

Completing the eBay Sale Successfully

FoundValue Training Program

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Section 1: How Payment Is Collected

There is nothing more satisfying than to watch your listings turn into successful sales. But you need to manage the process to make completing your sales quick, efficient and profitable.

Collecting payment through eBay is a very easy, secure process. Most of your payments will be paid through PayPal where buyers can choose to pay through credit cards or echecks (online bank checks that take 3-5 days to clear). You may also have some buyers that choose to pay you through a money order which is a slightly more traditional payment process that takes a bit more time.

When an item sells, you should follow a simple process:

- eBay automatically sends an email to the winning bidder notifying them that they have bought the item and an option to immediately pay through PayPal.
- You collect payment from the buyer through PayPal or money order.
- You ship the item two business days after you are notified that payment has been received.
- You follow up with an email to make sure the transaction went through smoothly.

For more information also check out our online tutorial **Completing the Sale** at www.foundvalue.com/files/tutorials/wrap_up_fv/index.htm.

Section 2: How to Pack & Ship

Before you're ready to ship, you'll need to determine the final shipping weight of your item. Weigh your item on a bathroom scale, preferably packed and ready for shipment. Or, add a pound or two (depending on the size of the item) for the packing materials and the box.

You can easily determine the shipping & handling cost for an item that fits into a standard pack-age by using the shipping calculator in the eBay listing tool which is based on United States Postal Service (USPS) rates (First Class, Priority, Parcel, and Media) and UPS Ground shipping rates.

You should also determine a handling fee which is an additional amount applied to the shipping cost that will help you cover the cost of shipping materials such as boxes, tape, bubble wrap, etc.

Suggested Handling Fee Chart	
Package Weight (lbs)	Handling Fee
0-2 lbs	\$1.00
2-5 lbs	\$2.00
5-10 lbs	\$3.00
10-15 lbs	\$4.00
15-20 lbs	\$5.00
20-25 lbs	\$6.00
25-30 lbs	\$7.00
30-35 lbs	\$8.00
35-40 lbs	\$9.00
40-50 lbs	\$10.00
50-60 lbs	\$11.00
60-70 lbs	\$12.00
70-100 lbs	\$15.00
100-150 lbs	\$20.00

It is strictly against eBay policy to use handling fees as a source of revenue. The handling fees should realistically reflect the cost and effort involved in packing the item. Because the weight of the item does not always capture the difficulty of shipping the item, the handling fee can be adjusted as you see fit.

Some instances where weight alone might not capture the difficulty of shipping the item:

- An extremely fragile item requires double boxing
- A large or awkward sized item will not fit into a standard box
- A small, delicate item requires extra wrapping and cushioning

In circumstances like these, you might wish to consider modestly increasing the handling fee to account for the additional expense and difficulty involved in packing. For additional information, you can also read **How to Ship & Pack eBay Items** at www.foundvalue.com/how-to/ebay-shipping.

Insure the Item

Knowing when to insure an item is an important part of your business. Insurance will provide you with partial or full reimbursement in the event that your item is damaged in transit. Although statistically very few packages are lost or damaged during shipment, it is still a very important choice. Your item is already packed and addressed correctly, but do you need to protect the contents further?

Is it fragile? Is it high value? Is it rare? All of these considerations should be taken into account when making this decision. Insurance is not free and it is an expense that is paid for by your buyer.

Some suggestions:

1. Insure if item has a value greater than \$50.00 (e.g. Apple iPod)
2. Insure if item can be considered fragile (e.g. Lladro crystal vase)
3. Insure if item is unique or irreplaceable (e.g. Signed Original Art)

Use your best judgment. But consider that you have taken the time to pack carefully, securely and cost-effectively, shouldn't you protect it while on its way to your buyer?

NOTE: Be aware that the *Optional Insurance* default setting within the listing tool leaves the decision up to your buyer as to whether they wish to insure the item. Insurance protection is more for your protection than the buyer's.

Insuring through USPS

USPS does not offer any automatic form of insurance. Without taking the action of purchasing insurance, your items are not protected and depend upon the gentle handling of the Federal government. If you specified that insurance was required when you listed the item, it will automatically be included when you request a postage paid label. If insurance was optional and the buyer elected to purchase insurance, that is also automatically added to the label.

Insuring through UPS

Packages shipped through UPS are automatically protected against loss or damage up to a value of \$100. For protection above \$100, you may declare a value up to \$50,000.

For additional information, read **How to Get Shipping Insurance** at www.foundvalue.com/how-to/ebay-shipping-insurance.

