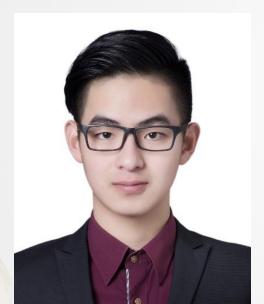


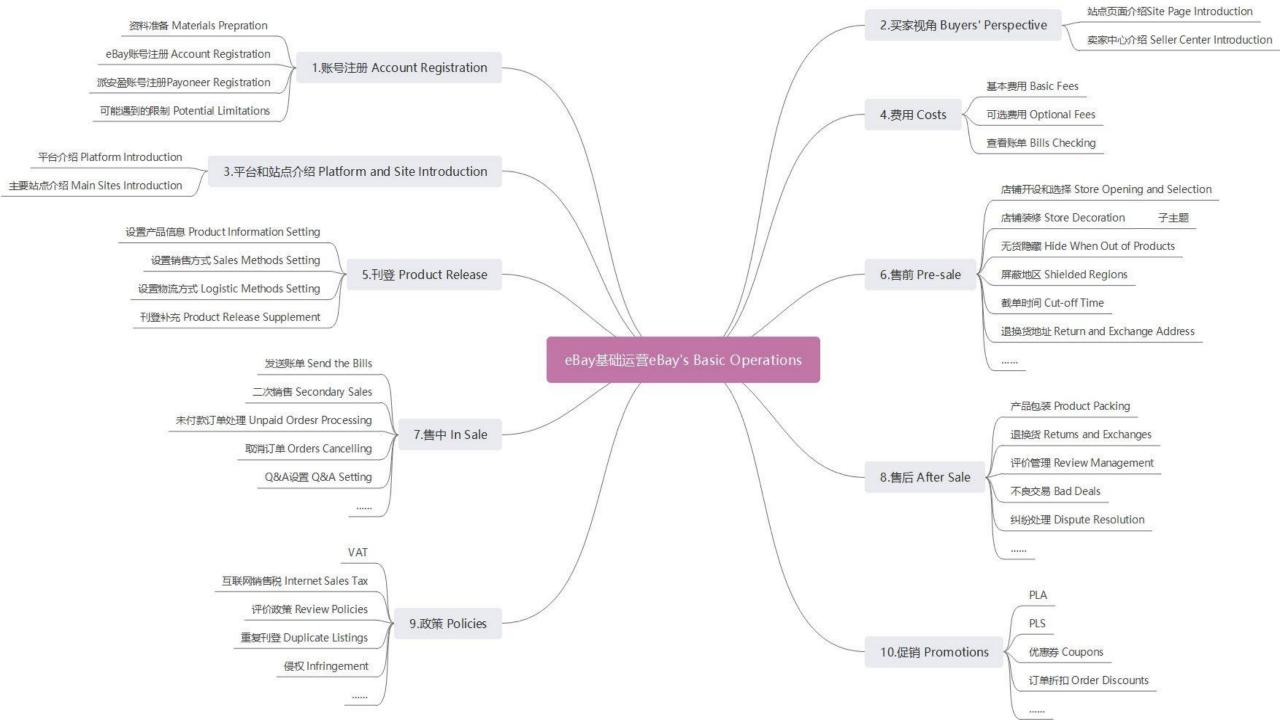


Introduction





- eBay官方认证讲师
 Officially certified instructor of eBay
- · eBay起点课堂培训讲师
- eBay Starting Class Training Instructor
- 华东跨境电商综合试验区特聘讲师
- Distinguished lecturer of East China Cross-border E-commerce Comprehensive Pilot Zone
- 浙江财经大学跨境电商讲师
- Lecturer of cross-border e-commerce at Zhejiang University of Finance and Economics
- 6年eBay运营经验
- 6 years of eBay operating experience
- 擅长eBay新店铺的运营和新员工的培训。对于新店铺破冰销售、eBay 售中买家沟通,eBay售后Case处理有独门秘籍,曾将多个账号1个月 内单个listing推至eBay德国站点Top 3榜单
- Specialize in the operation of eBay's new store and the training of new employees. Has his own secret methods on new store ice-breaking sales, eBay in-sale communications and after-sales cases solving, and has pushed multiple accounts to the eBay German site Top 3 list within 1 month





CONTENTS



▶店铺订阅 Manage Subscription

Overview Orders Listings Marketing Store Performance Payments Research Reports

Manage subscription

Manage Subscription

Elevate your business with exclusive subscription services



Run your business your way. Subscribe to exclusive eBay services to help you save money, elevate customer service, and access elite business tools.

Enjoy exclusive benefits

- ✓ Save money on seller fees
- ✓ Get white-glove customer service

Elevate your brand

- ✓ Tell your story. Let your buyers get to know you.
- Reach buyers with custom store newsletters
- ✓ Tailor your personal business storefront

Utilize performance management tools

- Access Terapeak Sourcing Insights to get realtime eBay marketplace data to help you identify top-performing categories
- Create and manage promotions and markdowns

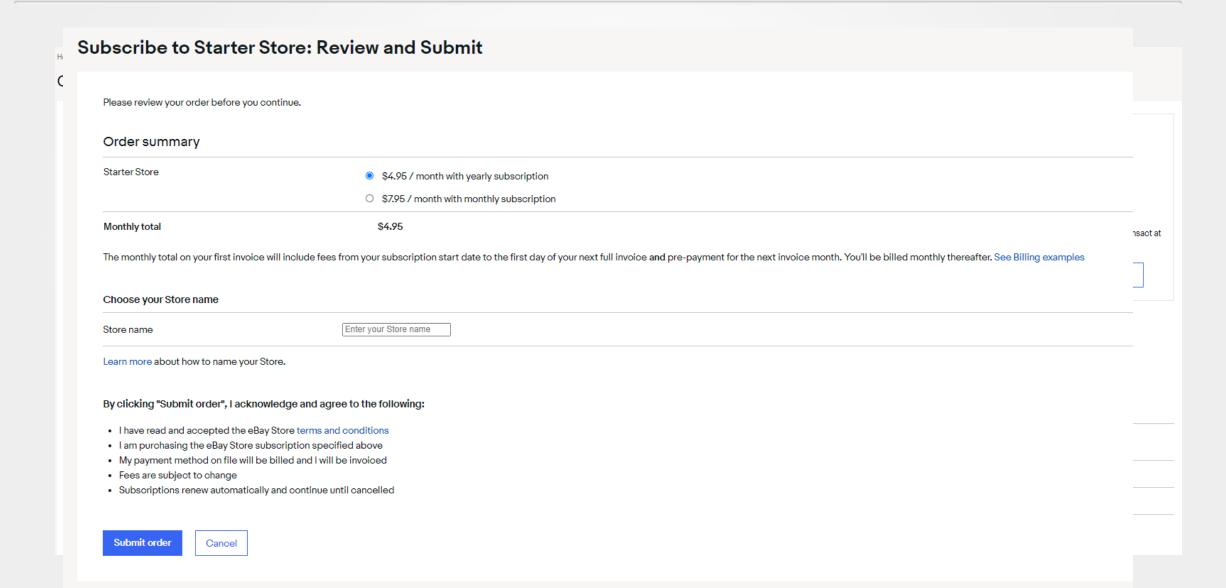
These services are part of a tiered subscription model. Not all services are included in some subscription plans.

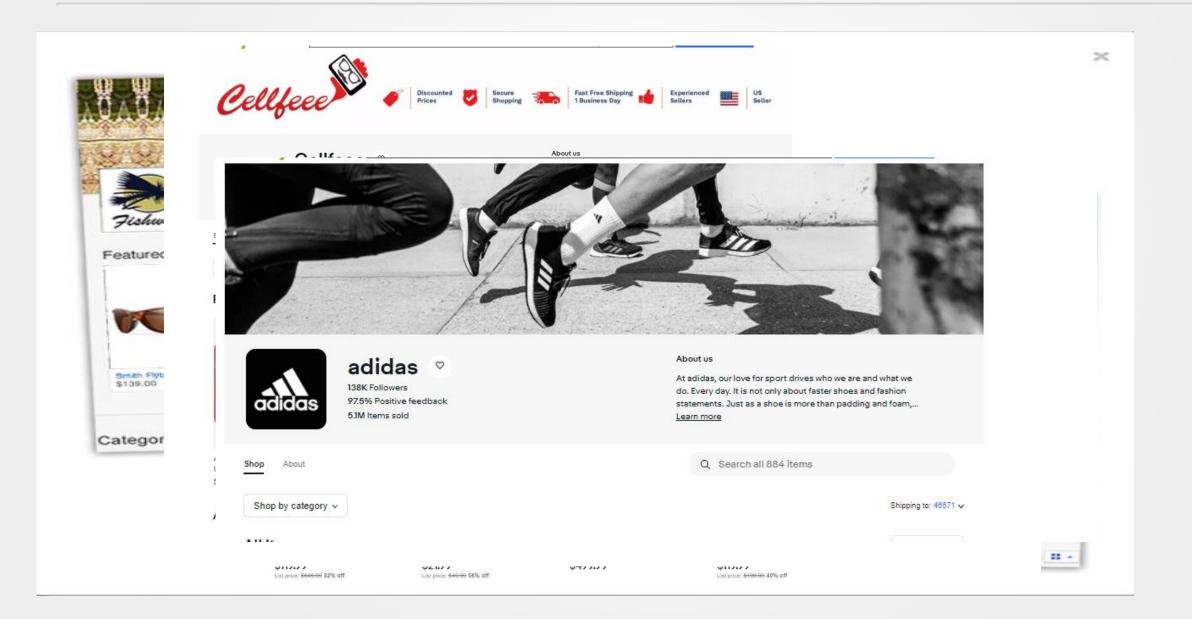
Choose Subscription

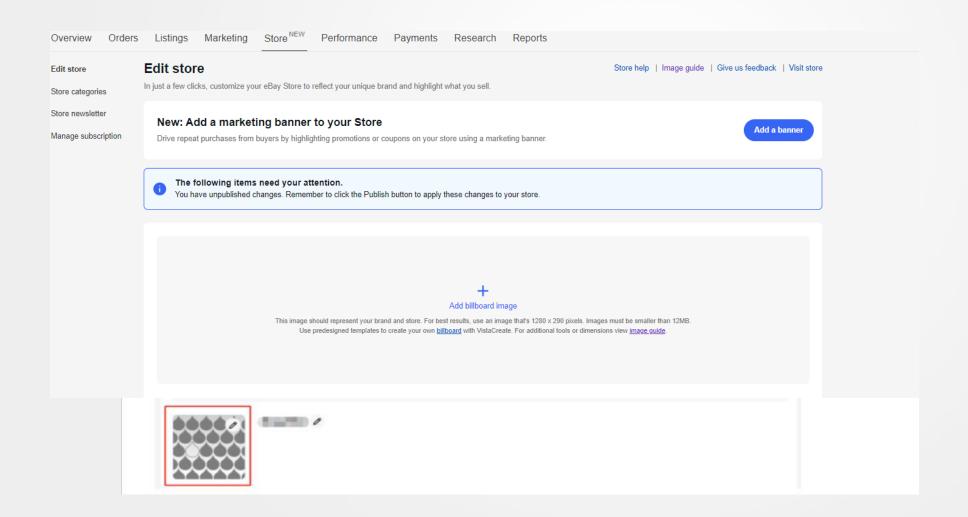
▶店铺订阅 Manage Subscription

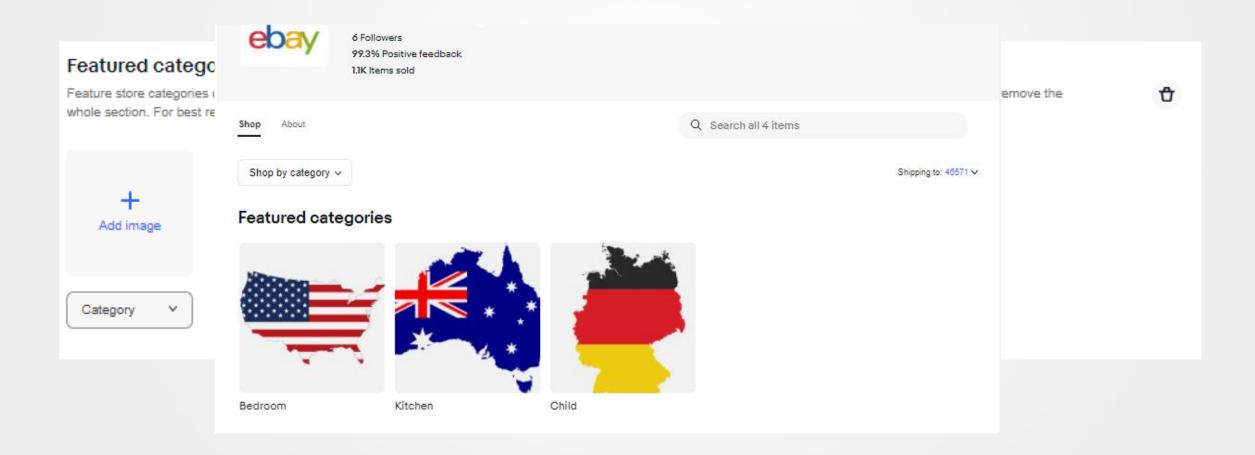
	Starter	Basic	Premium	Anchor	Enterprise
	Starter	Dasic	rieilliuili	AllClid	Enterprise
Pricing					
Yearly subscription	\$4.95	\$21.95	\$59.95	\$299.95	\$2,999.95
Monthly subscription	\$7.95	\$27.95	\$74.95	\$349.95	-
Fees					
Free fixed price insertions ()	250 /mo 🕥	1,000 /mo	10,000 /mo	25,000 /mo	100,000 /mo
Free Auctions in Collectibles and Fashion ①	250 /mo 🕥	250 /mo	500 /mo	1,000 /mo	2,500 /mo
Additional fixed price insertion ①	\$0.30	\$0.25	\$0.10	\$0.05	\$0.05
Additional auction insertion ①	\$0.30	\$0.25	\$0.15	\$0.10	\$0.10
Final Value Fee	3.0 - 15.00% 🕥	2.5 - 15.00% 🕥	2.5 - 15.00% 🕥	2.5 - 15.00% 🕥	2.5 - 15.00% 🕥
Benefits					
Insertion fee credits for auction-style items that sell $\ensuremath{\overline{\bigoplus}}$		~	~	~	~
Promotions Manager ①	~	~	~	~	✓
Markdown Manager 🕥	✓	~	✓	~	✓
Subscriber discounts ①	✓	~	✓	~	✓
Store home page ①	✓	~	✓	✓	✓
Link to eBay Store on listings ①	✓	~	✓	✓	✓
Selling Manager Pro ①			✓	✓	✓
Terapeak Sourcing Insights		~	✓	✓	✓

