

How to Sell Globally on eBay?

如何在eBay開展全球銷售

Disclaimer:

The information in this file is for reference and informational purpose only. Policies and references contained in this file are subject to change at any time without prior notice.

This information is copyright work of eBay International AG, no reproduction and distribution, in whole and in part, is allowed for any purpose.

For detailed and most up to date information, you can refer to :

www.ebay.com

www.ebay.co.uk

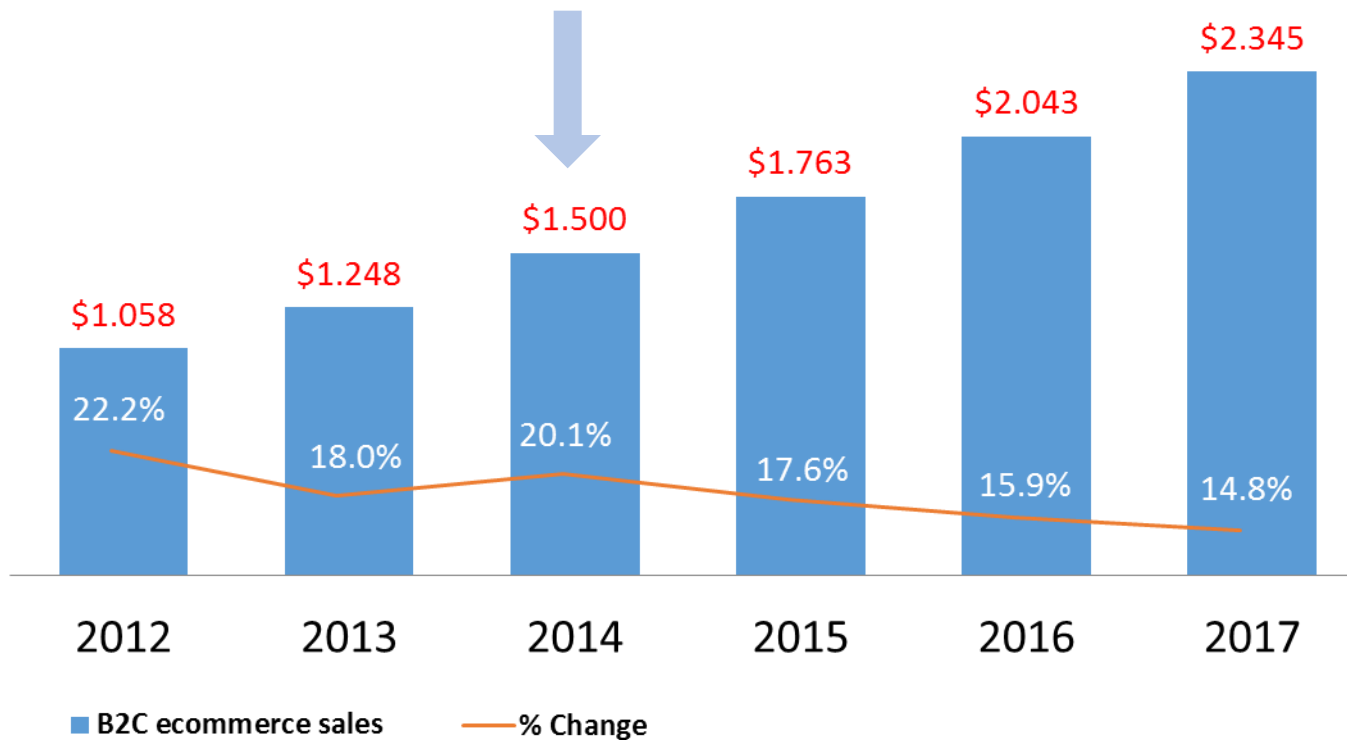
www.ebay.com.au

- Market Landscape
- eBay 101
- Top Rated Seller
- Concierge Program
- Useful tools

MARKET LANDSCAPE

B2C E-COMMERCE SALE GROWTH WORLDWIDE

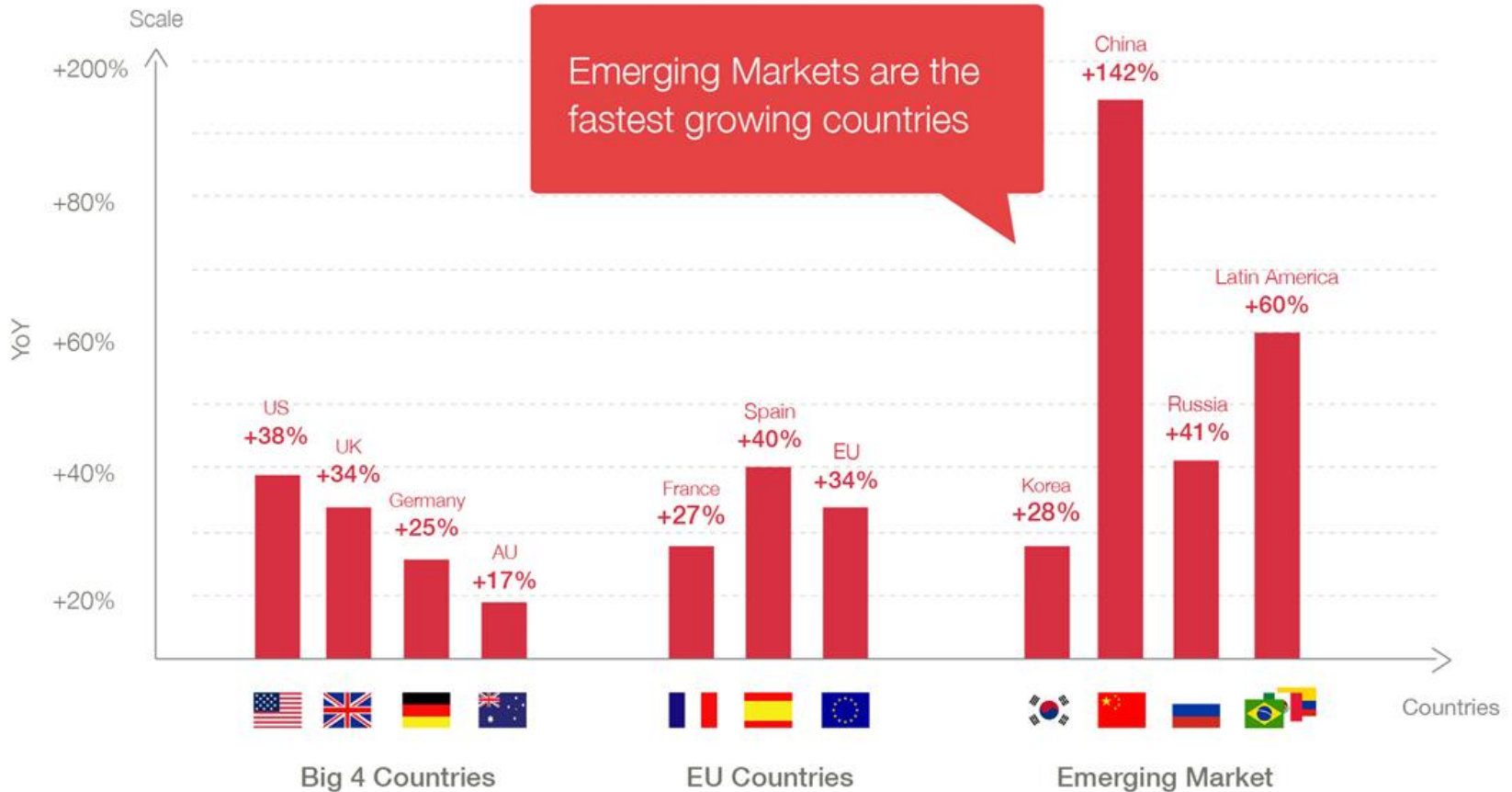
Global B2C Ecommerce Sales to Hit \$1.5 Trillion in 2014