What if an item is lost or damaged upon arrival?

In the event of damage or loss, the claim process is your responsibility and not that of the buyer. The buyer should be refunded wholly or in part based on the circumstances. For example, one of six glasses broken in shipment warrants a 1/6 refund, so the seller files a claim with the shipper to reclaim the value for the damaged glass.

UPS

- To file a claim for a lost or damaged item, the easiest thing to do is to call UPS at 1-800-PICK-UPS and press 0 to talk to someone. You must have the following information ready to file your claim:
 - Tracking number
 - Information on how the item was packed
 - Value of the item for which you are filing – Buyers telephone number
- You can also get more information about the UPS claims process at www.ups.com

USPS (Postal Service)

- If your insured mailing has been lost or damaged in transit you can recover the value of the item by filing an insurance claim at any post office.
 - It is your responsibility to process a claim for a broken or lost item. For directions on how to process a claim through USPS please visit: www.usps.com.
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- In most cases, USPS allows up to 180 days to file a claim for a damaged or lost item. However, there are particular occasions in which you must file the claim within 60 or 90 days. The above link will bring you to a USPS website that clearly outlines the details of the claim process.

Get Shipping Supplies

Tips

- ◆ Depending on the size of the item you sell, you can get free packing and shipping from the post office. Check out the web page at <http://ebaysupplies.usps.com> for boxes that are co-branded for eBay and USPS Priority mail.

You'll need to purchase boxes and other supplies as soon as you know exactly what items you'll be shipping. Whenever possible, use a new corrugated box. The more times a box is used, the more it loses its original protective qualities, so a previously used box may not adequately protect your shipment. Thinner boxes, such as most shoe boxes or gift boxes, may not be strong enough for shipping. If you must reuse a box, make sure it is rigid and in excellent condition with no

punctures, tears, rips, or corner damage, and that all flaps are intact. Remove any labels and all other shipment markings from the box.

Pack the Item

Be sure your box is the appropriate size. A container that's too big, even when packed with cushioning, may allow your items to shift too much and become damaged. A container that's too small may not provide sufficient padding, also potentially causing damage. Make sure you read **How to Get Free Shipping Supplies** at www.foundvalue.com/how-to/ebay-free-shipping-supplies before you invest in supplies.

Choose a box strength that is suitable for the contents you are shipping. On the bottom of boxes, manufacturers provide a strength certification—exactly how much weight the box can hold before breaking or rupturing. Be sure the items you send out are in tip-top shape and appear as you described them in your listing.

WRAP THE ITEM

It's important to cushion the contents of your package properly. Proper cushioning materials include bubble wrap, packing peanuts or crumpled craft paper. Be sure that you wrap each item separately. Fragile articles need both suitable separation from each other and clearance from the corners and sides of the box.

Each item should be surrounded by at least two inches of cushioning and be placed at least two inches away from the walls of the box. This will protect your items from product-against-product damage and shield them from the shock and vibration that can be conducted from the exterior of the box to its contents in transit.

Before sealing your package, try tilting it back and forth. If you feel or hear movement inside, you probably need more cushioning.

SEAL THE BOX

Proper closure of your container is just as important as proper cushioning for the safety and security of your shipment. To close a box securely, use packaging tape (at least two inches in width). Do not use masking tape, cellophane tape, duct tape, string, or paper over-wrap. Apply three strips to both the top and bottom of the box.

Section 3: How to Earn a Great Seller Reputation

eBay has its own feedback system. Think of your eBay “feedback rating” as a scorecard, as illustrated below) that tells others how well you have served your eBay buyers. This feedback plays a critical role in helping eBay buyers determine whether you are trustworthy. It’s an important credential you must earn to be part of the eBay community – and provides a self-regulating method of ensuring a high degree of integrity.

The screenshot shows an eBay member profile for 'rmcintyre_foundvalue' with a 40-star rating. The profile includes a feedback score of 40 (100% positive), a table of recent ratings, and a list of feedback comments from buyers.