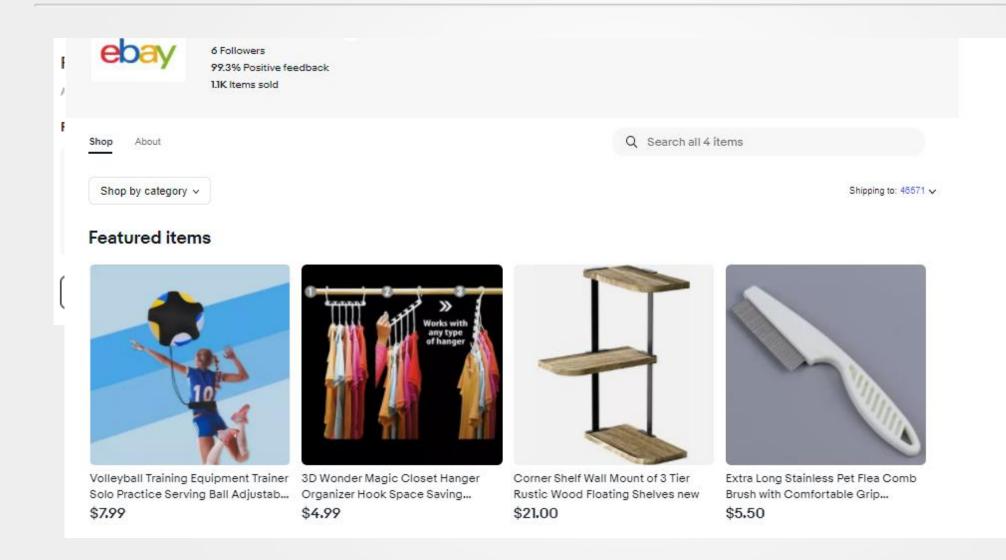
▶店铺订阅 Manage Subscription

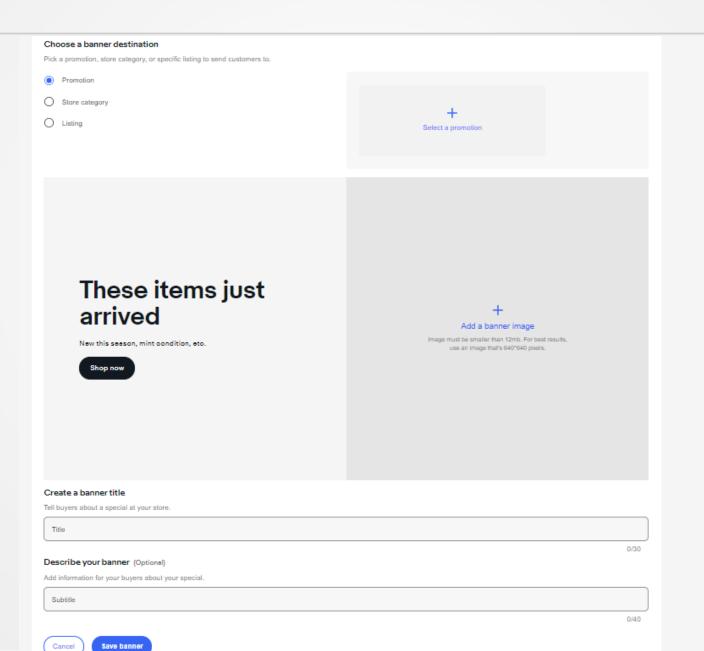


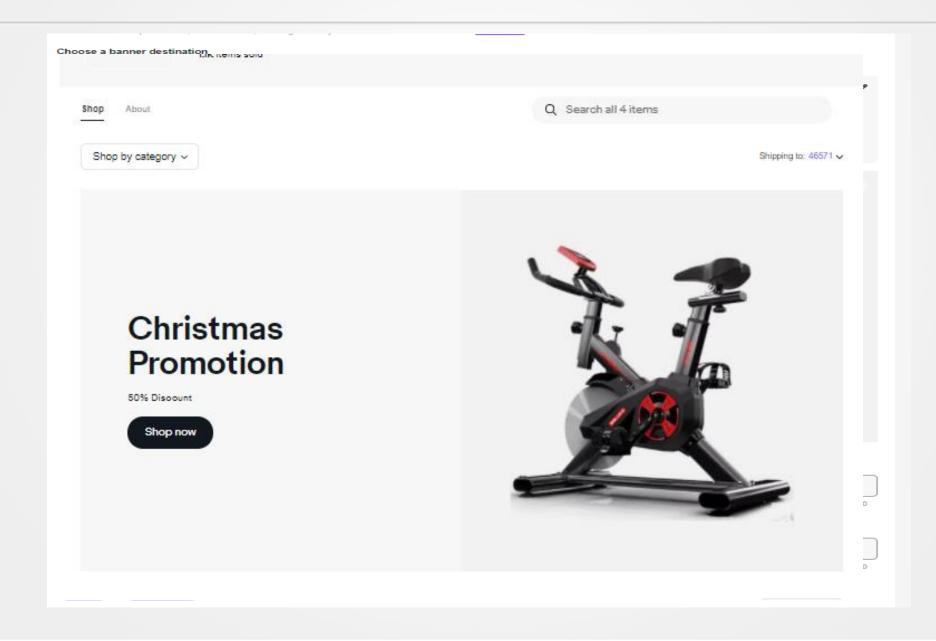


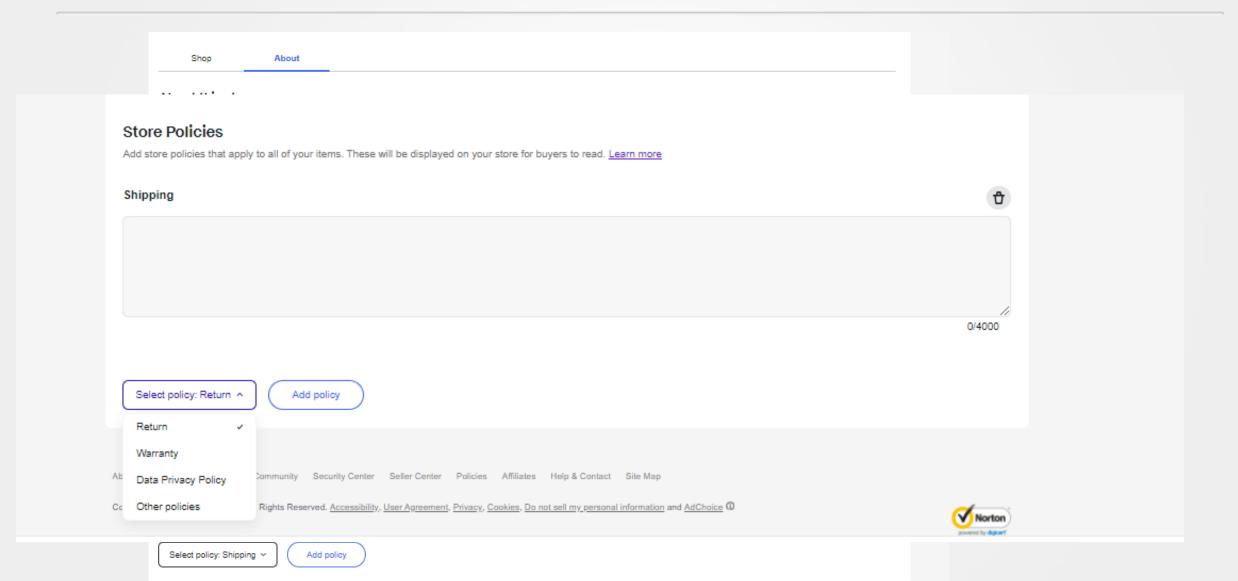


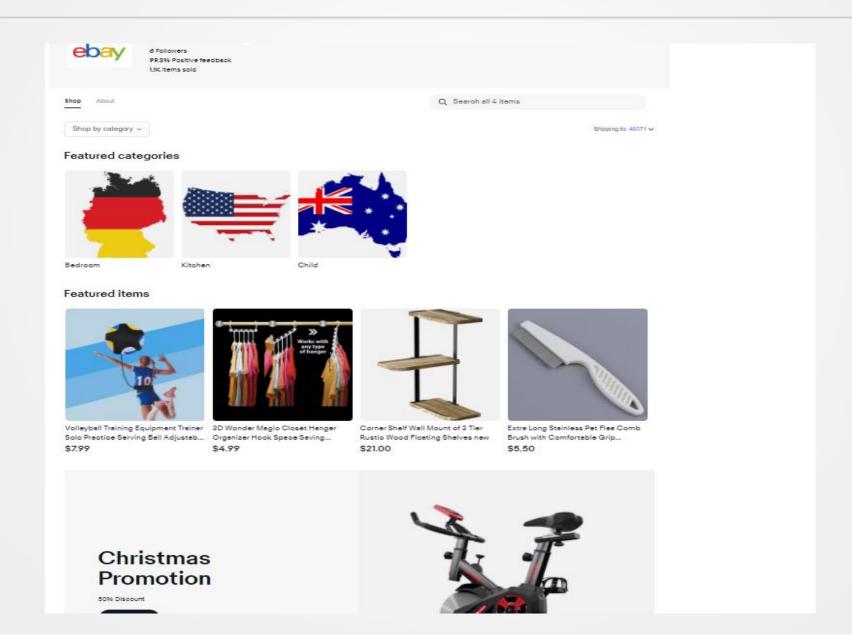












Seller Hub

Edit store	Subscriptions		I	ell us what you think
Store categories	Active Subscriptions			
Store newsletter				
Manage subscription	Basic Store - Billed at yearly rate	\$21.95 / month	Summary	
	Start date: Mar 28, 2021		Basic Store	\$21.95
	Renewal date: Apr 1, 2022 Cancel subscription		Billed at yearly rate	
	Change subscription			
			*Total (this month):	\$21.95
			(uns monur).	
			*Please see the subscription transactions list for the exact	charge on your

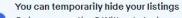
Seller Hub

Home / My cody / My Account / Cobachphona / Concor

Cancel Basic Store: Review and Submit



1 If you cancel your Basic Store now, you will be charged an early termination fee of \$21.95.



1 Going on vacation? Without closing your store, you can temporarily hide all store items and display a message that lets buyers know that you're away. Learn more If you have a specific question, we're here to help. Contact eBay Customer Service

We're sad to see you go. Please share the reason for cancelling this subscription, so we can improve in serving you better.

Is there anything we could have done that would have prevented you from cancelling?

500

Here's what you'll miss if you cancel your Basic Store now:

- 1,000 free-insertion fee listing allowance per month
- 250 free auction listing allowance in Collectibles and Fashion
- · Branded Store experience that aligns with the retail-standard
- Subscriber discount on financial fees

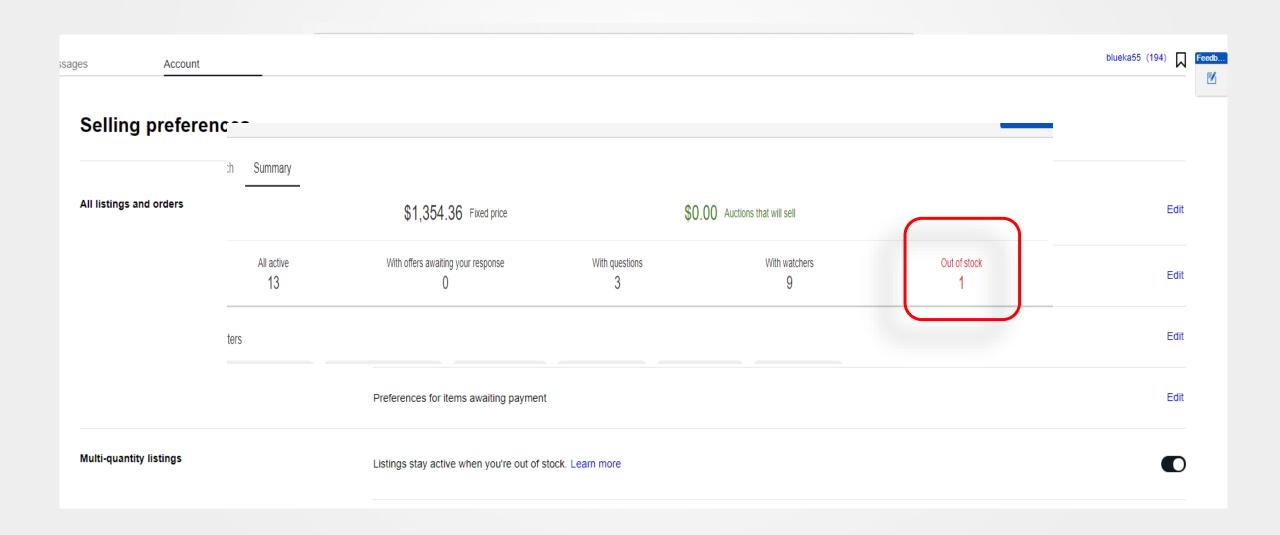
What happens once you cancel?