* Source: eMarketer, June 2013

B2C E-COMMERCE SALE GROWTH WORLDWIDE

Fast Growing B2C E-commerce countries: (Forecast Sales 2013 vs 2016)



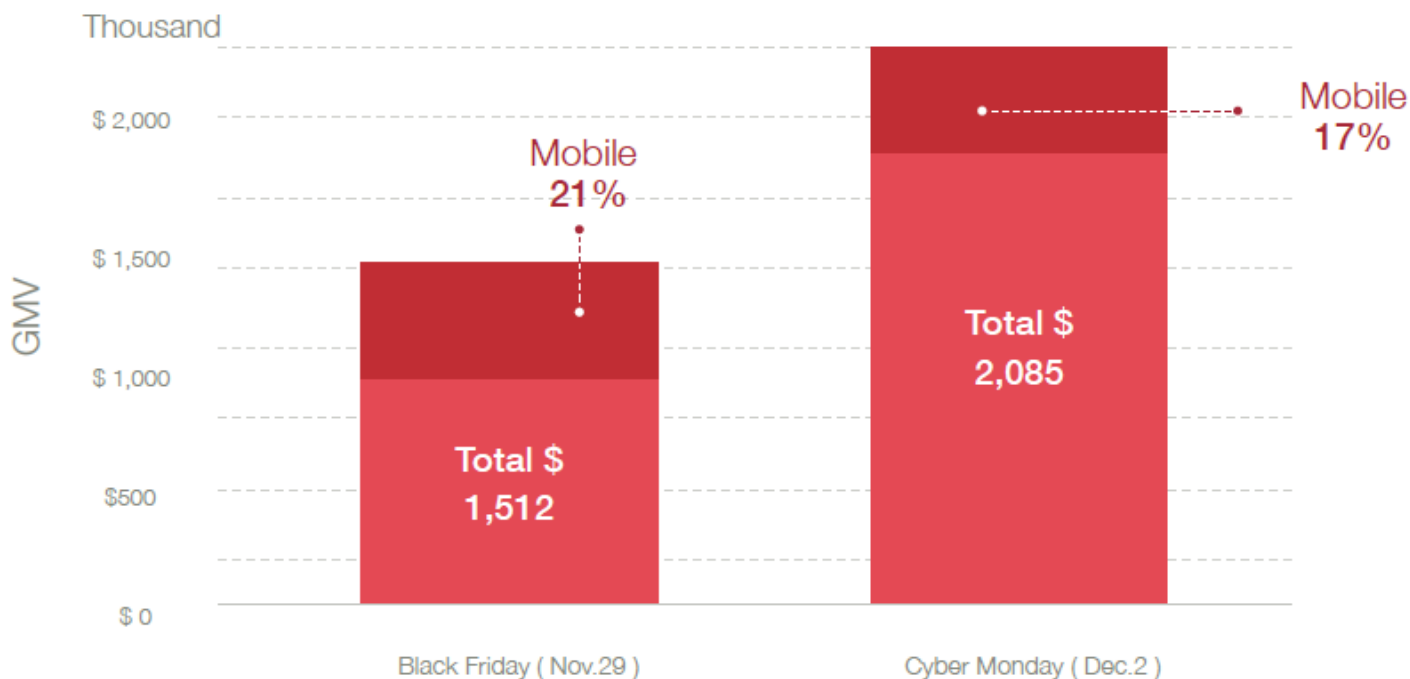
* Source: eMarketer, June 2013

FESTIVE PERFORMANCE

Black Friday (Nov. 29) / Cyber Monday (Dec.2)

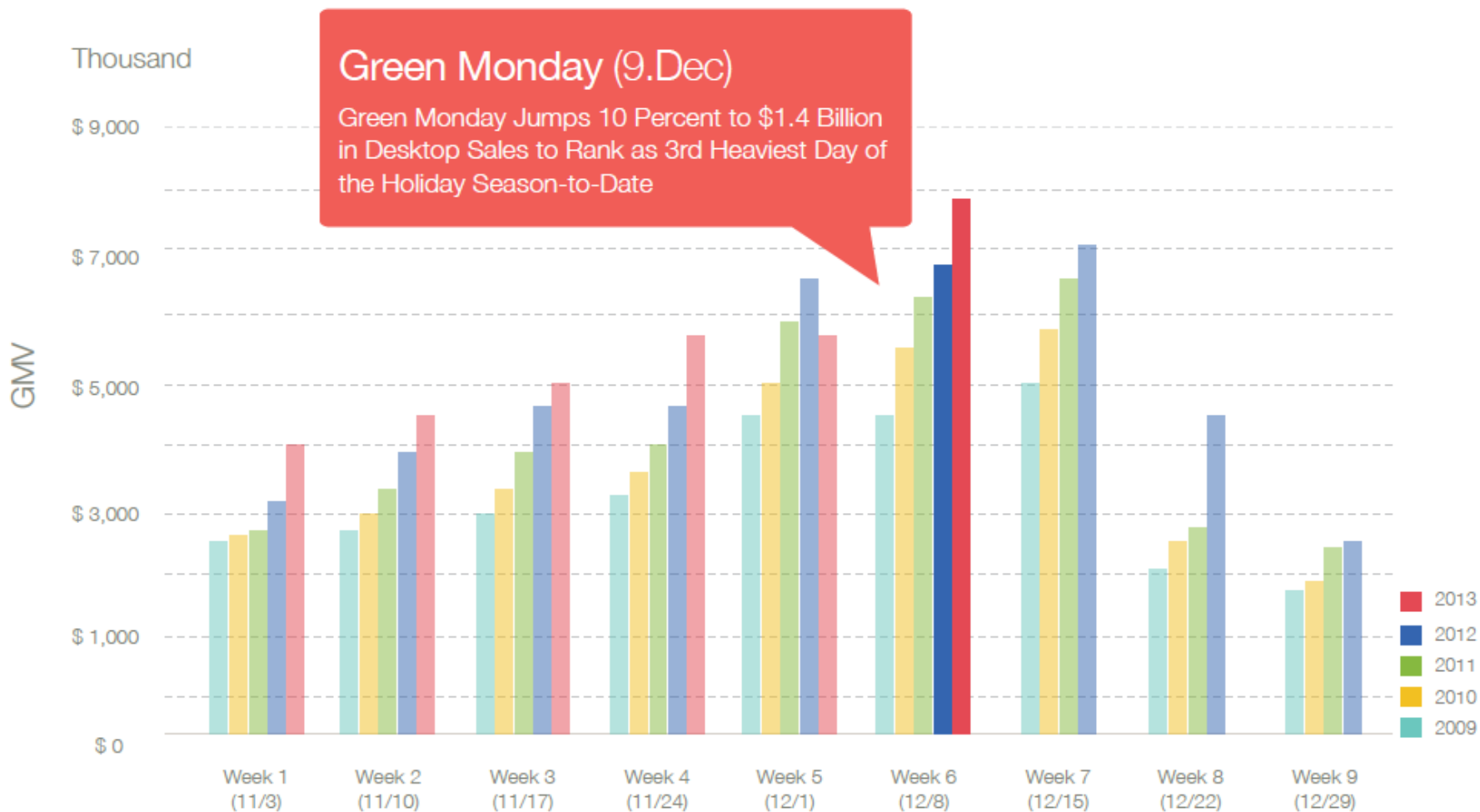
U.S. Desktop + Mobile E-Commerce Spending on Cyber Monday

