

## Quick Start Guide-Shopster - Using Shopster's tools to List on eBay

The purpose of this guide is to walk you through the basics of listing on eBay.

### Before you begin

1. Log in to your Shopster account and click the **eBay** tab in your top navigation. You will now find yourself in Shopster's eBay Sales Channel. Click on the **Accounts** link.

The screenshot shows the Shopster website interface. At the top, there is a navigation bar with links for Home, Upgrade, My Account, Shopping Cart (0), and Logout. Below this is a secondary navigation bar with links for View My Store, Network beta, Orders, Inventory, Reports, Marketing, Store, eBay, and Settings. The 'eBay' link is circled in red. Underneath the 'eBay' link, there are sub-links for Listings, Accounts, and Templates. Below the navigation is a large orange banner that says 'Sign Up for eBay Services'. Underneath the banner is a form titled 'Sign Up for eBay Services'. The form contains the following text: 'In order to take full advantage of Shopster's eBay Certified Services, you must validate Shopster as an authorized third-party on your eBay account.' There are two options: 'I already have an eBay account.' with a link to 'Authorize Shopster on your eBay account.' and 'I do not already have an eBay account.' with a link to 'Register for an eBay account and return to this page to authorize Shopster on that account.' Below this is a note: 'eBay's established authorization period is eighteen months. You will be asked to renew Shopster's authorization near the end of this period. You can de-authorize Shopster at any time on the eBay site.' At the bottom of the page, there is a footer with links for About Shopster, Policies & Privacy, Affiliate Program, Help, and My Account.

2. You must authorize Shopster on at least one eBay account.
  - a. If you already have an account, click the link "**I already have an eBay account**". You will be taken to your eBay account to authorize Shopster.

The screenshot shows the eBay account linking page. At the top is the eBay logo. Below the logo is a horizontal bar with a gradient of colors. Underneath the bar is the heading 'Link your eBay account to Shopster'. Below the heading is a text box with the following content: 'Ready to use Shopster? Great! We need your consent to share your eBay data. Don't worry, we won't share your eBay password. You can change this any time by editing your account preferences.' Below this is another text box: 'Please take the time to read Shopster's terms of service and privacy policy, because these policies will apply when you use this service. Remember, we don't manage policies set by other companies'. Below that is a text box: 'By clicking on the "I agree" button, you're allowing us to link your eBay account with Shopster.' At the bottom of the text box are two buttons: 'I agree' and 'No thanks, please return me to Shopster'.

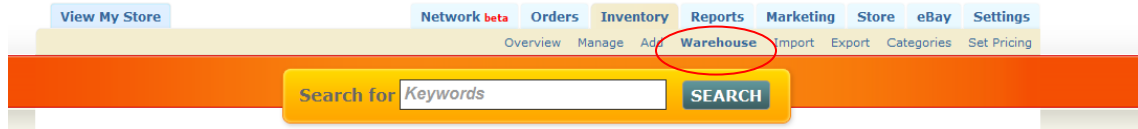
Or

- b. If you do not have an eBay account, click the link "**I do not already have an eBay account**". You will be directed to eBay's account registration page.

**NOTE:** You will have to return to your Shopster account and authorize Shopster on your new account. To do so, repeat the step above and click on the "**I already have an eBay account**".

## Find a product to list

1. Go to the **Inventory** tab and click on the **Warehouse** link to start listing products.



2. Look through the Network inventory until you find a product you would like to list.
3. Once you've found a product of interest, click the **View Product** button.



In the window that opens, click through each of the available tabs to learn more about the item in question. In particular, focus on the **eBay** tab, there you will find information on the product's suitability for the eBay, any available supplier notes and recommendations, as well as a link that allows you to research this product on Terapeak if the data is available.