- · All of your listings will continue at store subscription rate till the end of the current calendar month or till the end of the mandatory subscription period, if applicable,
- · Your Good 'Till Cancelled listings will automatically renew at the non-store listings fee rate

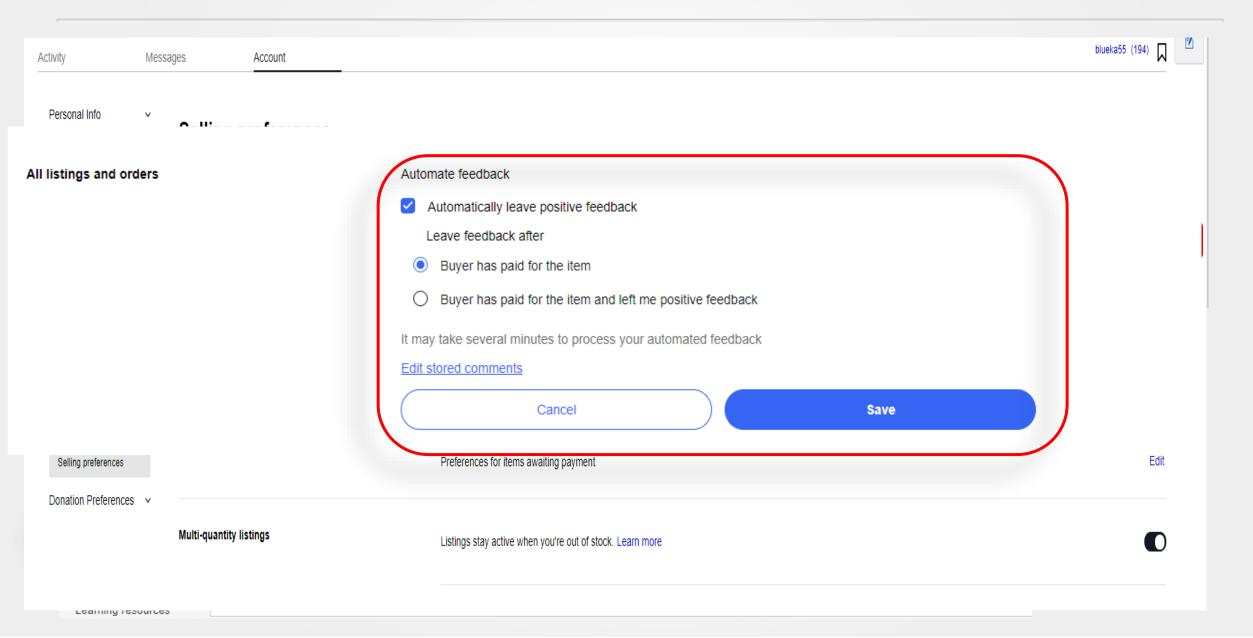
To end any current listings, go to the Selling section of My eBay

Are you sure you want to cancel your eBay Store?

▶无货隐藏 Hide Products When out of Quantity



▶自动留评 Automate Feedback



▶退换货地址 Return and Exchange Address

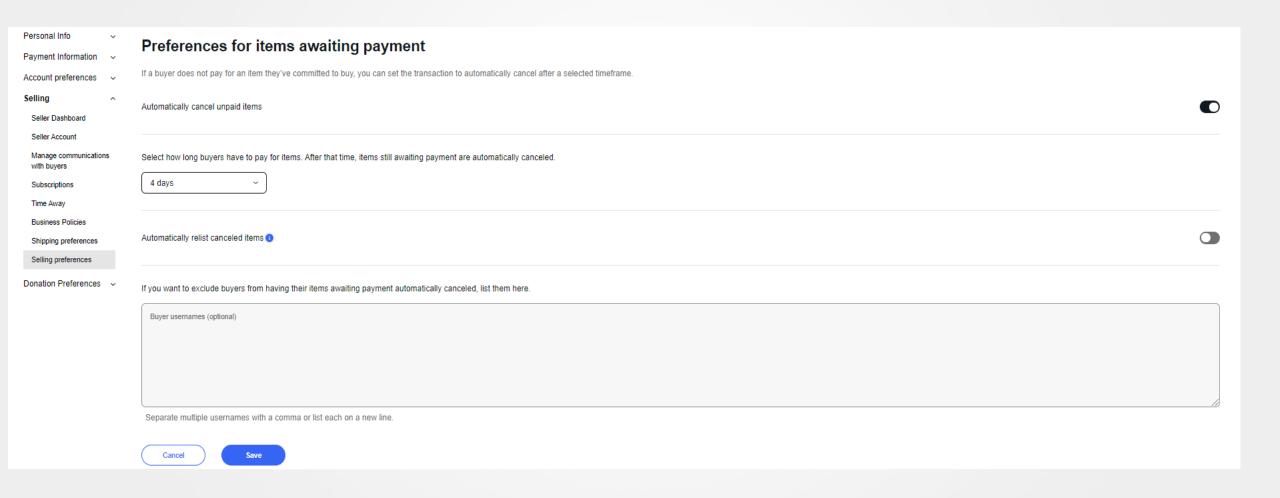
Pickup address for offline

Invoiced Donations

Your return addresses Activity Messages Account Business info Addresses **Primary return address** Addresses **United States** Payments Registration addres shipping department Manage communications with buyers 703 Bartley Chester Rd Your main contact addres Edit Flanders, NJ 07836-4800 Seller Dashboard United States +1 1434325556 Delete Feedback Shipping address Communication Preferences Your main shipping addre Seller Account Other return address Subscriptions Ship from address Advertisement Preferences Your main address where RMA 97913237 18501 Arenth Ave Make primary Applications City of Industry, CA 91748-1301 United States **Business Policies** +1 773-739-7033 Return address Edit Time Away Your main return address Delete Selling preferences **Pending Donations** Payment and pick u

Add another address

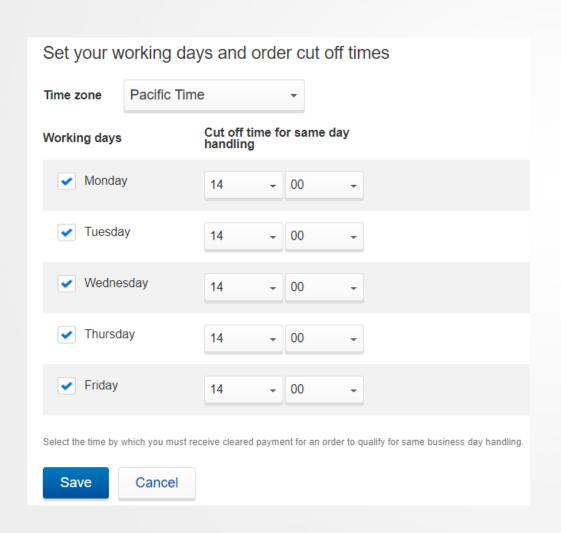
▶不付款自动取消订单 Automatically Cancel the Unpaid Orders



▶自动退换货 Automatically Return and Exchange

Approve a return Create ba Automatically approve a return from a buyer if: Save time by c yers. You can The total refund is: § create and app or less Selling The return reason is: Doesn't match description or photos Doesn't fit Select all Wrong item sent All listings an Changed my mind Clear all Edit Found a better price Missing parts or pieces Just didn't like it Arrived damaged Ordered by mistake Doesn't seem authentic Doesn't work or defective Arrived too late We'll automatically send return shipping labels to your buyers, and returns will be sent to your primary return shipping address. Turn on Edit Create your own rule Edit Need to set more specific rules? Go to advanced return rules RMA number - On Give me the option to add a RMA (return authorization number) to each return label

▶截单时间 Cut-off Time







发送账单 Bills Sending

由卖家发送 Sent by Seller



注意事项 Attentions

作用 Functions

- 确认订单金额 Confirm order account
- 若需要调整价格,通过invoice的方式沟通

 If you need to adjust the price, communicate through invoice
- 提醒买家付款发送 Remind buyers to send payments

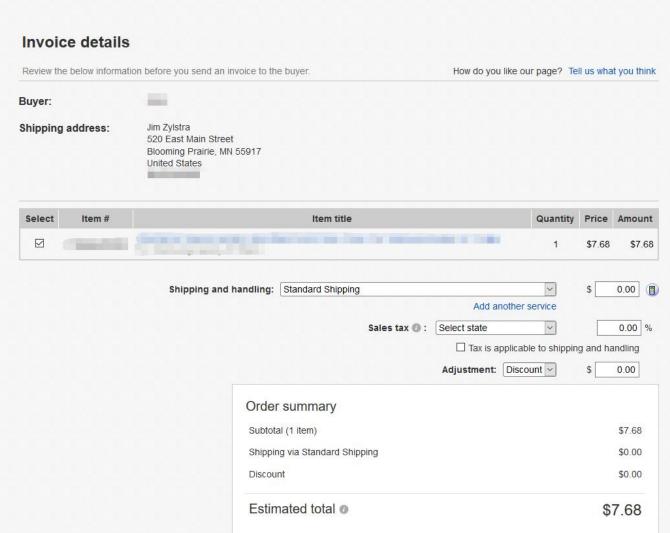
路径 Way

Seller Hub – Orders – Awaiting
Payment – Actions – 找到需要发
送Invoice的listing
Find the listing to send the
Invoice



发送账单 Bills Sending

ebay Send invoice to buyer

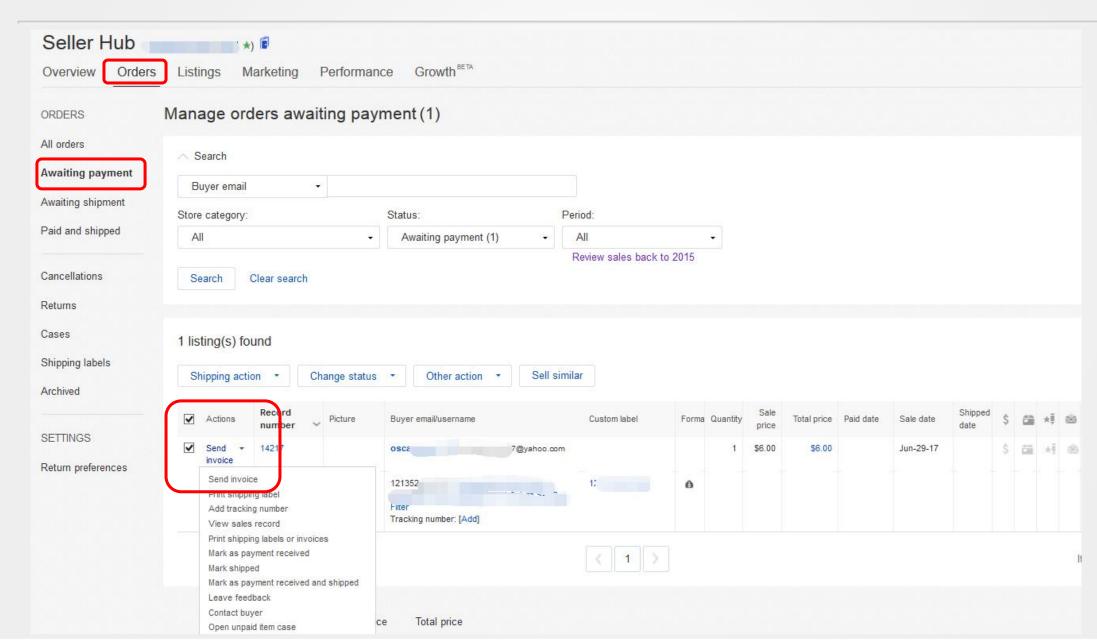


Enter payment instructions and personal message Give clear instructions to assist buyers with payment, shipping, and returns. We always ship by USPS First Class Mail in 1-2 business day. Tracking number will be provided for all package. The tracking number will be sent to you once your order has been shipped. Any problem, pls feel free to contact us. Pls contact us before leaving any bad reviews. We will try best to make you 100% satisfied.

Preview

Send Invoice

发送账单 Bills Sending



▶二次销售 Secondary Sales

适用范围Scope of Application

- ➤ 卖家不能与拍卖中标者完成这笔销售 Sellers cannot complete the sale with the winning bidder in the auction
- ▶ 卖家这笔拍卖产品的库存不止1个
- ➤ The seller has more than 1 inventory of this auction product



UZ 发送对象 Sending Object

可以给参加这次拍卖的买家(中标者除外)发送second chance offer。发送数量根据产品库存决定Buyers (except for successful bidders) who participate in this auction can send a second chance offer. The sending quantity is determined by the product inventory



▶二次销售 Secondary Sales

13 注意事项 Attentions

必须使用买家的最后一次出价以 buy it now的形式进行售卖 The buyer's last bid must be used to sell in the form of buy it now

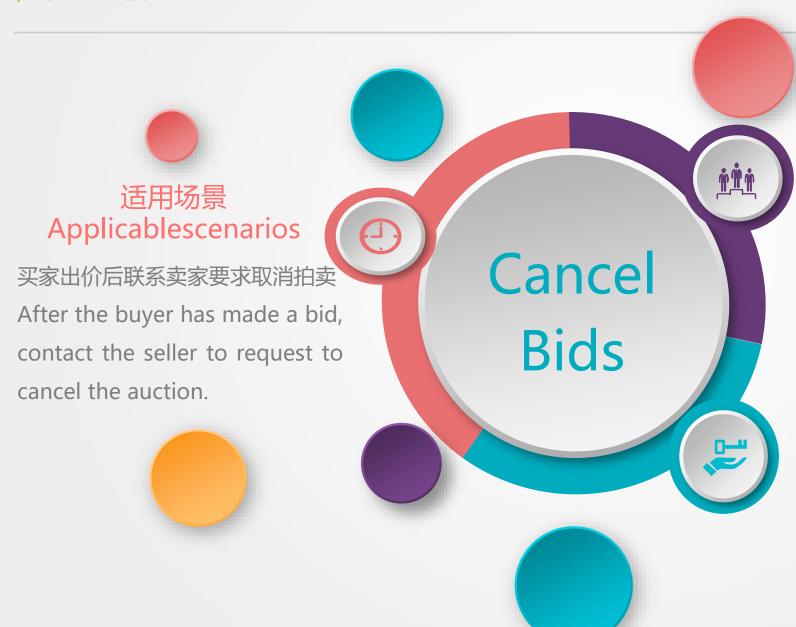


Q4 操作路径 The Opperation Path

My eBay-Sold-找到该条
Find item-Action-Second chance
offer-continue选择数量/时间/对象Select
quantity/time/object-continue等待买家回复
Wait for buyers' reply



▶取消出价 Cancel the Bid



注意事项 Attentions

- ➤ 切记不能成交不卖 You must sale the product after the deal
- ➤ 非特殊原因取消bids,可能会招致买家不满,降低买家购物体验 Cancellation of bids for non-special reasons may cause buyer dissatisfaction and reduce the buyer's shopping experience

卖家主动取消 Seller voluntarily cancels

- ▶ 在尝试了所有合理的联系后,仍然无法证实买家 身份的情况 After trying all reasonable contacts, it is still not possible to confirm the buyer's identity
- > 卖家提前结束listing的情况 The seller ends the listing early

取消出价 Cancel the Bid



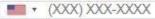
	r good reasons. Cancelling a bid from your listing cannot be resto low and click Submit to cancel the bid.	red. Enter the
tem number		
Username		
Reason for cancellat	on	
Select a reason		~



Manage your Q&A for buyers

Choose how you want to answer buyers' questions:

- Include a message at checkout when they pay
- Send you messages on eBay while they're shopping
- Share your phone number



- Only show this info after a purchase
- Show this info both before and after a purchase
- See answers to your FAQs

Show your Q&A page when buyers click "Ask a question" on your item listings.