Topped \$2 Billion (+3% YoY) While Black Friday Surpassed \$1.5 Billion



Source: <http://www.comscoredatamine.com/2013/12/u-s-desktop-mobile-e-commerce-spending-on-cyber-monday-topped-2-billion-while-black-friday-surpassed-1-5-billion/>

FESTIVE PERFORMANCE



Source: http://www.ebayinc.com/in_the_news/factsheets

eBay enabling e-Commerce

EBAY MARKETPLACE HIGHLIGHT

800

MILLION
LISTINGS



>2

BILLION
ITEM SOLD



152 M

ACTIVE USERS
IN **190** COUNTRIES

30+

SITES GLOBALLY



27%

of items are purchased by shoppers
from **outside their countries**



25

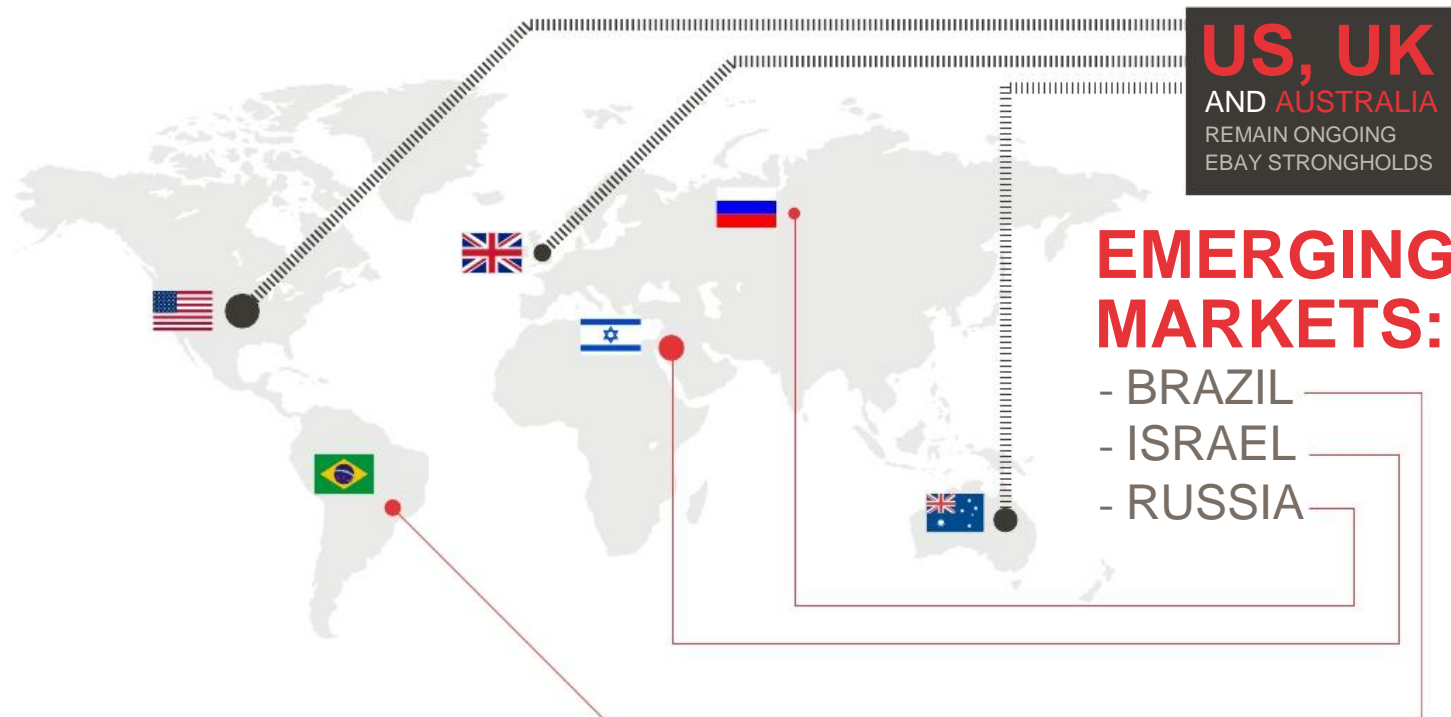
MILLION
SELLERS FROM
AROUND
THE WORLD



PROMISING TRADITIONAL MARKETS AND NEW EMERGING MARKETS

ebay.com
ebay.co.uk

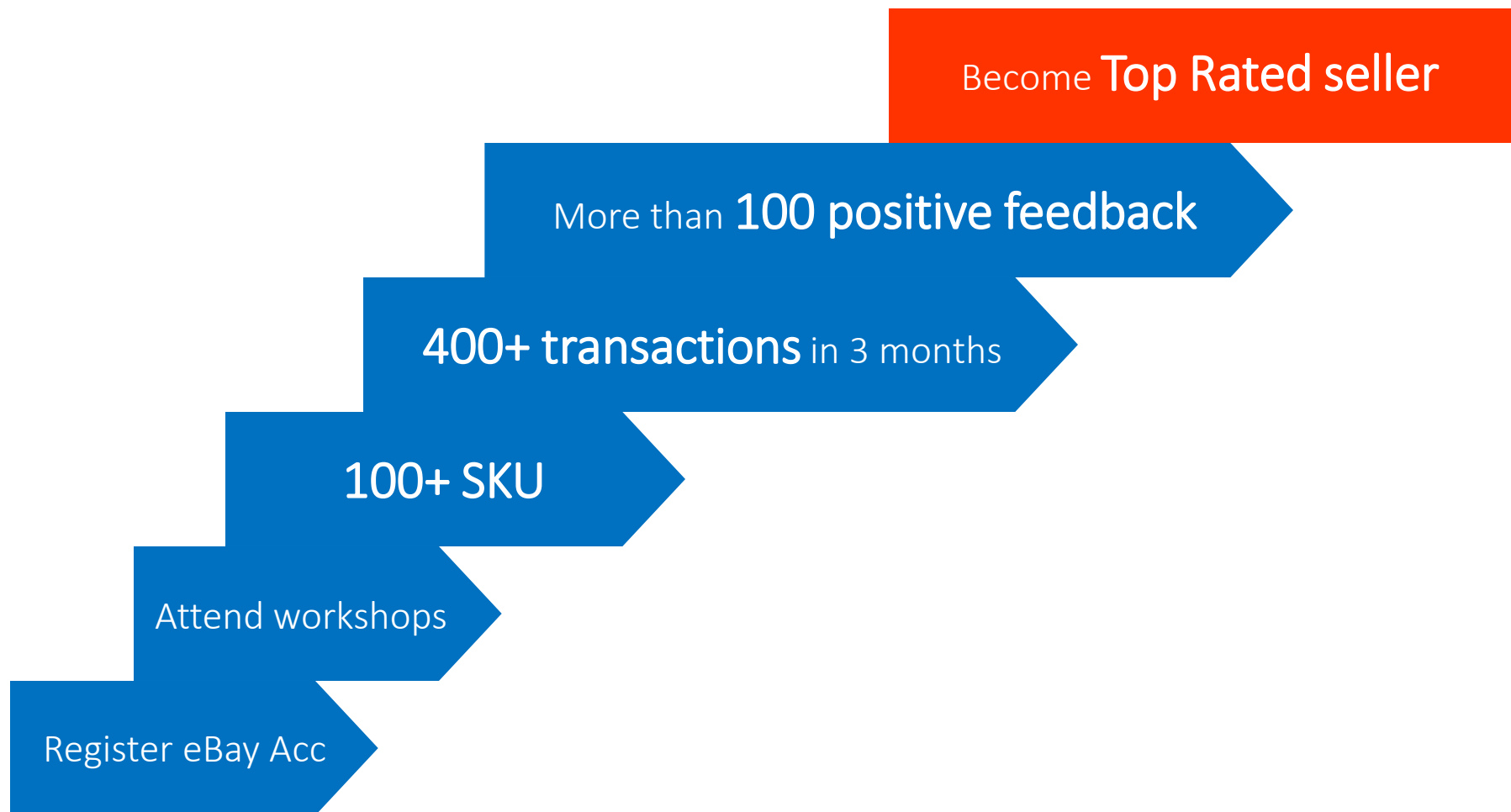
ebay.com.au
ebay.de



