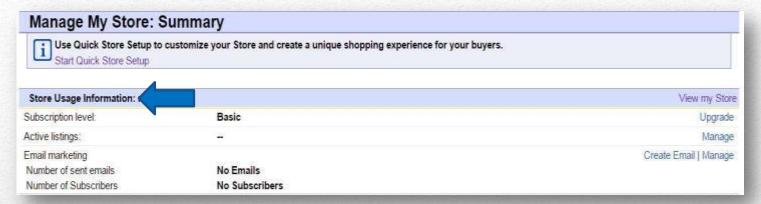
Item Location see all Default Canada Only North America Worldwide Show only see all Free shipping Completed listings Sold listings More refinements... Matching eBay Stores Yoga Health Products (2) Nirvana Wellness Store (1) See all matching eBay Stores

View Other Stores
http://stores.ebay.ca/

Store Management is Easy!



Manage My Store Navigation



At the top center is the Manage My Store Summary. You can check and/or change your subscription level, manage active listings, and manage your email marketing activity from here. You can also utilize the Quick Store setup feature if you like.



On the Quick Store Setup page, you can choose to apply the preselected settings eBay has chosen for your store (just click "Apply Settings"), or you can edit each individual field to suit yourself. If you want to see what it looks like, click "Preview Settings."

Your Billboard and Logo

eBay's new store design allows you to create your own custom **billboard** and add your company's **logo**



Manage My Store is designed to make it fast and easy for you to change the appearance of your store within minutes, so you can always go back and make changes if you like.

It's also easy to update your logo and billboard images, change the name of your store, and/or add new product categories.

For more help with building your storefront, visit http://pages.ebay.ca/storefronts/Building.html

Store Categories & Promotional Tools

Shoppers want to know how to locate the items they're looking for quickly and easily, and helping them do so means more sales for you. This is where store categories come in. The categories in this graphic were created for an eBay book store. Keep in mind that categories are also searchable, so they should be named carefully.



Promotional Tools



Promotional Tool Samples

Email Marketing: interested buyers can subscribe to one or more of your mailing lists by adding you to their Saved Sellers list or by clicking the "Sign up for Store newsletter" link on your store home page.

Example: Sale Announcement



Nothing generates buyer interest and excitement quite like a sale, and with

Markdown Manager, you can create your own sales and markdowns quickly and easily

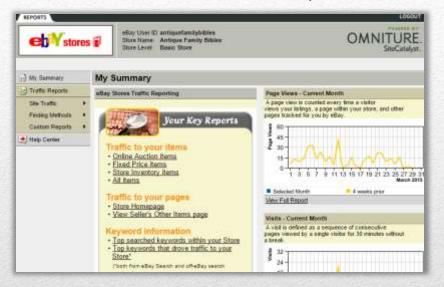
Follow the prompts, entering details of your sale. Choose dates, discounts, and which items are marked down – it's all up to you! Your sale listings will all have the "Sale" icon prominently displayed to attract the attention of buyers.

Using our email design tools, you create newsletters that promote your store and send them to members of your mailing lists. You can even create newsletters that are automatically sent on a regular basis, such as a weekly newsletter that promotes your latest listings.



Reporting Features

Scrolling down on the Manage My Store page you'll see links to additional tools and tutorials, discussion boards, customer support links, and other resources for Store subscribers. Two features we want to examine are Traffic Reports and Sales Reports.



Traffic reports are very useful for determining which of your listings are being viewed and what route shoppers take to reach them. The reports are available free to eBay Store subscribers – all you have to do is sign up.

Sales reports are fast and easy to generate and give you an overview of how your business is doing. These reports can be printed, downloaded, and run based on parameters set by you to provide you with exactly the information you need. Best of all, they're free with your Store subscription!



Top Rated Seller Status

eBay rewards sellers who provide superior customer service, and Top-rated sellers are sellers who consistently provide the best buying experiences to their customers. You can be a Top-rated Seller whether you have a large volume of sales or a smaller volume. Additionally, sellers that offer 14-day or more, money-back return policies and ship in 1 business day with tracking may qualify for Top Rated Plus.