Select a topic to review answers

Item details (1)

Shipping (9)

Combined shipping (0)

Make an offer (1)

Payment (3)

Returns (1)

Other (1)

All answers (16)

Auto answers + your answers = info

Auto answers are dynamic answers that we gene listing. For example, if you specified in your listing US. Canada, and Mexico, the auto answer would

Example: Is internal

Is international shipping offered? Yes the seller offers international si This seller ships to the following co

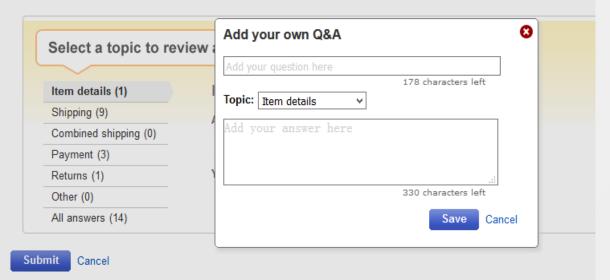
More examples and details

Manage your Q&A for buyers

Choose how you want to answer buyers' questions:

- ☑ Allow buyers to provide special instructions on their order during checkout
- ✓ Allow buyers to contact you from your active listings
- ✓ Show Q&A

Show your Q&A page when buyers click "Ask a question" on your item listings.



Auto answers let buyers get answers fast, and frees you from having to manually answer questions. You can also add your own questions and answers.

Get started by selecting a topic!



产品包装 Product Packing

重货、大货、易碎货物 Heavy, Big, Fragile Products



轻小件 Light and Small Items





产品包装 Product Packing

重货、大货、易损件 Heavy, Big, Fragile Products

- ▶ 多层瓦楞纸盒 Multi-layer corrugated box
- ▶ 合适的尺寸,尺寸差别注意填充Suitable size, pay attention to filling size differences
- → 具有一定耐潮性
 Has a certain degree of moisture resistance
- ▶ 过重或易损产品增加适当的保护 Add appropriate protection excessively heavy or fragile products

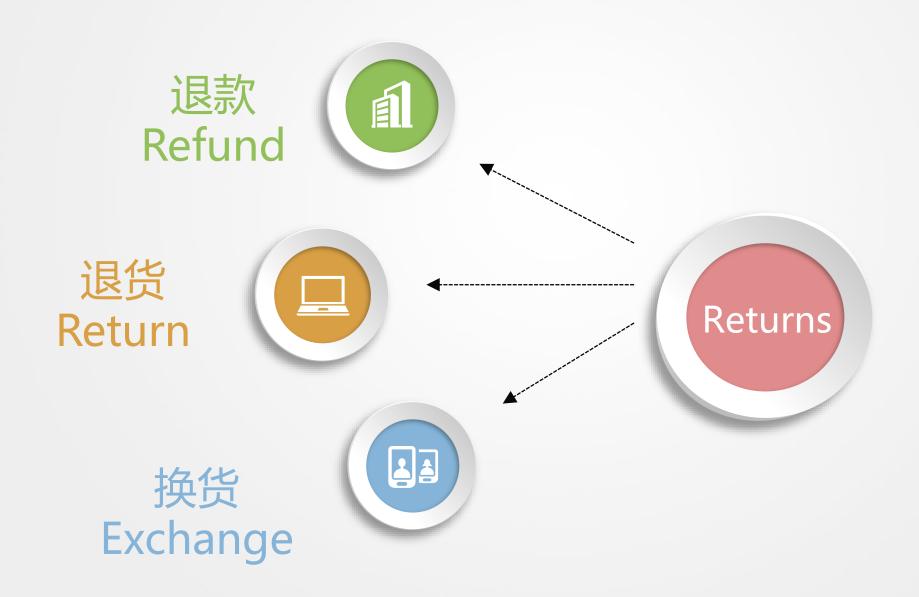
轻小件 Light and Small Items

- > 不透明塑封袋
 Opaque plastic bag
- > 合适的尺寸,封口牢固 Suitable size, strong seal
- ► 标签遇温差不会起角掉落

 The corner the label will not fall off in case of temperature difference
- Make sure the bag seal is not broken



退换货 Returns and Echanges



退换货 Returns and Echanges

You sent a message

mere's something wr	ong with the item your buyer's received, so they'd like to return it.
Please take action by 03 c	an.
nfo from the buyer	
Reason	
Doesn't match description	or photos
Comments	
li, This item is not Heavy	Duty as described. After covering my car the cover disintergrated in the hot sun. Please send me another on one make sure it is heavy duty not
Select a reply	45.50 10 / L
 Accept the return 	接受退货 Accept the return
Provide a return posta	ge label to the buyer via email. You're responsible for the postage cost. Wait to get the item back before you refund the buyer.
Give a full refund	全痴退對 Give a full refund
You fully refund the b	全额退款 Give a full refund Jyer to close this request. The buyer keeps the item.
Offer a partial refund	並びと目動 Cive a partial refund
You have one chance	部分退款 Give a partial refund to offer an amount. The buyer keeps the item.
	拒绝退货 Decline the return
Decline the return This will automatically	7日紀成页 Decime the return v close the buyer's request.
 Send the buyer a mes 	ーー CN字性をCoptost with himsers
You can reply to the	

▶退换货 Returns and Echanges

退货原因 Reasons

01

卖家原因For Seller

- ▶ 产品本身有缺陷,或不能正常 使用
- > The product is defective or does not work properly
- > 产品与描述或图片不符
- > The product does not match the description or image
- > 发错货Wrong shipment
- > 缺少零配件
- Missing spare parts
- ▶ 收到时产品已损坏The product was damaged upon receipt
- 假货、仿货Fakes, imitations

02

买家原因For Buyer

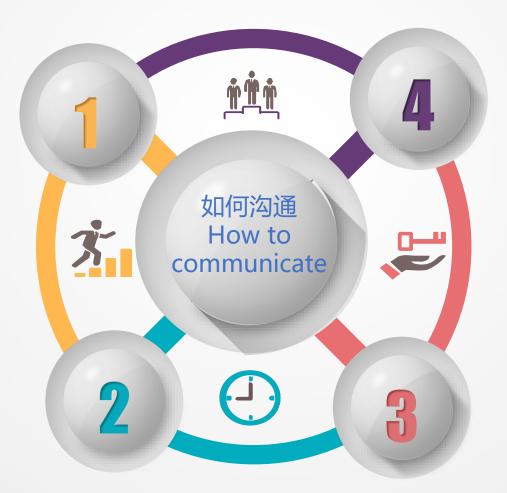
- 买家选错了尺寸,或者 觉得产品不适合自己 Buyers choose the wrong size or feel that the product is not suitable for them
- ➤ 买家不需要这款产品了 Buyers don't need this product anymore
- ➤ 买家在其他地方发现了 一个更合适的价格而选 择的退货Buyers find a more suitable price elsewhere and choose the return

03

既不是卖家 原因也不是 买家原因 Neither the seller's reason nor the buyer's reason

退换货 Returns and Echanges

寻找解决办法 Find A Solution



邮件简短 Keep E-mails Short

不要指责买家 Do Not Blame the Buyers 提前准备好模板 Prepare Templates in Advance

评价对象 Evaluation objects

- ➤ 买家留评价给卖家 Buyers leave reviews for sellers
- ➤ 卖家留评价给买家 Sellers leave reviews for buyers



留评时间 Retention Time

- ➤ 买家有60天时间留评价 Buyers have 60 days of retention time
- ▶ 卖家有30天时间给 买家留评价 Sellers have 30 days of retention time



好评率 Positive ratings

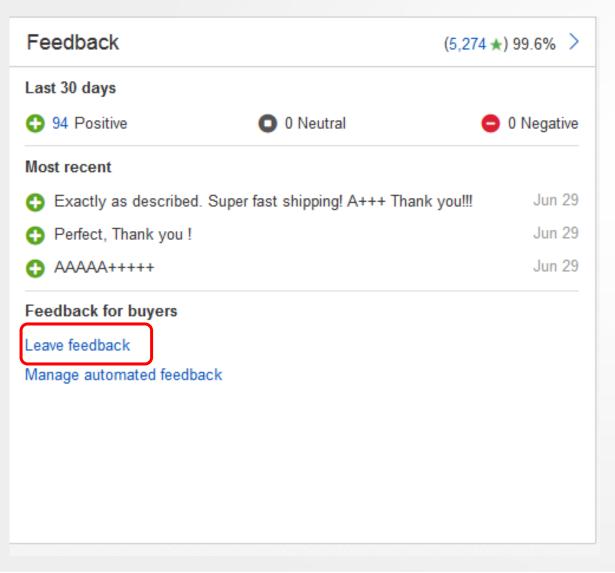
- ▶ 好评率指的是买家给卖家留好评的比例。The positive rating refers to the proportion of buyers who leave positive reviews for sellers.
- ➤ 好评率计算公式: 好评率=好评/好评+差评总数【重复评价不计算】Positive rate calculation formula: positive rate = positive / positive + total number of bad reviews [repeated reviews are not counted]



▶回复评价 Reply Feedbacks

路径Routine:

Seller Hub > Feedback > Feedback Forum > Reply to Feedback Received

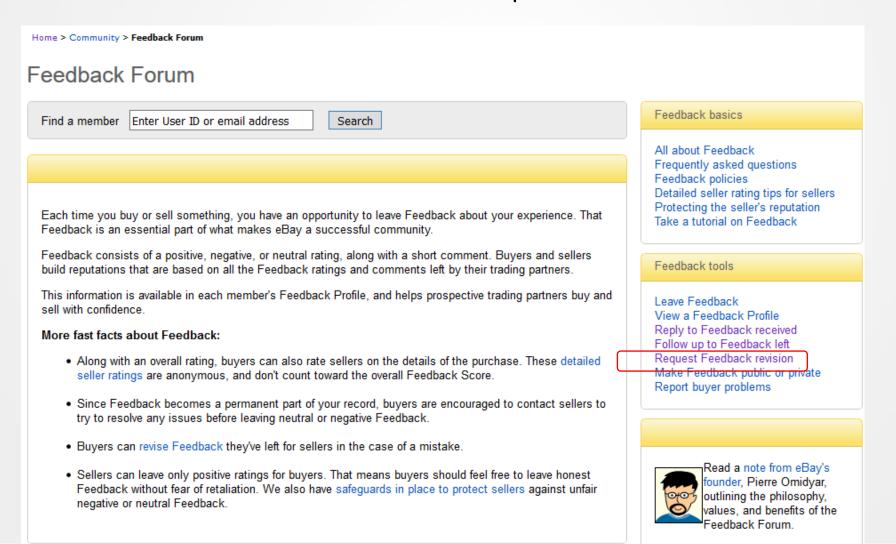


d , very fast shipping Serving Ball Adjustable Cord	Buyer: ik73 (52★) US \$7.99	Past 6 months Reply
ustomer service 👍 🕲 💍	Buyer: sjohnson-merantile (667★)	Past 6 months
trical Terminals Crimp Seal US	US \$16.99	Reply
	Buyer: scoobysfaded84 (687★)	Past 6 months
Serving Ball Adjustable Cord	US \$7.99	Reply
	Buyer: rul-2678 (79★)	Past 6 months
t Resistant Cosplay Hair Full Wig	US \$12.00	Reply

▶修改评价 Feedback Revision

路径Routine:

Seller Hub > Feedback > Feedback Forum > Request Feedback revision



▶修改评价 Feedback Revision

Home > Community > Feedback forum > Request Feedback revision

Request Feedback revision

Feedba	ack eligible for revision (last 30 days)	11 request(s) available ?
Choos	se the Feedback you'd like revised	
	When the item arrived it arrived in two pieces snapped right across the middle 48 Holes Earrings Plastic Show Display Rack Stand Jewelry Holder 2 Colors Gift View Item	kazken1 (35 🚓) Jul-30-16 15:55
☑ 👄	I did not received it for almost one month. I am still waiting for it. Men Women Spectacles Without Magnet Magnetic Cozy Reading Glasses Eyeglasses View Item	zewuyan (2) Aug-19-16 04:21
	Give the buyer a reason I resolved a problem the buyer had with this transaction The buyer confirmed that he or she had accidentally left the wrong Feedback Other	

Before requesting Feedback revision

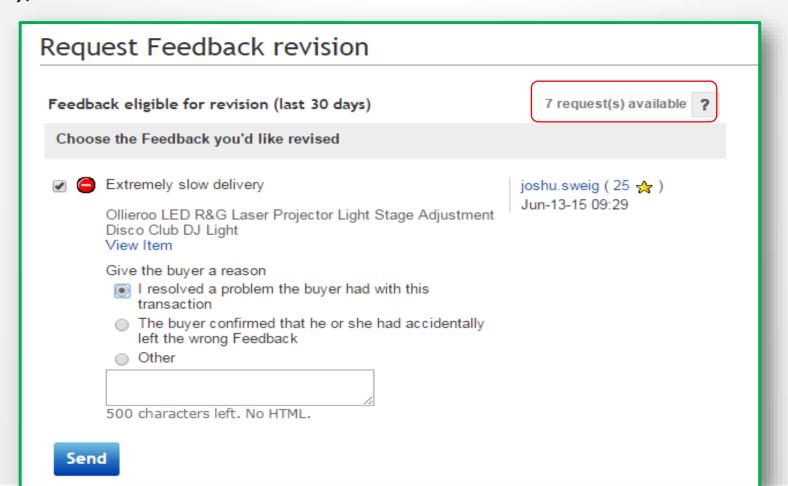
- Communicate with your buyers and clearly explain the reasons for the request.
- Be aware that a Feedback revision request can be sent only once per transaction.
- See how Feedback Revision eligibility is calculated.
- Be aware that you can report any buyer who demands goods or services not offered in your listing in exchange for revised Feedback.