* ASIA EXPORT INDEX 2012

HOW TO START SELLING?

SUCCESSFUL SELLER ROADMAP



HOW WE CHARGE

Insertion Fee

Final Value Fee

HOW YOU CHARGE

Insertion Fee

Final Value Fee

SELLING ALLOWANCE

- Account limits allow us to review account activity and confirm certain information from the seller. These limits vary by seller and may be increased based on your overall selling activity.

Monthly selling limits [Edit](#)

You can sell up to 39,400 items or up to HKD 11,364,550.00 per month, whichever comes first.

Your May selling activity	Items	Amount
You have sold	129	HKD 22,132.25
You have listed (active)	31071	HKD 9,444,943.76
You can list	8200	HKD 1,897,473.99
	Out of 39,400	Out of HKD 11,364,550.00

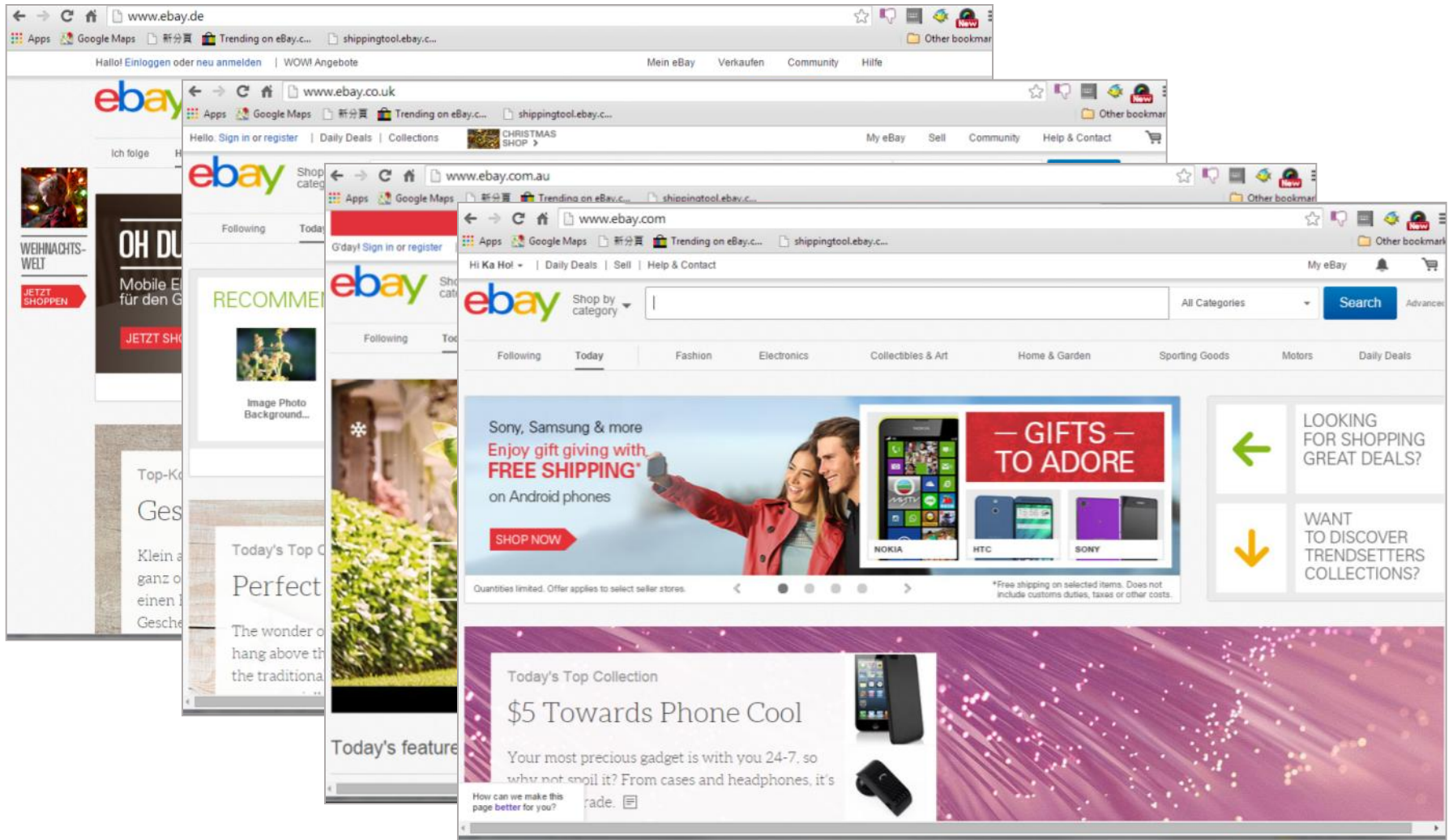
[How selling limits work](#) | [Request higher selling limits](#)