There are some great benefits attached to achieving Top Rated Seller status. These include enhanced placement of your listings in search results, the TRS badge prominently displayed on your listings, which lets buyers know you can be relied upon to provide superior customer service, and last but not least, a **20% discount on Final Value Fees!**

Canadian sellers can qualify to be Top-rated in two separate programs. They can qualify for the **Global program**, which measures performance according to sales made to any buyer, and they can qualify for the **US program**, which measures performance only on sales made to buyers located in the United States.

Becoming a Top Rated Seller http://pages.ebay.ca/help/sell/top-rated.html

Global Top Rated Program Benefits

Sellers who meet all the Global Top-rated seller performance requirements receive the following benefits:

eBay

- Priority customer support
- 20% discount on final value fees (on item price portion only)
- A badge on listing pages on eBay.ca

Requirements: Global

To become a Global Top-rated seller you need to:

- Be a member of the PowerSeller program
- Have at least 100 transactions and \$1,000 in sales during the last 12 months with Global buyers
- Meet the following requirements for detailed seller ratings (DSRs):

DSR category	Percentage of 1 and 2 ratings
Item as described	0.60%
Communication	0.60%
Shipping time	0.60%
Shipping and handling charges	0.60%

Power Seller Program

PowerSellers enjoy special benefits, including:

PowerSeller

- Priority customer support
- Unpaid item protection which offers credit for certain listing upgrade fees on eligible listing formats
- Promotional offers
- Opportunities to participate in research

As a PowerSeller, you also have the opportunity to qualify for Top-rated seller status, which recognizes sellers who have a proven track record of excellent customer service and sales.

Requirements:

To reach PowerSeller status, you must:

- Be registered with eBay for at least 90 days.
- Have an account in good standing.
- Maintain a positive Feedback of 98% or higher over the past 12 months.
- Follow all eBay policies.
- Have a minimum of 100 transactions and \$1,000 in sales with Global buyers over the past 12 months.
- Receive at least a 4.60 average from Global buyers across all 4 detailed seller ratings (DSRs).
- For all transactions with Global buyers, have no more than 1.20% of transactions with low DSRs (1s or 2s) on item as described, and a maximum of 2.40% of low DSRs on communication, shipping time, and shipping and handling cost.

Becoming a PowerSeller http://pages.ebay.ca/help/sell/sell-powersellers.html

Detailed Seller Ratings (DSRs)

How detailed seller ratings are calculated

The detailed seller rating system is based on a 1- to 5star scale. 5 stars is the highest rating, and 1 star is the lowest. Detailed seller ratings don't affect a seller's overall Feedback score, but we take some of these ratings into account when we evaluate seller performance, including to see if they're eligible for discounts and other benefits.



Monitor Your Progress: Seller Dashboard

To track your progress towards Powerseller status and eTRS, and monitor your Detailed Seller Ratings, you can check your Seller Dashboard from your My eBay Summary page. From the "Account Menu," just click "Seller Dashboard."

Seller Dashboard

http://pages.ebay.ca/help/sell/seller-dashboard.html



eTRS: US Program

Canadian sellers who meet all the basic US Top-rated seller performance requirements will receive the following benefits:

- A prominent badge on their listing when viewed on eBay.com
- Improved search standing for fixed price listings in Best Match search results on eBay.com and eBay.ca
- 20% discount on final value fees (on item price portion and for items listed on eBay.com or eBay.ca only)
- In addition, Top-rated sellers will receive a 20% discount on final value fees for all listings with 1-day handling time and a 14-day or better return policy. These listings will also receive the greatest, on average, advantage for fixed price listings in Best Match.

Requirements

To become a US Top-rated seller you need to meet the following performance requirements:

- Have an eBay account that's been active for at least 90 days
- Have a positive Feedback rating of at least 98%
- Have at least 100 transactions and \$1,000 in sales with US buyers during the last 12 months
- Upload shipment tracking within your handling time for at least 90% of your transactions with US buyers in the last 3 months
- Meet the following requirements for detailed seller ratings (DSRs):

DSR category	Percentage of 1 and 2 ratings
Item as described	0.60%
Communication	0.60%
Shipping time	0.60%
Shipping and handling charges	0.60%