Learn more

▶修改评价 Feedback Revision

修改差评额度:每1000个评价(含重复评价),有5个修改额度。

Amount of bad reviews revision: for every 1000 reviews (including duplicate reviews), there are 5 revision limits



不得索要好评

买家不能以留低分、 差评的方式威胁卖 家获取额外的利益

卖家不能以提供利益的方式要求买家留取好评或DSR高分或修改一个评价

卖家不能以交换好 评的方式来增加好 评数



Do not ask for positive feedbacks

Buyers can't threaten sellers with low scores or bad reviews for additional benefits

Sellers cannot ask buyers to retain positive reviews or high DSR scores or modify a review in a manner that provides benefits

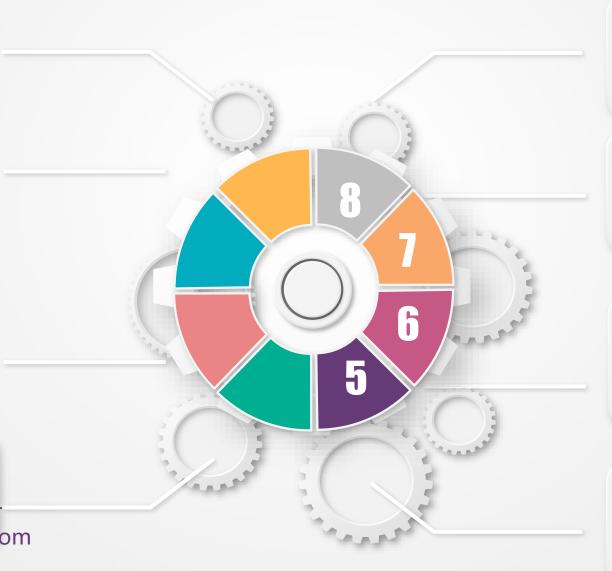
Sellers cannot increase the number of positive reviews in exchange

Can't leave insulting, discriminatory words

Can't use introductory words such as feedback as keywords in your title.

Can't selle or buy feedbacks

Buyers must not leave reviews by making duplicate purchases, resulting in increased or impaired reviewbacks from sellers



不能留下带有侮辱、 歧视的词

在标题中不能使用 feedback等带有引导性的词语作为关键词。

不得买卖评价

买家不得通过重复购 买来留下评价,导致 增加或损害卖家的回 评

每个卖家每个订单, 只有1次发送修改链 接的机会。 Each seller has only 1 chance to send revision link per order.

注意事项 Attentions 每1000个评价仅有5个修改额度,请提前与买家沟通,避免浪费修改机会。 There are only 5 revisions per 1,000 reviews, so please communicate with buyers in advance to avoid wasting the opportunity



修改评价请求发送后的10天内,可修 改,过期则无法修改评价。

Feedback can be modified within 10 days after sending the revision request, but feedbacks cannot be modified after they expire.

评价无法二次修改 Feedbacks can not be remodeled

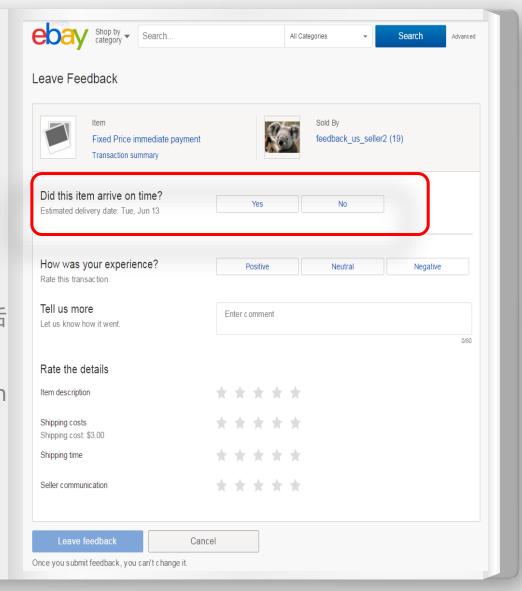
02

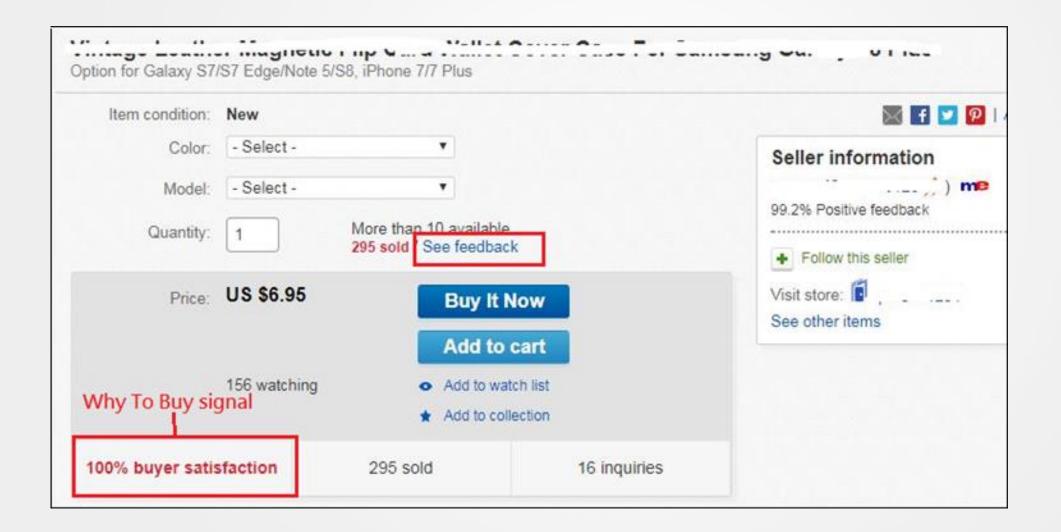
更简洁的界面设计,方便买家使用,鼓励买家更多留下评价。A cleaner interface design is convenient for buyers and encourages buyers to leave more feedbacks.

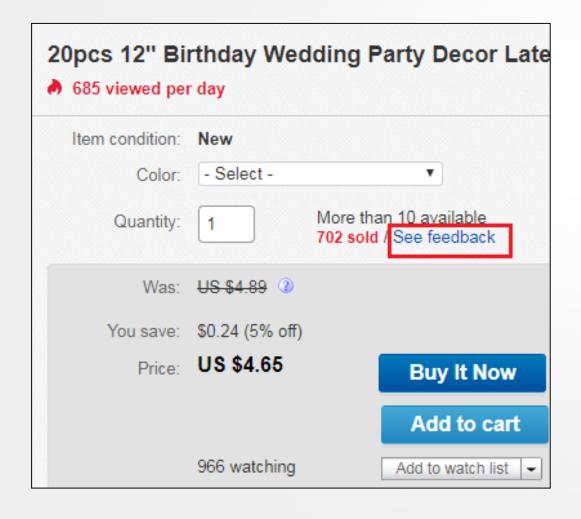
"物品按时送达"问题重要性提高。
The issue of "on-time delivery of items" has increased in importance.

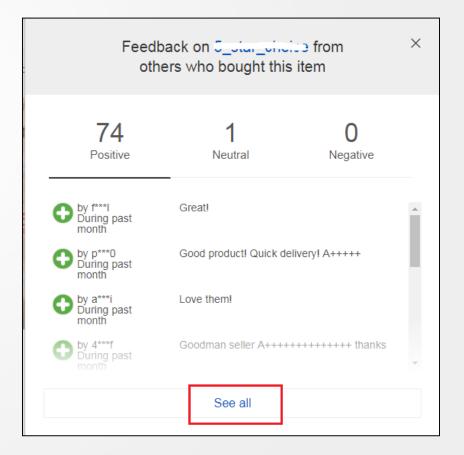
卖家更容易举报买家,举报提交后 eBay将给与确认。Sellers are more likely to report buyers, and eBay will give confirmation after the report is submitted.

四项指标打星 Mark the four indicators

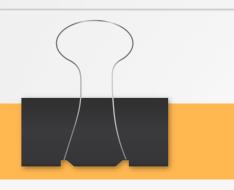






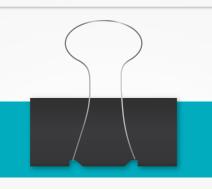


▶不良交易 Bad Deals



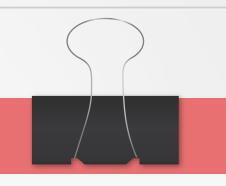
原因 Reasons

- ➤ 卖家缺货 Seller is out of products
- ➤ 卖家未处理纠纷在升级后 判卖家责任的纠纷Seller did not deal with the dispute, then was awarded the seller's liability after the upgrade



影响 Effect

- ➤ Defect>交易数的2%或大于5笔defect (来自不同卖家),账号为below standard Defect > 2% of the number of transactions or more than 5 defects (from different sellers) account is below standard
- Defect小于等于交易数的0.5%或≤ 3笔 defect, 当满足其他相关条件时, 将成为 Top rated seller Defect less than or equal to 0.5% of the number of trades or ≤ 3 defiects, when other relevant conditions are met, will become the top rated seller



预防 Precaution

- ▶ 做好库存管理,避免成交不卖 Do the inventory management well to avoid transactions and not selling
- ➤ 及时处理纠纷 Handle disputes in a timely manner
- ➤ 与买家协商纠纷,避免升级 Negotiate disputes with buyers to avoid escalation

▶不良交易 Bad Deals

自动移除defect的情况 Automatic removal of defect

- 所有判买家责任的纠纷All disputes in which the buyer is liable
- ▶ 由于eBay网站系统或程序的问题直接导致的 defect、feedback或延迟送达的情况 Defect, feedback or late delivery are directly caused by problems with the eBay website system or program
- eBay要求卖家暂停发货
 asks sellers to suspend shipping
 手动移除defect的情况
 remov defect manually

A tracking record has been uploaded and confirmed that the order was shipped within the specified time, or that the item was delivered on the estimated delivery date, but the information could not be automatically updated because the uploaded record was not synchronized with eBay

不能移除defect的情况 Defect cannot be removed

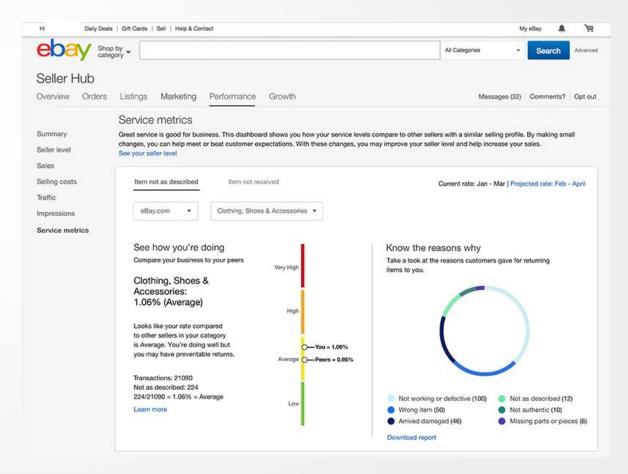
- P 平台可能移除违反eBay政策的 feedback, 比如包含带有侮辱性词语 的句子或者链接, 但是评价数和不良 交易不一定会被移除。Platforms may remove feedbacks that violate eBay's policies, such as sentences or links containing abusive words, but feedbacks and bad deals may not necessarily be removed.
 - 对于那些没有跟踪信息去证实已经准时投递的订单而产生的延迟送货的上诉Appeals for late deliveries that arise from orders that do not have tracking information to confirm that they have been delivered on time

下良交易 Bad Deals

平台会提供有关您的服务指标,以及您和同行的比较,包括:

Ebay provides metrics about your services, as well as comparisons between you and your peers

- "描述不符 (SNAD)"的退货请求频率 the frequency of return requests for "Non-conformance Description (SNAD)"
- "未收到商品 (INR)"的请求频率The frequency of requests for "Item not received (INR)"
- 和同行的比较Comparison with peers
- 买家售后请求的原因剖析。Analysis of the reason for the buyer's after-sales request.



▶不良交易 Bad Deals

谁是您的同行? Who's your peers?

对于"描述不符 (SNAD)" 个案指标,您的同行是这些卖家For the Descriptive Discrepancy (SNAD) case metric, your peers are these sellers

- 在同一站点和品类上架商品,并且Listing products at the same site and category
- 接受评价的交易期间(3个月/12个月)相同,并且The trading period (3 months/12 months) of receive feedbacks are same
- "平均成交价格"相近,并且Average transaction prices" are similar
- 售卖商品的状况 (全新/非全新) 类似, 并且The condition of the goods (new/non-brand new) is similar,
- 退货政策类似,并且The return policy is similar
- 配送速度接近Delivery speed is close

对于 "未收到商品 (INR) " 个案指标,您的同行是这些卖家For the "No Items Received (INR)" case metric, your peers are these sellers

- 在同一站点和品类上架商品,并且Listing products at the same site and category
- 接受评价的交易期间(3个月/12个月)相同,并且The trading period (3 months/12 months) of receive feedbacks are same
- "平均成交价格"相近,并且Average transaction prices" are similar
- 配送速度接近Delivery speed is close

若您在之前的3个月有400笔或超过400笔交易,我们将考察您之前3个月的服务水平; 否则,我们将考察您之前12个月的服务水平。If you have 400 or more transactions in the previous 3 months, we will look at your service level for the previous 3 months; otherwise, we will look at your service level for the previous 12 months.