**Available
Selling limits**

LIST YOUR FIRST ITEM

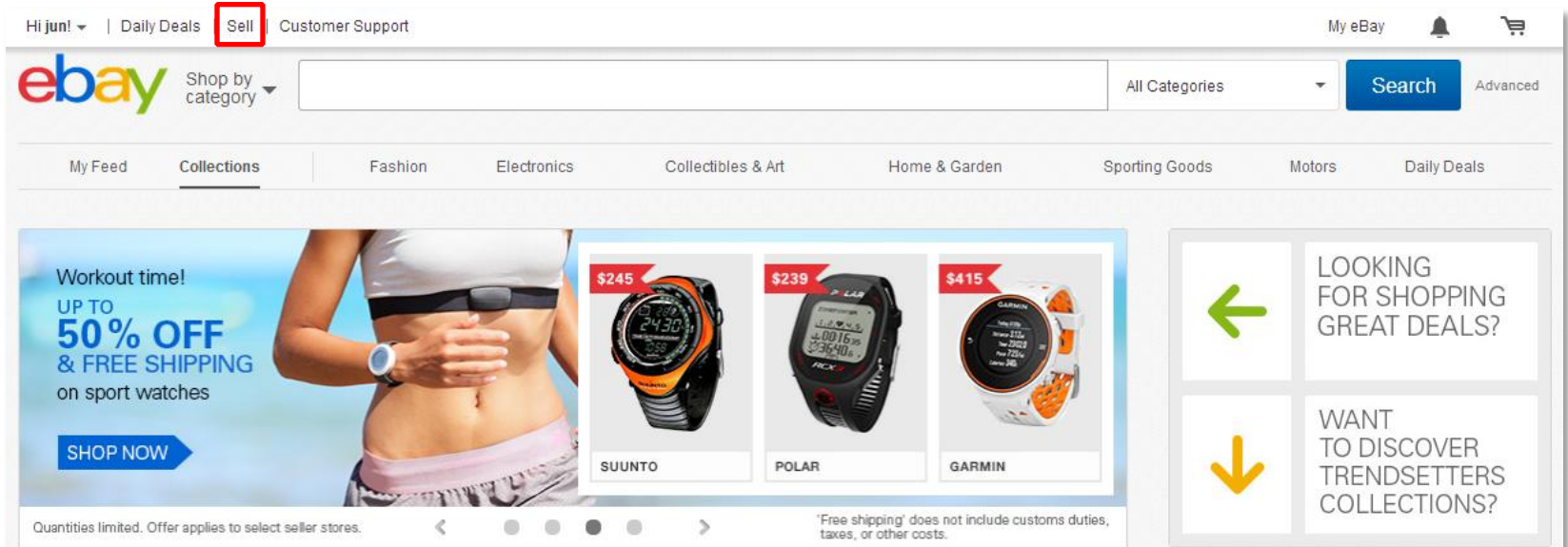
LIST YOUR FIRST ITEM

1. Choose your listing country



LIST YOUR FIRST ITEM

1. Sell an item



Hi jun! | Daily Deals **Sell** Customer Support My eBay

Shop by category All Categories Search Advanced

My Feed Collections Fashion Electronics Collectibles & Art Home & Garden Sporting Goods Motors Daily Deals

Workout time!
UP TO **50% OFF**
& FREE SHIPPING
on sport watches
[SHOP NOW](#)

\$245 SUUNTO \$239 POLAR \$415 GARMIN

LOOKING FOR SHOPPING GREAT DEALS?

WANT TO DISCOVER TRENDSETTERS COLLECTIONS?

Quantities limited. Offer applies to select seller stores. *Free shipping* does not include customs duties, taxes, or other costs.



Today's Top Collection

Glamour the Italian Way

Cobbled streets, piercing blue skies, hot Italian days, delicious cuisine. Italy is a place where dreams come true. The real fashion capital of glamour, so you must dress the part. Epitomise Italian style and douse yourself with chic

See this you?

ASC ebay™

LIST YOUR FIRST ITEM

2. Search the category



SELL YOUR ITEM

1. TELL US WHAT YOU'RE SELLING 2. CREATE YOUR LISTING 3. REVIEW YOUR LISTING

Tell us what you're selling

Start a new listing

Give us a title for your listing or enter a UPC, ISBN, VIN or Part Number. [?](#)

Get started

For example: nine west women's shoes, ford mustang headlights

[Browse categories](#)



Finish your draft listing

(Untitled draft) *

Category: Books > Textbooks, Education

[\[Delete \]](#) *Edited Sep-05.