Member Profile: rmcintyre_foundvalue (40 ★)		Recent Ratings:			Member since: Jan-20-04 Location: United States + ID History + Items for Sale
Feedback Score:	40	Past Month	Past 6 Months	Past 12 Months	
Positive Feedback:	100%				
Members who left a positive:	40	13	27	42	
Members who left a negative:	0	0	0	0	
All positive feedback received:	42	0	0	0	
Learn about what these numbers mean.		Bid Retractions (Past 6 months): 0			Contact Member

All Feedback Received				From Buyers	From Sellers	Left for Others
42 feedback received by rmcintyre_foundvalue (0 mutually withdrawn)						
Comment	From	Date / Time	Item #			
Honest, reliable and professional. A+++++	Buyer jgraphics (4)	Oct-04-04 11:42	3840957475			
Looks like it's in great shape. Bought as a spare but what a great purchase!	Buyer glennpound (134 ★)	Oct-04-04 11:17	6706951403			
very easy to deal with, great communication, well deserved + in feedback.	Buyer alphawhelp (10 ★)	Sep-27-04 10:11	8126823459			
Super Fast Transaction! A+++ Thanks!	Buyer brittbntrky (3)	Sep-26-04 20:28	8131329639			
Absolutely fantastic seller, couldn't ask for more. Highly recommend.	Buyer shelbysauctionaccount (48 ★)	Sep-24-04 19:14	8127754443			

Once you’ve been notified that payment was received from the buyer, this is your opportunity to build a positive relationship and develop your reputation. Remember, happy buyers become repeat buyers.

Send a Thank You Note

A great way to express your gratitude and develop a personal relationship with the buyer is to simply say “thank you.” You may either include a Thank You postcard with a personal note or send an email. You can also point them to your current listings and ask them to save you as one of their favorite sellers.

Leave Positive Feedback

You'll want to leave feedback after every positive, completed transaction. Never leave feedback on a sale until you're absolutely sure that the buyer has received the item and is happy with the deal. The buyer should leave positive feedback first and then you should reciprocate positive feedback for the buyer.

Many inexperienced sellers leave feedback the minute they get their money. But there are a number of things that can happen between the time you ship the item and the time the buyer receives it. A package can get lost in the mail or the buyer may be unhappy for some reason. You want to work out any potential problems with buyers before any feedback is left. You only get one feedback per transaction so use it wisely.

Once you've received the buyer's feedback, you can leave your own feedback (available from the eBay page). When you click on the Leave Feedback link for an item, send a message that says "Quick transaction & payment. Thanks for buying from from an experienced eBay seller" If a week has gone by since you've shipped an item, and you haven't heard from the buyer or seen any new feedback, drop that buyer an email to remind them to leave you feedback.

Section 4: When Things Don't Go According to Plan

Although most transactions on eBay go smoothly, unfortunately some do not. To protect your eBay feedback rating, you need to handle problems carefully. Some examples of problems include: an item may not sell on the first listing, the buyer may not pay for the item, or the buyer is unhappy with what he/she receives. Below are some simple tips and recommendations of what you should do in each of these situations.

Item Doesn't Sell

When an auction closes unsuccessfully after an initial 7-day auction, you may re-list it for one more 7-day auction before you give it back to the client or donate it on his/her behalf.

Before you re-list consider the following:

- Did you make the best use of words in the title?
- Are your photos clear and flattering?
- Did you list the item in the right category?
- If it's a Premium listing, should you lower the starting price to generate more interest?

Refund to be Issued

There will be certain instances that you may need to offer a buyer a refund. The FoundValue official recommended refund policy states that refunds are only made if the item has been misrepresented in the listing. However, there are a few other examples when it can make sense to offer a buyer a full or partial refund:

- Item was never delivered to the buyer or arrived damaged
- Shipping and handling charges were too high compared to actual cost
- Item becomes unavailable due to theft or damage before shipment

Before you decide to give a buyer a refund, be sure to protect yourself and your client by confirming the validity of a buyer's claims. You should request photographs of the damage, ask for the buyer to specify the discrepancies he/she sees in the item description, etc. Sometimes the issue could be a misunderstanding, easily resolved through good post-sale communications.

Buyer Doesn't Pay

As part of the FoundValue recommended sales policy, buyers are expected to pay within three business days of the auction close. In the event that they do not, you can send them a payment reminder and then wait another couple of days for a response. If after a full week there has been no contact with the buyer, you usually will have the following options:

- Send the buyer another payment reminder
- File a Non-Paying Bidder Alert to get credit for your eBay Final Value Fee and re-list the item

You are able to choose how long you wait to receive payment from a buyer but do not wait too long. You risk disappointing your client and yourself as you extend the time necessary to receive your client's check and your commission.

Negative Feedback

If you can not work out an issue with your buyer then it is your prerogative to leave that buyer negative feedback. But be prepared that the buyer will also leave you negative feedback if only as a matter of retaliation. To protect your own feedback rating, leave negative or neutral feedback only as a last resort.