4. At this stage, you have two choices: you can scroll down to the bottom of the eBay page and click the **List on eBay** button to begin creating your listing per the steps below. Or, you can click on the **Add** tab and select the **Add to Managed Inventory** button. **Shopster Recommends** you follow the latter of these two options, as the second way

allows you to build out your inventory before creating any listings. Plus, if you plan to list lots of products on eBay, it's faster.

**Add** Buy Now Details Description Supplier eBay

Destination: Test Store - code name: smurf

Category: -Group Smurfs

Markup Group: Price Product Manually

Retail Price: 269.99 USD

**ADD TO MANAGED INVENTORY**

5. Once you've added as many products as you want to your personal inventory, click on the **Manage** link. This will take you to your **Manage Products** page, which lists all the products you've added to your inventory, their prices, skus, stock numbers and other relevant details.

View My Store Network beta Orders **Inventory** Reports Marketing Store eBay Settings

Overview **Manage** Add Warehouse Import Export Categories Set Pricing

Manage All Of My Products

6. Click on the **e** logo to begin creating your listing

<input type="checkbox"/>	Cava	C001	\$30.00	\$70.00	5	Visible	
<input type="checkbox"/>	Magnavox 19MF338B 19" LCD HDTV w/ Digital Tuner	19MF338B	\$171.18	\$171.18	11	Visible	
<input type="checkbox"/>	Philips PET741 7" Portable DVD Player - White	PET741	\$60.41	\$60.41	11	Visible	
<input type="checkbox"/>	TIMEX - T5K082 (Ladies)	80274	\$12.68	\$12.68	159	Visible	

**SAVE CHANGES**

**NOTE:** If you do not see the **e** logo next to the image of a shopping cart this is for one of two reasons:

1. You have yet to connect to the Merchant supplying the product. If this is the case, you'll note **red exclamation mark** next to the product title. Click the **exclamation mark** to go the Merchant's Profile and **Add this Merchant to your Network**. You must be connected to a Merchant in order to sell their products.
2. You are shipping this product from Canada. To create listings for products shipped from Canada, you must use eBay's turbo lister. Go to [http://help2.shopster.com/Listing\\_on\\_ebay\\_pm](http://help2.shopster.com/Listing_on_ebay_pm) to learn how.

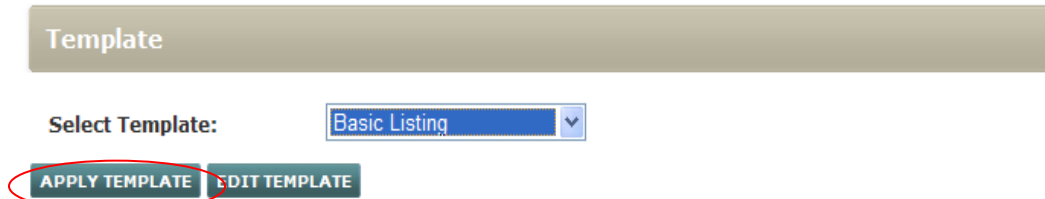
### Create a listing

For every listing you make, you have the option of using a pre-made listing template or making a custom template. For the purpose of this example, we will use a pre-made template to create a **Basic Listing**.