不良交易 Bad Deals

站点 Sites	美国/英国/加拿大 USA/UK/Canada	澳洲 Australia	德国/法国/意大利/ 西班牙 Germany/France/l taly/Spain
某些品类"商品描述不符 (SNAD)"频率高 Some categories have a high frequency of "Product Description Discrepancies (SNADs)"	收取额外4% FVF	收取额外2% FVF	不收取额外费用
	An additional 4%	An additional 2%	No additional
	FVF is charged	FVF is charged	charges
某些收货地区"未收到商品(INR)"频率高Some receiving regions have a high frequency of "No Items Received (INR)"	适用更长的预计送	适用更长的预计送	适用更长的预计送
	达时间	达时间	达时间
	Suit for longer	Suit for longer	Suit for longer
	estimated delivery	estimated delivery	estimated delivery
	times apply	times apply	times apply

)纠纷 Disputes

物品未收到纠纷

Item not received



描述不符纠纷

Significantly not as described



取消交易

Cancel Transaction



>纠纷 Disputes



超过EDD时间, 买家未收到 After the EDD time, the buyer did not receive it



物流显示已经签收, 但是买家没有收到 The logistics shows that it has been signed, but the buyer has not received it

纠纷类型 Types	最早开启时间 Earliest OpeningTime	最晚开启时间 Latest Opening Time
物品未收到 Items Not Received	EDD+1天Day	EDD+30天Days

)纠纷 Disputes

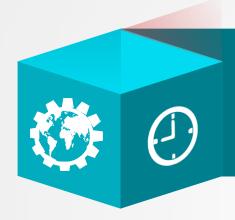
Home ➤ My eBay ➤ You added tracking details

You added tracking details

•	Send a message to the buyer
	Update tracking details Adding tracking can help reassure the buyer that the item is on its way
	Refund the buyer
	You can refund the buyer to close this request now

Continue

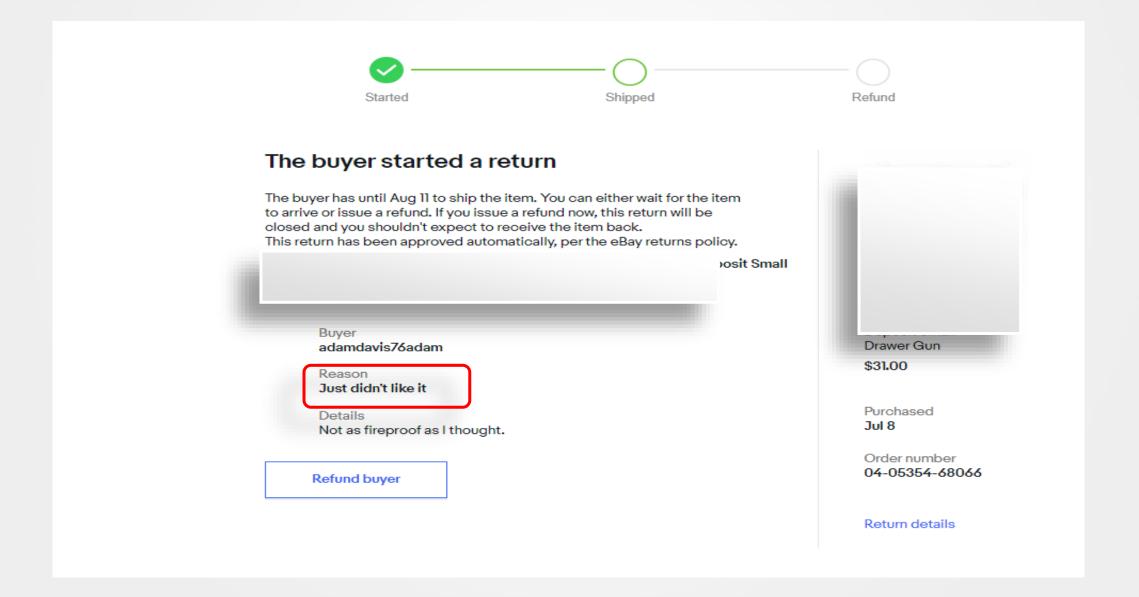
>纠纷 Disputes



缺少零配件、发错货、货物收到已损坏、假货等 Missing spare parts, wrong goods, goods damaged when received, fake goods, etc

纠纷类型Types	最早开启时间 Earliest OpeningTime	最晚开启时间 Latest Opening Time
物品与描述不符 The item does not match the description	Payment+1天 Day	EDD+30天Days

Resolution Center

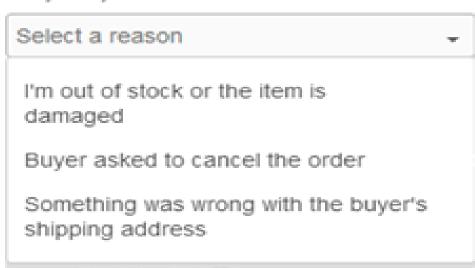


▶取消交易 Deals Cancellation

- A. 买家取消交易的流程 The process of cancellation for buyers
- 1. 买家只能在交易发生后1小时内提出取消交易的请求,且如卖家已上传跟踪单号或已标记发货,则买家不能提出该请求A buyer can only request to cancel a transaction within 1 hour of the transaction occurring, and if the seller has uploaded a tracking number or marked a shipment, the buyer cannot make that request
- 2. 如果买家提出了取消交易请求,卖家将有3个工作日的时间响应。If the buyer makes a request to cancel the transaction, the seller will have 3 business days to respond.
- 3. 卖家答复取消交易的几种情况Sellers respond to several situations in which a transaction is canceled
- a) 卖家同意取消The seller agrees to cancel
 - I. eBay将会退还卖家成交费,且买家不能再留中差评地方 eBay will refund the seller's transaction fee, and the buyer can no longer leave a bad review
 - I. 卖家同意取消后,需要在10个工作日内退款,10日后买家可以开启个案 After the seller agrees to cancel, it needs to be refunded within 10 working days, and the buyer can open the case after 10 days
- b) 卖家拒绝取消The seller refuses to cancel
 - I. 交易继续Trading continues
- c) 卖家不回应The seller does not respond
 - I. 卖家超过3个工作日没有回应,等同于卖家拒绝,交易继续If the seller does not respond for more than 3 working days, it is equivalent to the seller rejecting and the transaction continuing

▶取消交易 Deals Cancellation

Why do you want to cancel this order?



没有库存或物品损坏—产生一笔不良交易 No inventory or damage to items—a bad deal is generated

买家要求取消交易 The buyer asks to cancel the deal

买家收货地址有误 The buyer's delivery address is incorrect

Selling tools

Subscriptions

Merchant Integration Platform

Optiseller item specifics tool

PayPal

eBay Seller Capital

View My eBay Selling

File Exchange

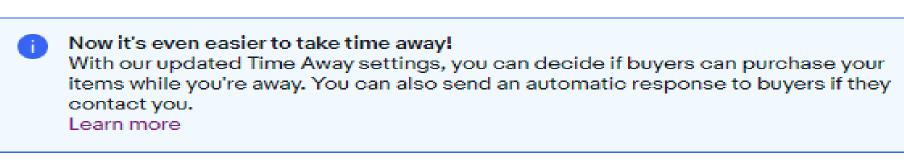
Seller Dashboard

Sellers you follow

3rd party applications

Promoted listings

Time Away



Time Away

Schedule time away None scheduled	>
Automatic response No message	>



Allow item sales while on time away

Buyers can see that you are on time away but they can still purchase your items.

Start date

To give yourself time to ship any last minute orders, set your start date a couple days before you head out.

March 2, 2021, GMT+8

End date

To give yourself time to catch up on pending orders, choose an end date a day after you plan on returning.

Select date

Cancel

Apply

Automatic response



Message when on time away

Send an automatic response when buyers contact you through eBay.

Start date

March 2, 2021, GMT+8

End date

Select date

Automatic response

I will not be able to take orders until [end date]

0/5000

Cancel

Apply





搜集VAT信息

• 法规要求电子商务平台 向卖家搜集包括增值税 注册证书在内的 ("Bescheinigung nach § 22f UStG")税务信 息。

Collect VAT Information



The regulation requires e-commerce platforms to collect tax information from sellers, including VAT registration certificates ("Bescheinigung nach § 22f UStG").



分享数据 Share Date



- 该法规要求电子商务平 台向税务机关提供交易 信息以及其他支持信息;
- 各国税务机关将可能依据上述信息判定卖家是否应当履行该国增值税的相关义务。

分享数据 Share Date



- The regulation requires ecommerce platforms to provide transaction information and other supporting information to tax authorities;
- The tax authorities of each country may rely on the above information to determine whether the seller should meet the VAT-related obligations of the country.



承担连带责任

- 该法规要求电子商务平台将对 增值税不合规的卖家承担连带 责任。不合规情形可能包括但 不限于下述情况:
- 未能提供有效增值税识别号码、未能提供有效增值税注册证书、被税务机关判定为违规的卖家

Assume joint and several liability

- The regulation requires ecommerce platforms to be jointly and severally liable for sellers who are not VAT compliant. Non-compliance scenarios may include, but are not limited to, the following:
- Sellers who fail to provide a valid VAT identification number, fail to provide a valid VAT registration certificate, or are judged by the tax authorities to be in violation



公司设立在英国 The company is based in the UK

> 有物品所在地为英国的刊登 Items are listed in the UK

有物品所在地为欧盟,且销售给英国买家的 所有渠道的此种销售年销售额超过70000英镑 /年

Items are located in the EU and have annual sales of more than £70,000 per year across all channels sold to UK buyers



公司设立在德国 The company is based in Germany

> 有物品所在地为德国的刊登 Items are listed in Germany

有物品所在地为欧盟(非德国,含英国)的刊登,且销售给 德国买家的所有渠道的此种销售年销售额超过100,000 欧元/ 年

Products listing in the European Union (non-German, including the United Kingdom) where the item is located and sold to German buyers on all channels with annual sales of more than 100,000 euros per year



▶美国互联网销售税U.S. Internet sales tax

美国互联网销售税由eBay平台代收

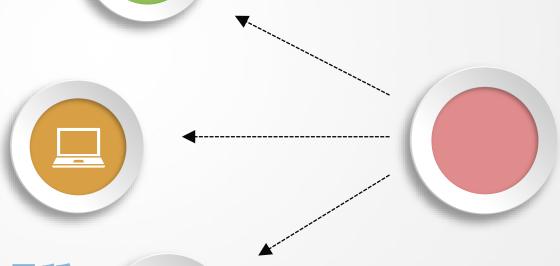
U.S. Internet sales tax collected by eBay platform



Taxes are charged to the buyer and do not need to be paid by the seller

美国各个州税率不一,税率与卖家物品所 在地无关,与买家收货地相关

The tax rate varies from state to state and is not related to the location of the seller's items, but to the buyer's place.



▶禁售商品Prohibited Products

Prohibited and restricted items

- Adult Only category
- Alcohol
- Animals and wildlife products examples include live animals, mounted specimens, and ivory
- Art
- Artifacts, grave-related items, and Native American arts and crafts
- Catalytic converters and test pipes
- Cell phone (wireless) service contracts
- Charity and fundraising
- Clothing, used
- Contracts
- Cosmetics
- Counterfeit currency and stamps
- Coupons
- Credit cards
- Currency, selling
- Drugs and drug paraphernalia
- Electronics equipment examples include cable TV de-scramblers, radar scanners, and traffic signal control devices
- Electronic surveillance equipment examples include wiretapping devices and telephone bugging devices
- Embargoed goods and prohibited countries examples include items from Cuba
- Event tickets
- Firearms, weapons, and knives examples include pepper spray, replicas, and stun guns (see also military items)
- · Food and healthcare items
- Gift cards
- Government documents, IDs, and licenses
- Government, transit, and shipping-related items examples include airplane operations manuals, subway employee uniforms, and U.S. Postal Service (USPS) mailbags

▶图片政策 picture policy

- 像素在500-1600之间,最大不超过7MB以内的图片 Images between 500 and 1600 pixels, up to 7MB or less
- 不能出现店铺logo/宣传/促销等文字 No store logos/promotion text
- 不能有边框,底纹及插图 No borders, underlines and illustrations
- 尽量使用纯色背景 Try to use solid color background
- 不要使用模糊、抖动的图片 Don't use blurry or shaky images
- 尽量将产品放置于图片中间,产品占到整个图片的80%以上 Try to place the product at the center of the picture and the product accounts for more than 80% area of the whole picture
- 首图只放产品本身,不要放置配件 Please only put the product itself on the first picture and don't place accessories
- 自行拍摄图片, 请勿盗图 Please use the self-taken pictures and don't use others' pictures
- 请尽量用满12张免费图片 Please try to use all 12 free pictures

▶重复刊登政策 Repeat Listing Policy

重复刊登 Repeat Listing



意义 Significance

- 如何避免 How to avoid
- 3

- 如果刊登的物品直接没有明显的分别,或者在搜寻结果中看似为相同的物品,便会被视为重复的刊登物品。
- eBay也会审查刊登物品的其他部分(例如物品说明),以判定是否为重复 刊登
- A listing is considered a duplicate listing if it is not directly distinguishable or if it appears to be the same item in the search results.
- eBay will also review other parts of the listing (such as the item description) to determine if it is a duplicate listing.

eBay制定重复刊登政策,是为了让买家在eBay平台上更易查找、更易比较不同的物品。

duplicate listing policy makes it easier for buyers to find and compare different items on the eBay platform.

- 在刊登物品的标题、价格、物品状态,图片,副标题,物品细节或零件适用性部分, 清楚的标明物品的不同之处。
- 加入有关的物品细节,并提供如UPC和MPN之类的产品识别码,清楚显示物品的不同之处。
 - Clearly indicate the differences between items in the title, price, item status, pictures, sub-title, item details or parts suitability section of the listing.
- Include relevant item details and provide product identification numbers such as UPC and MPN to clearly show the differences between items.

▶重复刊登政策 Repeat Listing Policy

●重复刊登并不能有效提高销售额;

Repeat postings are not effective in increasing sales.