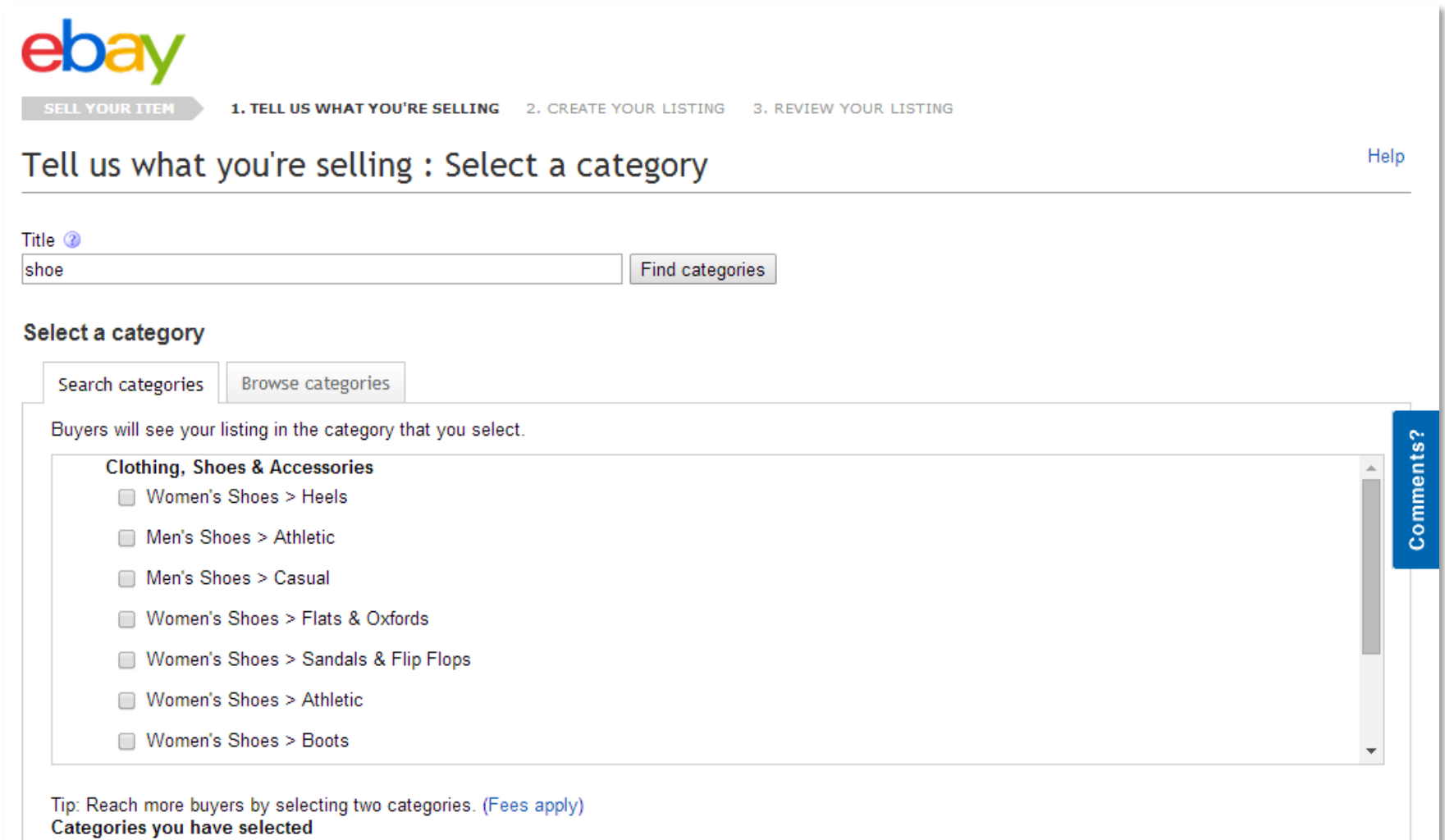
Complete

[Community](#) [About eBay](#) [Announcements](#) [Security Center](#) [Resolution Center](#) [Seller Information Center](#) [Policies](#) [Site Map](#) [eBay official time](#) [Preview new features](#) [Contact us](#) [Tell us what you think](#)

Copyright © 1995-2014 eBay Inc. All Rights Reserved. [User Agreement](#), [Privacy and Cookies](#).

LIST YOUR FIRST ITEM

3. Choose the category



ebay

SELL YOUR ITEM 1. TELL US WHAT YOU'RE SELLING 2. CREATE YOUR LISTING 3. REVIEW YOUR LISTING

Tell us what you're selling : Select a category [Help](#)

Title [?](#)
shoe

Select a category

Buyers will see your listing in the category that you select.

Clothing, Shoes & Accessories

- Women's Shoes > Heels
- Men's Shoes > Athletic
- Men's Shoes > Casual
- Women's Shoes > Flats & Oxfords
- Women's Shoes > Sandals & Flip Flops
- Women's Shoes > Athletic
- Women's Shoes > Boots


Tip: Reach more buyers by selecting two categories. (Fees apply)
Categories you have selected

[Comments?](#)

LIST YOUR FIRST ITEM

4. Fill in the Sell Your Item form

Create your listing

 List Auction-style FREE. Plus Buy It Now for FREE. [Learn More](#)

Category selected: Clothing, Shoes & Accessories > Women's Shoes > Heels [\[change\]](#)

1


Create a descriptive title for your item

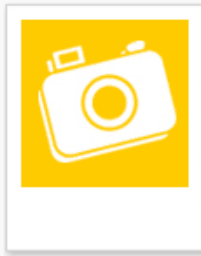
shoe

(Your title has 76 characters remaining)

2

Bring your item to life with pictures

Click **Add a photo** and select the photo you want to upload. 



Add a photo
(FREE)



Add a photo
(FREE)



Add a photo
(FREE)

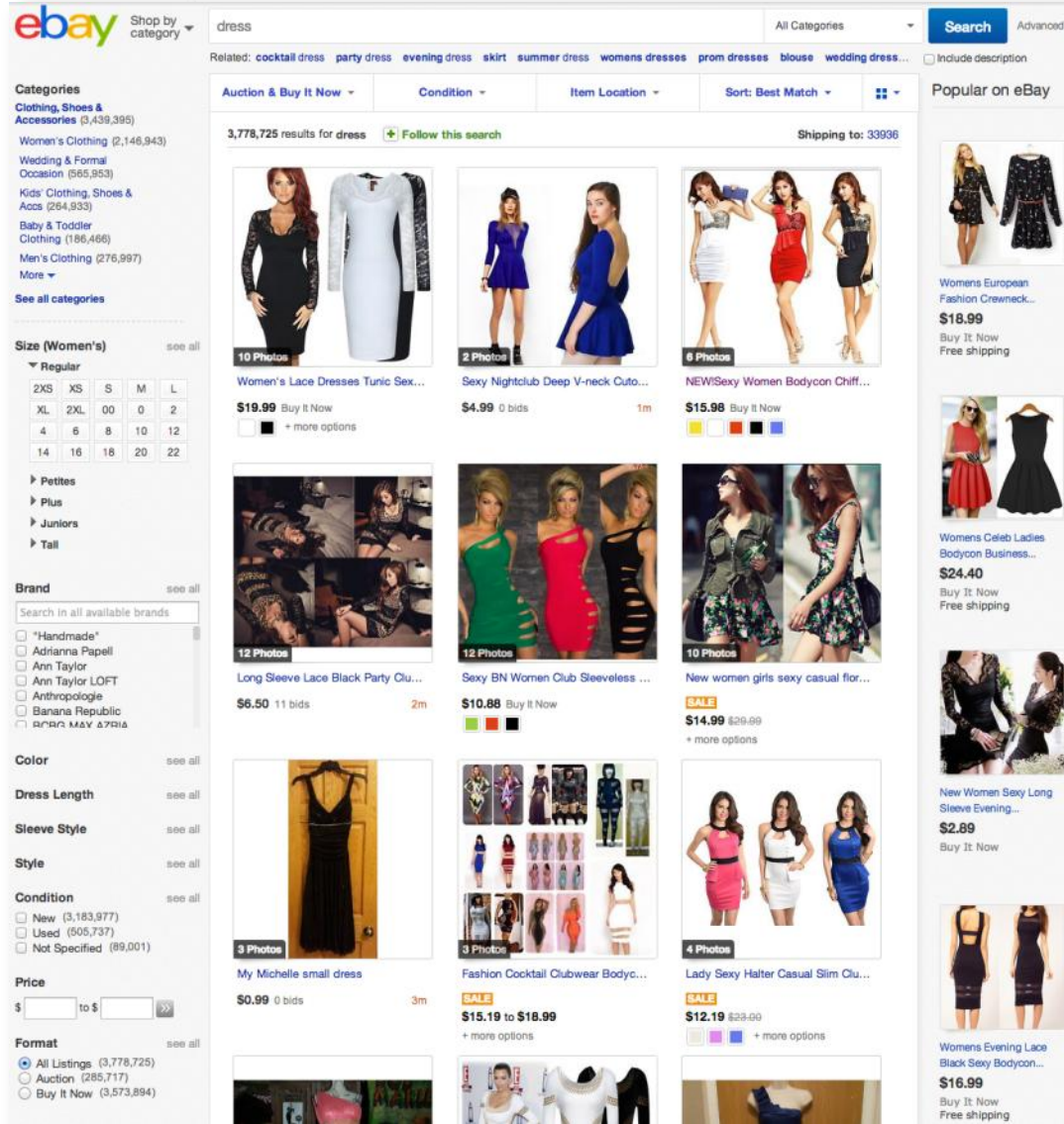


Add a photo
(FREE)

Tips

Your pictures in this category are on us and will appear on your Gallery Picture, a small version of your picture appears in search results. With Gallery Plus, buyers can also see larger pictures in search results.