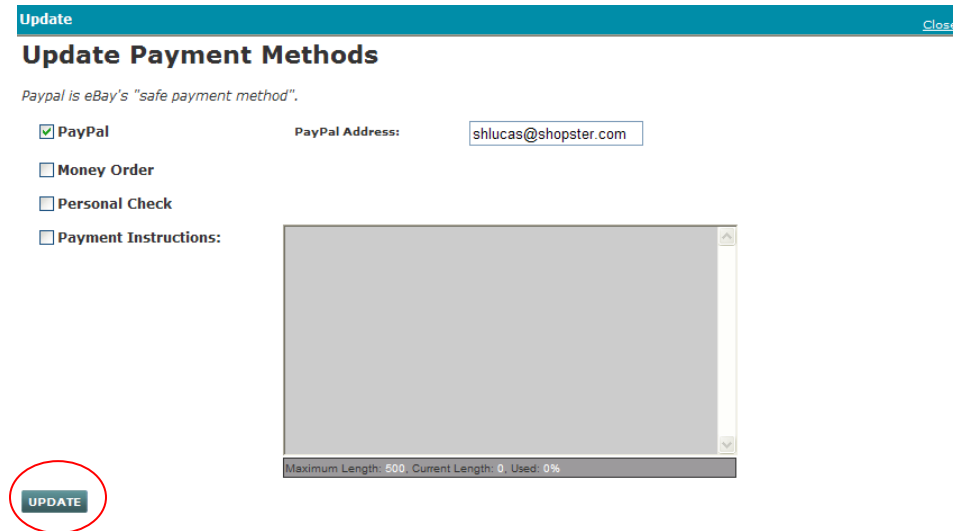
Shopster's Basic listing template is a good place to start when you're attempting to sell on eBay because it creates a highly professional auction style listing but avoids enhancements which incur additional eBay costs. It also automatically defaults the starting bid price to the item's warehouse price so you are less likely to incur a loss when your product sells. Once you're

comfortable with a **Basic Listing** you may want to click the **Edit Template** Button to make your own customizations, however keep in mind that eBay charges extra for any enhancements you add.

1. From the **Select Template** drop down list choose **Basic Listing** and click on the **Apply Template** button.



2. You now have the opportunity to review the Listing page and change any details you deem necessary. To modify the details in a particular section, just click the **[change]** link at the top-right of each section. Ensure that you have a full understanding of all the associated eBay fees before adding any additional enhancements such as subtitles and highlights.
3. Before completing your listing, you must add at least one payment method. Click **[change]** above Payments heading
4. Select the PayPal option. As Paypal is eBay's safe payment option, you must include it in your payment selections.
5. **Enter** in your PayPal address
6. Click the **Update** button.



7. Double check that all of the info on the listing presents as you would like it to and then click the **Create Listing** button at the bottom of the page

The page will refresh and the initial eBay fees associated with the auction will be displayed above the listing information. Have one last careful look over everything - this is your final chance to do so before you list your auction.

8. Check the box confirming that you understand and accept the fees associated with the listing.

9. Click on the **Confirm Listing** button

### Initial eBay Fees

**Fees:**

<b>Insertion Fee:</b>	\$2.14
<b>Total Fee:</b>	\$2.14

Please note the following warnings:

- (21915465) PayPal may delay the settlement of funds to ensure smooth transactions.

I understand that I am responsible for all fees associated with listing this product on eBay.

**CONFIRM LISTING**

You are now on the **Listings** page. Your item is displayed in a table with the auction start and end times, price, number of bids placed and its auction status.

10. Click on the hyperlink to view your live listing on eBay

**All** Active Ended Completed

REFRESH 1



Listing #/Title	Start	End	Price (Bids)	Status
<a href="#">120489118305</a> Magnavox 19MF338B 19" LCD HDTV w/ Digital Tuner	11/04/2009 14:45:30	11/11/2009 14:45:30	\$171.18 (0)	Active <b>BUY</b> <a href="#">Remove</a>

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Congratulations-You've now successfully created a Basic Listing!

### How do I process a successful auction?

- Once your listing has sold, log in to your Shopster account.
- Go to your **Manage Products** Page.
- In your inventory table, click on the **Shopping Cart** icon to the right of the item you wish to purchase

<input type="checkbox"/>	Magnavox 19MF338B 19" LCD HDTV w/ Digital Tuner	19MF338B	\$171.18	\$171.18	11	Visible	 
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You are now in your **Shopping Cart**

- Confirm that the only product you have in your cart is the one from your auction.
- Click the **Checkout** button and follow the on-screen instructions to complete your purchase.

Please ensure you have entered your customer's address in the shipping address field, as this is the address that the Network suppliers will ship the product to. Once completed, your order will be sent directly to your customer.