



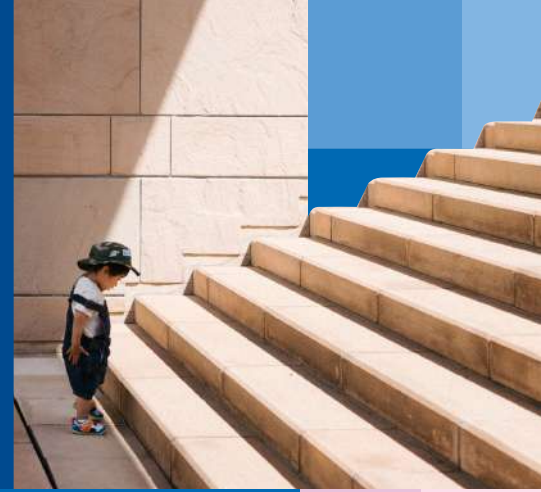
Selling Handbook

A beginner's guide to selling globally on eBay,
specially designed for sellers from Malaysia.



Get Started

In this handbook, you will find the basic information that you will need to help you start your global selling journey. Let's begin!



Here's what you need to do:

Create an eBay account on ebay.com.my

Create and verify a PayPal business account

Link your PayPal account to your eBay account

Set up automatic payments by connecting your credit card

Increase Your Selling Limits to sell more on eBay.

Selling limits are:

The maximum number of items you can list at once or the total dollar value of items you can sell. New sellers have a default limit of 10 items or USD\$500

To increase your selling limits, please reach out to **eBay's Customer Service team** via email on the Customer Service platform.

Go to: ebay.com.my > Help & Contact > Contact Us > Select: Selling > Selling Problems > Increase Your Selling Limit > Email



Learn more



Learn more

Create Your First Listing

Now let's learn how to list and manage your eBay business.



Step-by-step guide to your first listing

To start listing, login to the international eBay site of your chosen market.



Selling to US
ebay.com



Selling to UK
ebay.co.uk



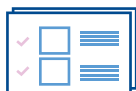
Selling to AU
ebay.com.au



Learn more

Listing Templates

List faster by creating listing templates.



You can create up to 10 different templates and make bulk edits or changes whenever needed.



A useful tool when you're selling items of the same category but with different unique designs or specifications.



Learn more

eBay Seller Hub

Manage your entire eBay business on a single platform.

Manage your listings and fulfil orders.

Provide a fast response to any questions or requests from your buyers.

Find marketing guidance and insights on analytics that will help you grow your sales.

Get direct access and detailed reports to your Seller Dashboard which helps to monitor your seller performance.

Monitor the overall status of your business.



Learn more

Listing Best Practices

Here are some best practices you should know to start listing your items right.



Item Specifics

Include clear, detailed and accurate specifics like condition, style, colour and special features.



[Learn more](#)



Product Identifiers

For eBay to recognise your listing, you need to provide identifiers like Unique Product Codes, Brand and Manufacturer Part Numbers. Categorise your item through eBay's matching catalogue or list them under the Item Specifics section.



[Learn more](#)



High Quality Photos

Display your item with multiple clear and sharp pictures from various angles. Keep the background white and clean for easier viewing.



[Learn more](#)



Item Description

Highlight everything about your item including benefits, specifications and measurements. Be honest about your item and don't steal content from other sellers. Remember to keep your descriptions optimised for mobile.



[Learn more](#)



Listing Title

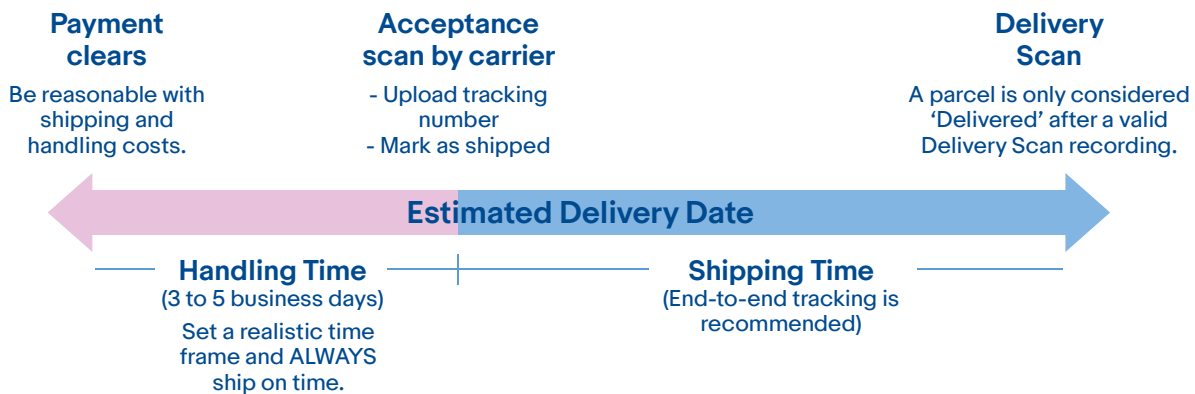
A great title can help attract buyers. Include important and relevant keywords and avoid weird spelling and textspeak. Utilise 65 – 80 characters to describe your title accurately and professionally.



[Learn more](#)

Shipping Best Practices

Follow these best practices to stay on top of your selling game.



- ✓ Set a handling time you can fulfil and be prompt with your shipment.
- ✓ Always ensure your buyer receives the order before the Estimated Delivery Date (EDD).
- ✓ We highly recommend using end-to-end tracking services for all shipments.
- ✓ Please use our recommended shipping carriers: SingPost, Pos Malaysia, DHL Express, DHL eCommerce & FedEx.



Learn more



Customer Service Best Practices

Doing right by your customers should be your number one priority.



01 Respond promptly:

Always reply your buyer within 3 business days based on the market you are selling in (US, UK, AU and Germany).



[Learn more](#)

02 Avoid late shipments:

If you know that you're about to miss the EDD, contact your buyer immediately via eBay messages! Don't wait for your buyer to complain. Be proactive and offer a solution that you can definitely fulfil.

03 List accurately:

Ensure that your titles, photos and descriptions match your items perfectly. Correctly detailed listings will help you reduce buyer disputes.



Must-Know Selling Policies

Stay safe and follow these selling policies specific to SEA sellers.



SEA Service Metrics

As a cross-border seller from Southeast Asia (SEA), you should always ensure that your buyers have a great experience when shopping on eBay. When a buyer purchases your item, they expect it to arrive on time and as it was described in the listing. Sellers must create accurate listings and ship items in a timely and secure manner in order to ensure that buyers are satisfied with their purchases. Starting from August 25th 2019, we will be introducing the following service metrics for SEA sellers:

Unsatisfactory Delivery Rate

It is important that your items arrive on time and reliably whether selling cross-border or forward-deployed.



[Learn more](#)

Unsatisfactory Item Rate

It is important that shipped items match the buyer's expectations.



[Learn more](#)

Monitor your performance on the **CBT Seller Dashboard**
dashboard.ebay.com.sg



[Learn more](#)

These are global policies you must know before you begin selling

VERO

Sellers are responsible for ensuring that any item they list on eBay is authentic and that the listing description doesn't infringe on the rights of others.



[Learn more](#)

Duplicate Listings

Duplicate listings are two or more listings for items that have no significant difference between them.



[Learn more](#)

Sell Globally on eBay

Follow us on Facebook:
www.facebook.com/eBay.Malaysia

Visit the Seller Centre:
sellercentre.ebay.com.my