●为维护平台的良好秩序,以及更好的为买家提供购物体验,eBay要求卖家不可以在同一个时间内重复刊登相同的物品以满足相同的客户需求.

To maintain good order on the platform and to provide a better shopping experience for buyers, eBay requires sellers not to repeatedly list the same items at the same time to meet the same customer demand.

▶重复刊登政策 Repeat Listing Policy

- 关于物品刊登, 我们有如下建议:
 - 明确清晰的标明物品的特征, 体现物品的独特价值;
 - 刊登物品时,使用multi-quantity/multi-variation选项 (包括数量,颜色,大小等);
 - 尽可能详尽客观的列出物品详情(包括物品状态,型号,尺寸,产品编号等相关描述);
 - We have the following recommendations regarding the listing of items.
 - Clearly and unambiguously identify the characteristics of the item and reflect its unique value.
 - Use multi-quantity/multi-variation options when listing items (including quantity, color, size, etc.);
 - List item details (including item condition, model, size, item number, etc.) in as detailed and objective a manner as possible;
 - ●如有违规,根据违规程度,卖家将会受到一系列处罚,其中包括下架刊登或者账户冻结等 措施。
 - If there is a violation, depending on the extent of the violation, the seller will be subject to a series of penalties, which include measures such as off-listing or account freezing.



▶侵权 Infringement



▶侵权 Infringement









立即下线类似商品

remove the similar product right now



联系被移除的商品且仍在途的

买家沟通Contact the buyer of the removed item that is still in transit



联系知识产权所有人沟通

Contact the IP owner

)评价政策 Feedback Policy

不得索要好评

- 买家不能以留低分、差评的方式威胁卖家获取额外的利益
- · 卖家不能以提供利益的方式要求买家留取好评或DSR高分或修改一个评价

Don't ask for the positive feedback

- Buyers cannot threaten sellers with extra benefits by leaving a low or bad rating
- Sellers cannot ask buyers to leave a good review or high DSR score or modify a rating by offering benefits

)评价政策 Feedback Policy

不得操纵评价

- 卖家不能以交换好评的方式来增加 好评数
- 买家不得通过重复购买来留下评价,导致增加或损害卖家的回评
- 不得买卖评价
- 在listing title中不能使用 feedback等带有引导性的词语作 为关键词,除非feedback及相关 词是用来描述产品本身的。

Don't manipulate the feedback

- Sellers may not exchange positive reviews to increase the number of positive reviews
- Buyers may not leave reviews through repeat purchases that result in increased or compromised seller reviews
- No buying or selling of reviews
- No leading words such as feedback can be used as keywords in the listing title, unless feedback and related words are used to describe the product itself.

▶评价政策 Feedback Policy

买家声称运送时间太长 或物品未收到Buyer claims shipping time is too long or the item was not received

买家提供的运送地址有误 或无理要求改变地址Incorrect shipping address provided by the buyer or unreasonable request for change of address

买家对结构式细节中的信息不满

Buyers are dissatisfied with the information in the structured details



售出的物品无关The content of the evaluation is not related to the actual transaction and the items sold are not relevant

OFF eBay

- ➤ Off eBay政策不允许卖家使用eBay站内提供的信息去达成站外交易。
- 任何通过eBay获取信息,去联系他人并进行线下交易的行为都是违背eBay政策的且账号可能会受到限制。
- Off eBay policy does not allow sellers to use information provided on eBay to enter into off-site transactions.
- Any information obtained through eBay to contact others and conduct offline transactions is against eBay policy and may result in account restrictions.

off-eBay交易 off-eBay transactions

任何尝试接受Off-eBay的交易都将不被eBay允许,不管尝试是否成功。Any attempt to accept Off-eBay transactions will not be allowed by eBay, regardless of whether the attempt is successful or not

联系信息 Contact Information

- 1. 分享任何联系信息都不被允许。任何分享都会被认为违反Off eBay政策。
- 2. 可点击网页链接、联系信息等不应该被包含 在刊登中。
- 1. Sharing of any contact information is not permitted. Any sharing will be considered a violation of Off eBay policy.
- 2. Clickable web links, contact information, etc. should not be included in listings.

交易后 After the transaction

如果交易通过正常的线上购买流程(购物付款流程或点击承诺购买),交易后和买家交换联系信息是可以的。If the transaction goes through the normal online purchase process (shopping payment process or click promise to buy), it is possible to exchange contact information with the buyer after the transaction.



政策更新 Policy Updates



TOP Rated Sellers can deduct a refund of up to 50 per cent for eligible returns if the item returned by the buyer is used or damaged.



卖家必须为美国站点的优秀评级卖家.Sellers must be good rated sellers for us sites.

物品必须在美国站点刊登,物品必须在美国海外仓. Items must be posted on U.S. sites and stored overseas in the United States

退货地址必须位于美国.
The return address must be in the United States
卖家必须使用eBay运单进行退货运送.

Sellers must use eBay



卖家的任何服务指标 (service metrics) 不得被评定为 "非常高" The seller shall not have any service metrics rated as "very high"

waybills for return shipping

OTION

02 OPTION

OPTION

Q4 OPTION

05 OPTION



重要程度 Degree of importance





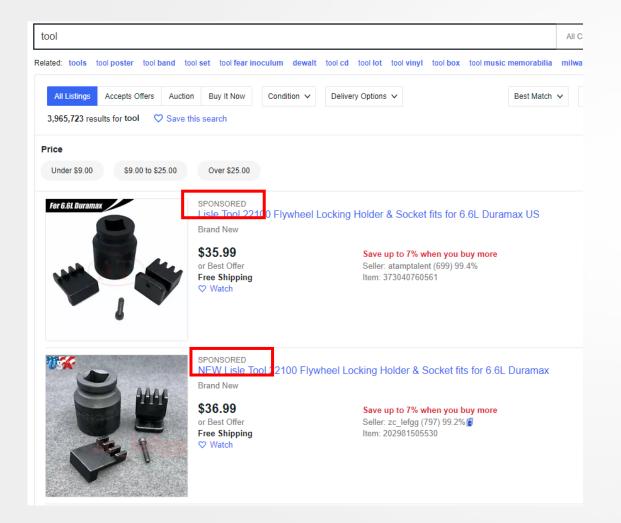


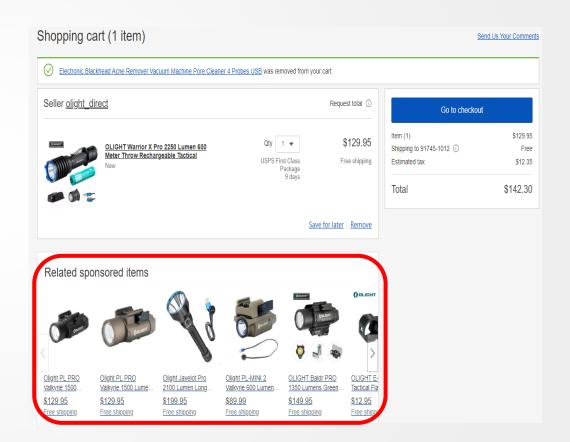
怎么做 How







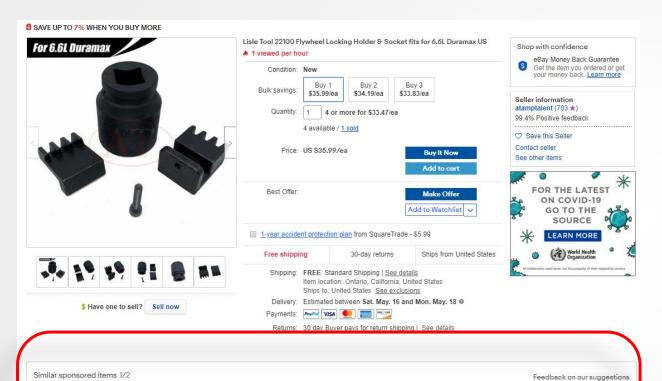




PLS

Tool 22100 Flywheel Locking NEW Lisle Tool 22100

Holder & Socket for 6.6L... Flywheel Lockina Holder &... Lockina Tool for 6.6L...



Lisle 22100 Flywheel Holder

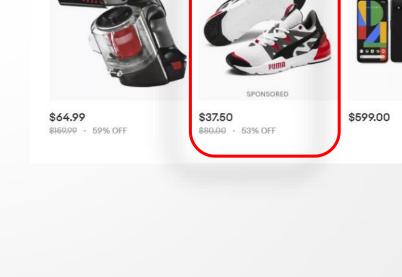
and Socket for 6.6L...

Lisle 22100 Flywheel

Broken Spark Plug Remover New S-Cam Air Brake Spring

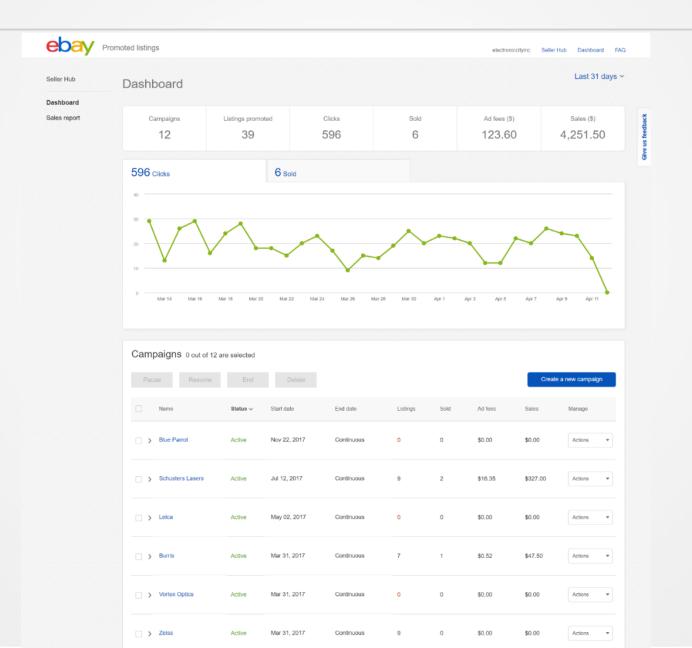
Snap Shoes Installer Tool...

for Ford Triton 3 Valve...