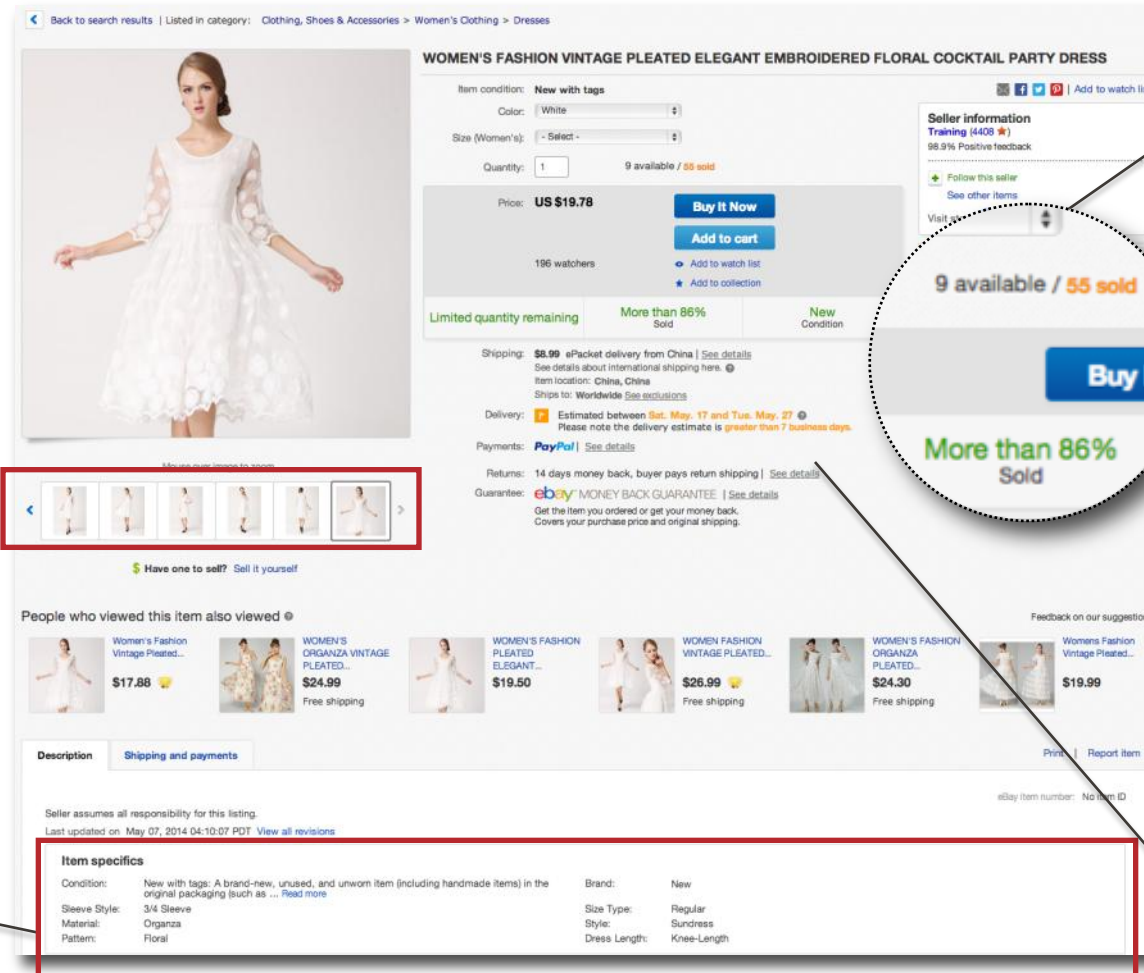
LIST YOUR FIRST ITEM



The screenshot shows an eBay search result page for the keyword "dress". The page layout includes a top navigation bar with the eBay logo, search filters, and a search button. Below the search bar, there are filters for "Auction & Buy It Now", "Condition", "Item Location", and "Sort: Best Match". The main content area displays a grid of search results for dresses, each with a thumbnail image, a title, a price, and a "Buy It Now" button. The results include items like "Women's Lace Dresses Tunic Sex...", "Sexy Nightclub Deep V-neck Cuto...", "NEW! Sexy Women Bodycon Chiff...", "Long Sleeve Lace Black Party Clu...", "Fashion Cocktail Clubwear Bodyc...", "Lady Sexy Halter Casual Slim Clu...", and "My Michelle small dress". On the right side, there is a "Popular on eBay" section featuring featured items like "Womens European Fashion Crewneck...", "Womens Celeb Ladies Bodycon Business...", and "New Women Sexy Long Sleeve Evening...". The left sidebar contains various filters such as "Categories", "Size (Women's)", "Brand", "Color", "Dress Length", "Sleeve Style", "Style", "Condition", "Price", and "Format".

Search Result Page

LIST YOUR FIRST ITEM



Back to search results | Listed in category: Clothing, Shoes & Accessories > Women's Clothing > Dresses

WOMEN'S FASHION VINTAGE PLEATED ELEGANT EMBROIDERED FLORAL COCKTAIL PARTY DRESS

Item condition: **New with tags**

Color:

Size (Women's):

Quantity: 9 available / 55 sold

Price: **US\$19.78**

Buttons: Buy It Now, Add to cart

196 watchers

Options: Add to watch list, Add to collection

Seller information: Training (4408 #), 98.9% Positive feedback

Follow this seller, See other items

9 available / 55 sold

More than 86% Sold

Shipping: \$8.99 aPacket delivery from China | See details

Item location: China, China

Ships to: Worldwide | See exclusions

Delivery: Estimated between Sat. May. 17 and Tue. May. 27

Payments: PayPal | See details

Returns: 14 days money back, buyer pays return shipping | See details

Guarantee: eBay MONEY BACK GUARANTEE | See details

People who viewed this item also viewed

Item specifics

Condition:	New with tags: A brand-new, unused, and unworn item (including handmade items) in the original packaging (such as ... Read more	Brand:	New
Sleeve Style:	3/4 Sleeve	Size Type:	Regular
Material:	Organza	Style:	Sundress
Pattern:	Floral	Dress Length:	Knee-Length

3. Get the most out of the store

4. Keep sold record to enhance words of mouth

5. Appropriate shipping method

1. Utilize eBay gallery (Max. 12 pics)

2. Fill in all item specific

View item Page

WHEN YOUR ITEM SOLD

Item sold

Payment made

Arrange
shipment

Leave feedback

COMPETITIVE LISTING STANDARD

COMPETITIVE LISTING STANDARD

1. Photo

Size, Pixel requirement

For the best possible display of your listing on all eBay pages, take pictures with a **500 ~1600 pixel** dimension on the longest side.

The picture quality requirements **do not allow borders** added to the picture after it was taken. **No seller-added text or artworks**, including such as “Free Shipping” sales information.




