



Quick Guide to Selling on eBay

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 close to two hundred million registered members from around the world.

At any given time, tens of 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 eBay stores?*
- *approximately half of all transactions are international?*
- *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?*

Selling on eBay is fast, easy and fun. Let's start selling now!

A speech bubble with a teal border and a tail pointing towards the left. The text inside is written in a dark blue, cursive font.

"We ship to more than 45 countries and our products are reaching areas we might not have thought of reaching without eBay." Mukul

Start Selling Internationally!

Register*

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

Click the "Register" link

Change "Country or Region" to your location

Provide all requested information

Activate your eBay account by clicking on the link that eBay emails to you

2) Setup an eBay Seller Account

Go to www.ebay.com

Sign in with the eBay ID and password that you created in the above step

Click on "Sell"

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



Choose a seller 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.

Before you sell...

Why sell on eBay?

- ✓ Millions of Potential Buyers - when you sell on eBay, you are reaching out to close to 200 millions 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.

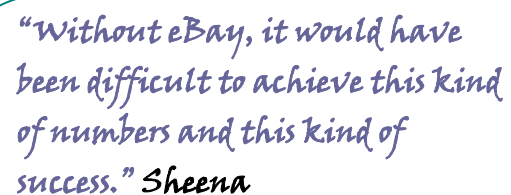
What to Sell?

Most shoppers buy online for one or more of the following “compelling 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?



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

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 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
- Try a variety of 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

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 directly 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, 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



Use “completed item” search on similar items to help you decide how to set pricing for your listings

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 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 starts 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.

Why wait? Start NOW!

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

Listing

After the 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!



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 (see your options below). 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 buyer is likely to enter in a keyword search



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

☐ **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

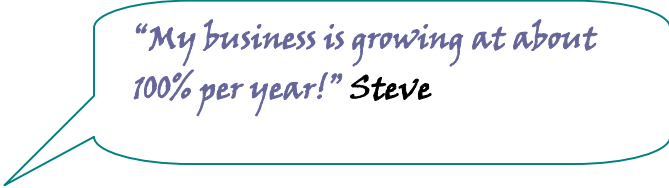
- Where relevant, input the UPC or ISBN number of your product
- Item specifics and a stock photo will be added to your listing automatically
- Please make sure you take the time to confirm the accuracy of the information before you include it in your listing

☐ **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

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 1900 and 2200 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



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.

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 stand out 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' option 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's recommends payment through PayPal* - the fast, secure and most popular way to accept credit card or checking account payment on eBay

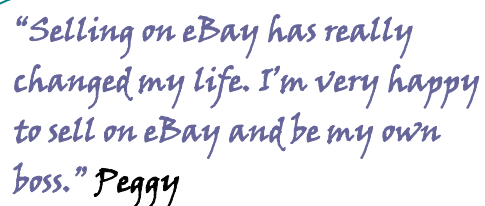
Enter shipping information

- 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

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

Shipping

Shipping Fees



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

- 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

DHL AD



Shipping (cont.)

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

choose a premium shipping service

- Set the right expectation with the buyer by clearly stating the estimated shipping duration for each of your shipping options
- If you have a tracking number, provide it to the buyer so that he / she can follow the shipment status en route
- Be sure to research into custom duties and taxes levied by the countries you are shipping to and indicate these clearly in your item description

SingPost AD

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



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

Payment

- Clearly indicate the payment options that you are willing to accept from international buyers:
 - PayPal – the preferred payment method on eBay - accepts all major credit cards, debit cards, and bank transfers in one payment solution
 - Bank Direct Deposits
 - Banker's Draft
 - Credit Card
 - Money Order
 - Personal Cheques
 - Telegraphic Transfer
- 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

Payment (cont.)

While there are many payment options available, the preferred payment method by millions of eBay buyers and sellers worldwide is PayPal. PayPal, an eBay company, is the global leader in online payment solutions. Available in over 103 markets and multiple currencies, it is the most efficient payment method for international transactions.

Increase Your Sales and Lower your Risk with PayPal:

PayPal generates a 16.7% higher selling price for items sold internationally on .eBay.com. Additionally, international sellers on eBay who offer PayPal have on average 43% lower Unpaid Item rates than those sellers who do not offer PayPal.

eBay buyers and sellers prefer using PayPal to send and receive online payments, because it's fast, secure, easy and cost effective – all you need to get started is an email address and credit card.

- **Fast:** Receive instant payments for 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:** Pay only when you accept payments – No monthly fees; use **free** tools to effortlessly integrate PayPal into your eBay listings

How do I 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 receiving and withdrawal limits.

"Comparing PayPal to the other payment methods that we've added, we get 4 times greater sales than those 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 and Safety Policies

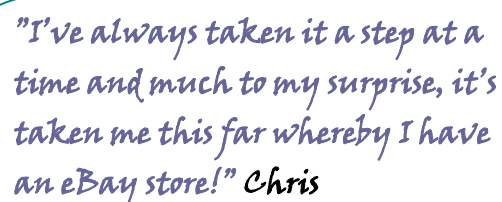
eBay's Trust and Safety (T&S) policies maintain a safe and fair trading environment for all eBay members.

- Understanding eBay's T&S policies will help you grow your eBay business faster by avoiding business interruptions due to policy violations. Violating T&S 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

- To learn more about eBay policies, please visit:

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



"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

More Information - 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
- Information on third-party selling tools for productivity improvement
- Top search words in specific marketplaces
- Useful selling links
- Shipping discount updates
- Hot items (to sell)
- Export FAQ

Visit eBay Export Centre now:

<http://export.ebay.com.sg>



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