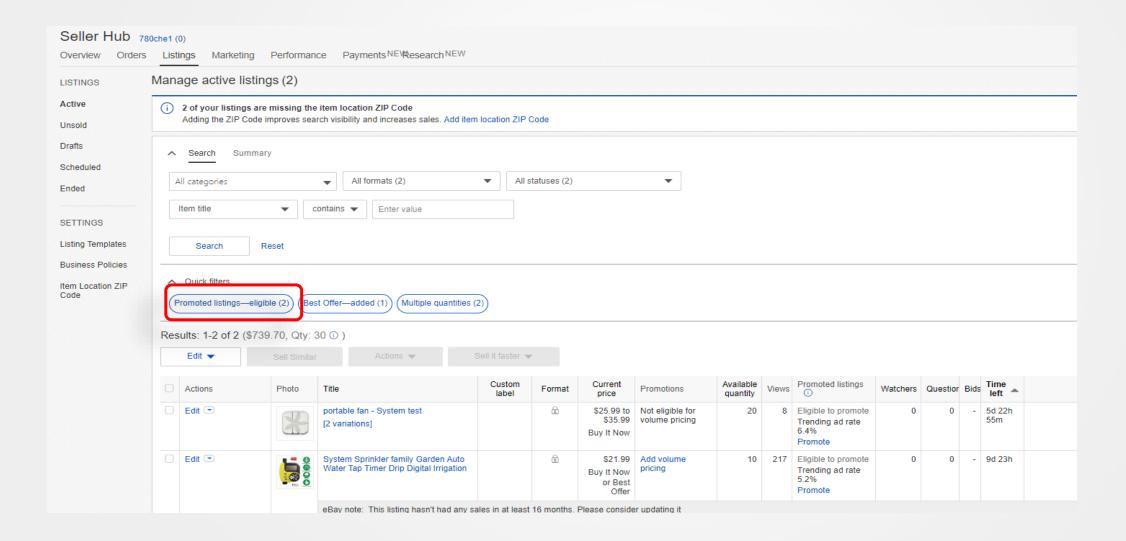


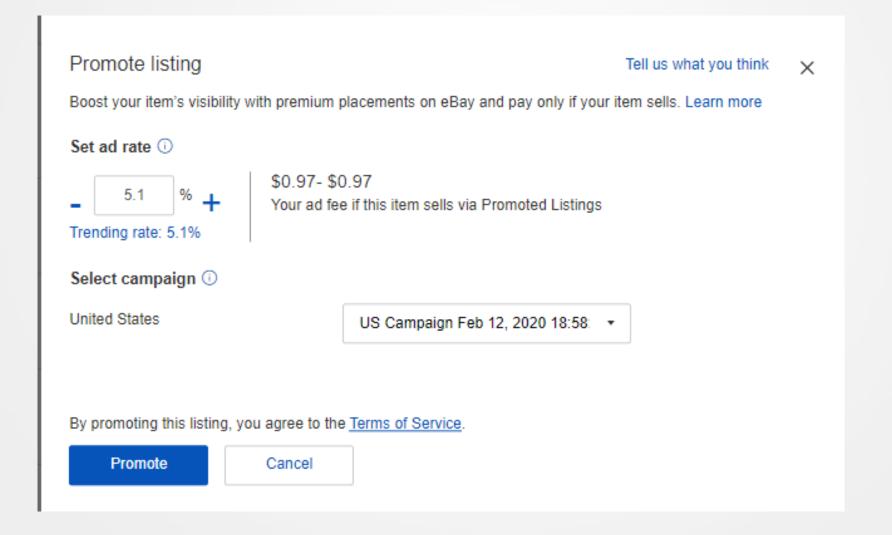
Today's Deals - All With Free Shipping

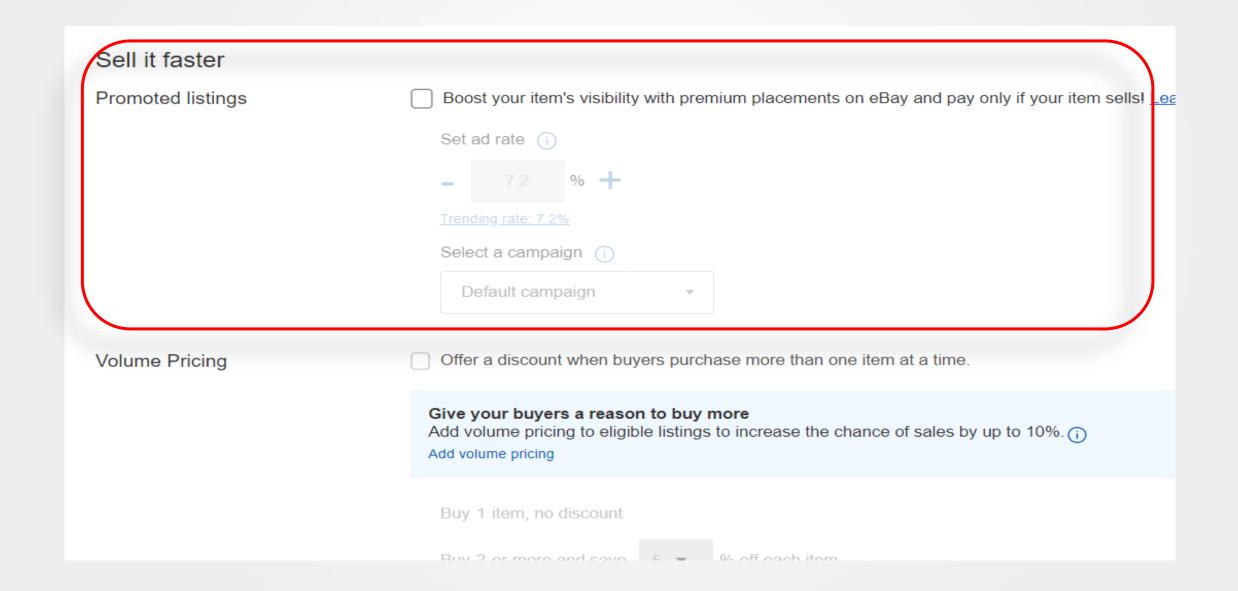
See all →



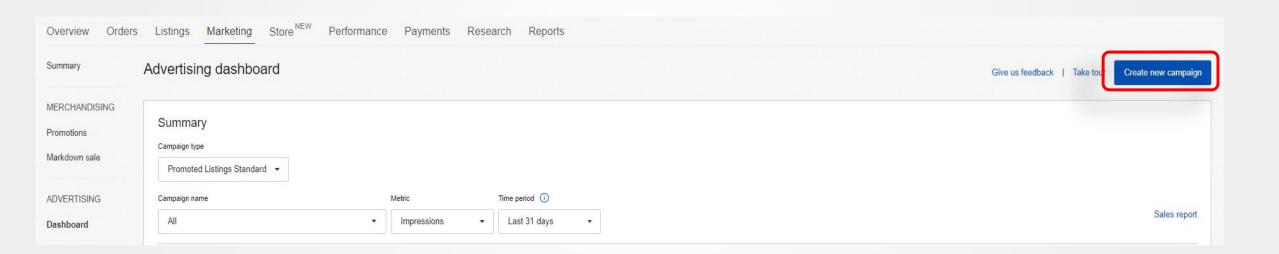






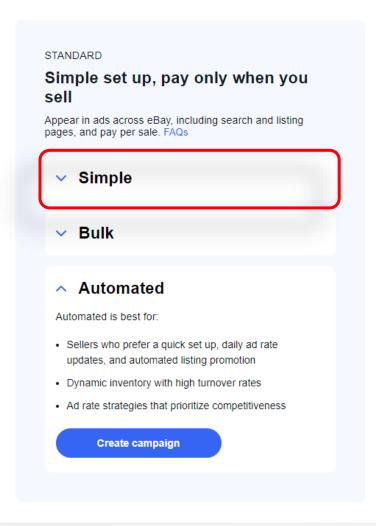


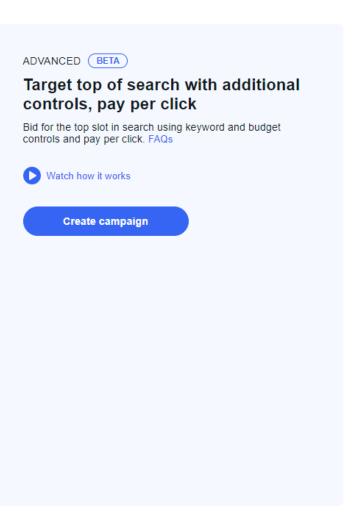


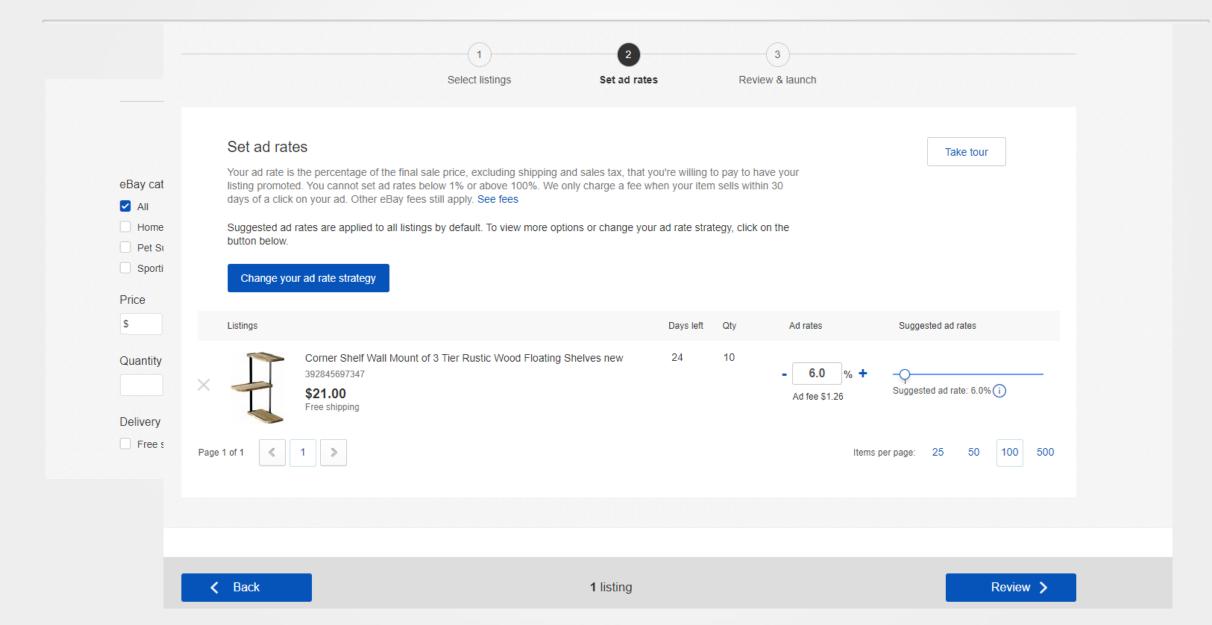




Choose your campaign type









Your selection will be applied to all listings in this campaign.

Apply suggested ad rate

Suggested ad rates are calculated based on a variety of factors designed to help you find an optimal balance between performance and cost. Factors may include item attributes, past performance, seasonality, and current competition.

Adjust suggested ad rate ①

Set the percentage you'd be willing to pay above or below the suggested ad rate.

Optional: Set the maximum ad rate you'd be willing to pay by setting an ad rate cap.

Apply single ad rate

Set a single ad rate to apply to all listings.

Set individual ad rates

Set ad rates individually by uploading a .csv file. If you don't have your own .csv file for your listings, click the **Download** and review button below.

To upload your .csv file, click Continue.

- 0.0 % +
Set below (-) or above suggested ad rate.



- 5.0 % +

1%-100%.

Download and review

Continue

Promoted listings



PLS注意事项1

1. 具体每一个listing的广告佣金都可以单独由您设置,佣金比例从1%起。

The specific advertising commission of each listing can be set separately by you, and the commission proportion starts from 1%.

Promoted listings



PLS注意事项notices

2. 当买家点击了promoted listing的广告,并且在30天内购买,您才需要根据您预先设置的ad rate支付promoted listing的广告佣金。

When a Buyer clicks on a Promoted Listing AD and makes a purchase within 30 days, you will be required to pay the AD commission for a Promoted Listing based on the AD rate you pre-set.

Promoted listings

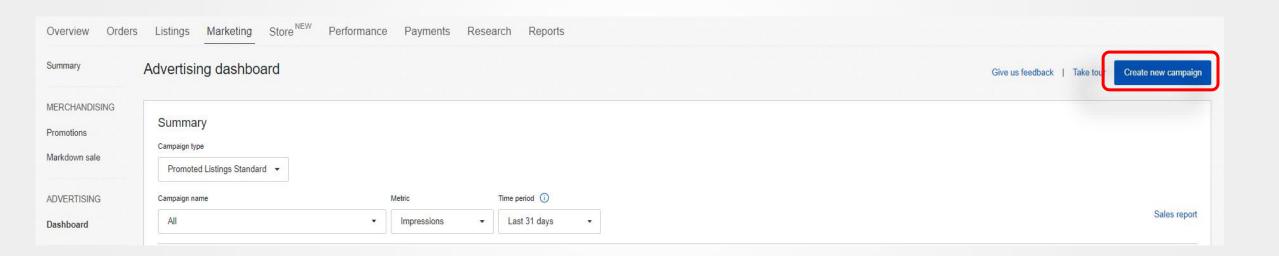


PLS注意事项notices

3. eBay会每周根据在线使用promoted listing的情况,向您推荐Category trends。

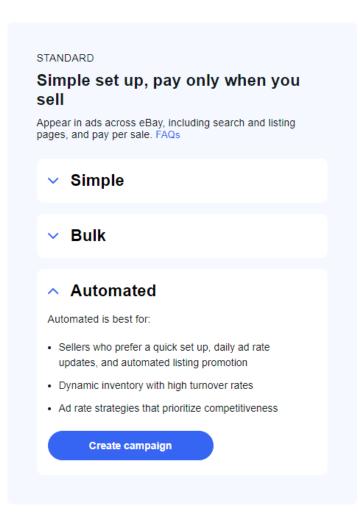
EBay will recommend Category Trends to you weekly based on online Promoted Listing usage.

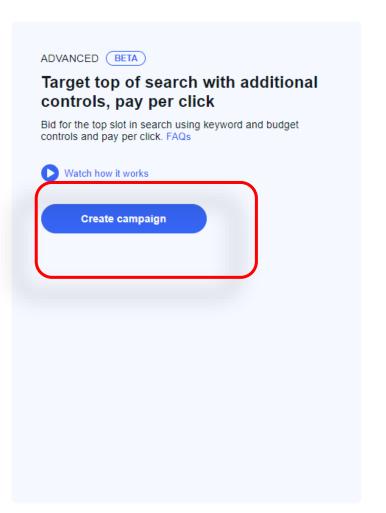






Choose your campaign type







Create new campaign

Promoted Listings Advanced campaigns contain ad groups that have shared daily budget and campaign dates. As a reminder, Advanced campaigns are based on a cost-per-click model.

Name your campaign

Campaign name

Set your daily budget

Enter the maximum amount that you are willing to spend each day for this campaign.



Set your dates

Select when you would like your advertising campaign to start and end.



Create your ad group

Group listings by common goals or advertising objectives. See more

Name your ad group

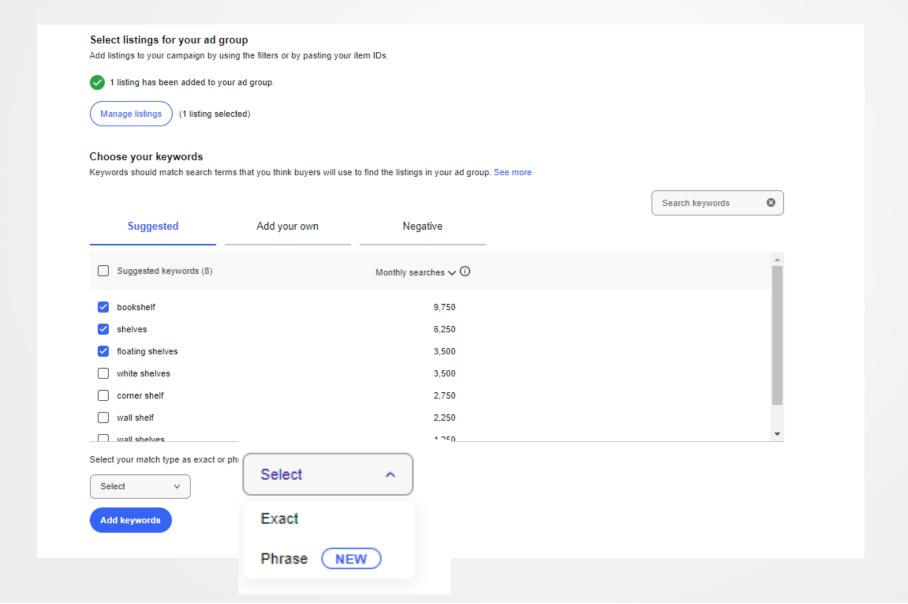
Ad group name

Select listings for your ad group

Add listings to your campaign by using the filters or by pasting your item IDs.









Set your keyword bids

Set the maximum amount you're willing to pay per click when your ad appears for a keyword you're bidding on. See more

Search keywords

8

Keywords	Negative			
X Keywords (4)	Status	Match type	Suggested bid	Your bid: Suggested ✓
× floating shelves	New	Phrase	\$0.80 \$0.73 - \$1.79	\$ 0.80
× bookshelf	New	Phrase	\$0.80 \$0.73 - \$1.79	\$ 0.80
× book shelves	New	Phrase	\$0.80 \$0.73 - \$1.79	\$ 0.80
× shelves	New	Phrase	\$0.80 \$0.73 - \$1.79	\$ 0.80

By launching your campaign, you agree to the Terms of Service.

Cancel

Launch





答疑环节 各级不为 Q&A