COMPETITIVE LISTING STANDARD

2. Item Specific

Item specifics provide details about the item you're selling such as **brand, size type, size, color, and style**. They are at the top of your listing description, making it easy for buyers to view the facts about your item.

Add item specifics
Buyers often refine their search using these item specifics. If you don't provide these

UPC



*** Brand**

*** Size Type**
 Choose one value from the list. (If yours isn't listed, please type it in.)

*** Size (Women's)**
 Choose one value from the list. (If yours isn't listed, please type it in.)

Style [Remove](#)

Occasion [Remove](#)

Dress Length [Remove](#)

Sleeve Style [Remove](#)

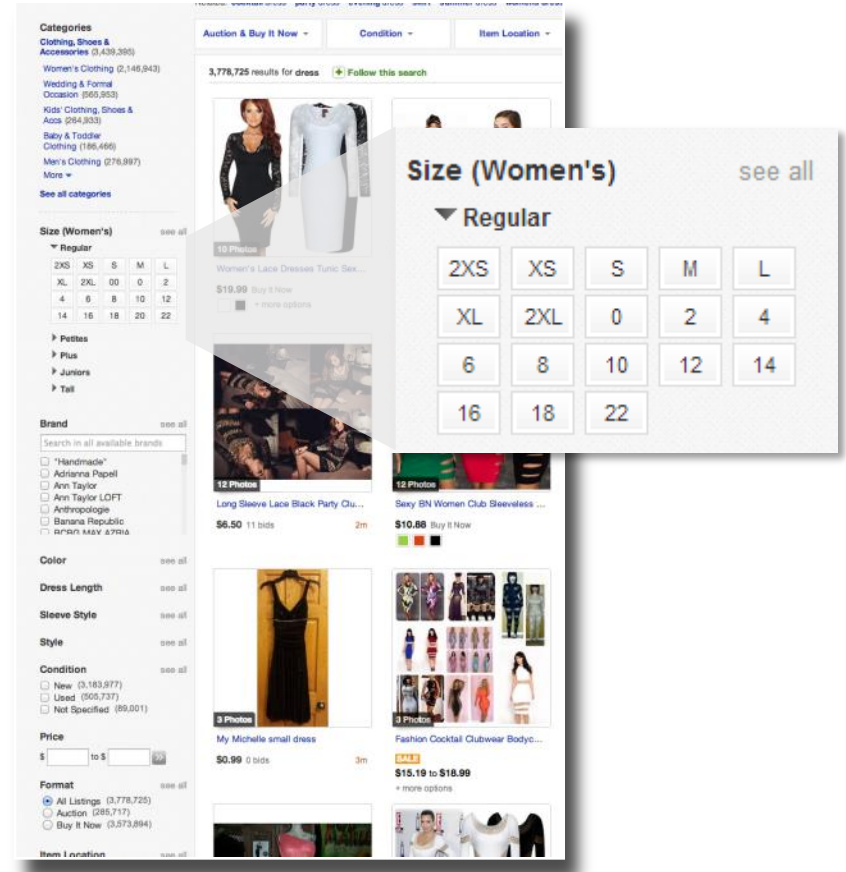
Material [Remove](#)

Color [Remove](#)

Pattern [Remove](#)

Country/Region of Manufacture [Remove](#)
 Specifying the country/region of manufacture can help streamline customs clearance

[+ Add your own item specific](#)



Categories
 Clothing, Shoes & Accessories (3,439,390)
 Women's Clothing (2,146,843)
 Wedding & Formal Occasion (969,953)
 Kids' Clothing, Shoes & Accessories (264,833)
 Baby & Toddler Clothing (186,466)
 Men's Clothing (276,897)
 More >

Size (Women's) [see all](#)

▼ **Regular**

2XS	XS	S	M	L
XL	2XL	00	0	2
4	6	8	10	12
14	16	18	20	22

Brand [see all](#)
 Search in all available brands
 "Handmade"
 Adrianna Papell
 Ann Taylor
 Ann Taylor LOFT
 Anthropologie
 Banana Republic
 BCBG MAX AZRIA

Color [see all](#)

Dress Length [see all](#)

Sleeve Style [see all](#)

Style [see all](#)

Condition [see all](#)
 New (3,183,977)
 Used (505,737)
 Not Specified (89,001)

Price
 \$ to \$

Format [see all](#)
 All Listings (3,778,725)
 Auction (283,717)
 Buy It Now (3,573,894)

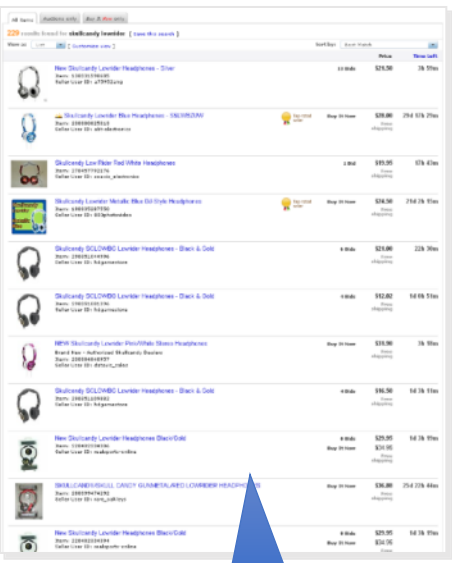
Item Location [see all](#)

Size (Women's) [see all](#)

▼ **Regular**

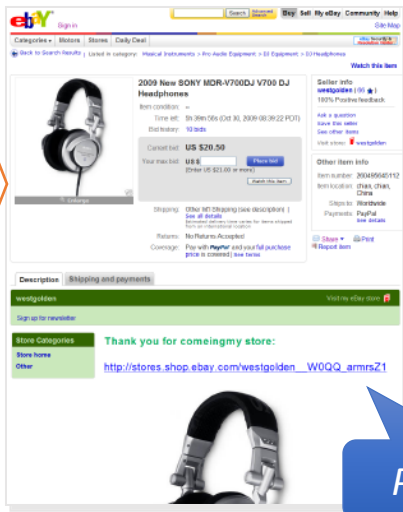
2XS	XS	S	M	L
XL	2XL	0	2	4
6	8	10	12	14
16	18	22		

Search Result page



Impressions

View Item page



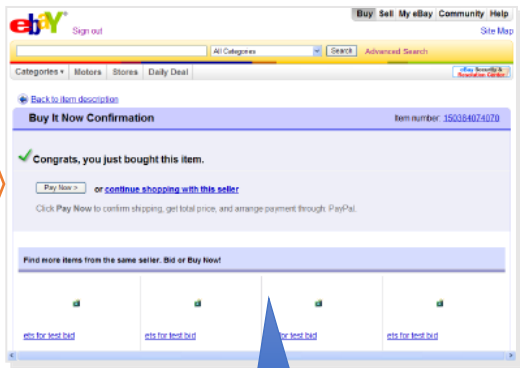
Page views

Click-Through rate

Sale through rate

Sales / Impressions

Success Sold page



Sales

ecShip – Shipping solution to US

<http://shippingtool.ebay.com.hk>



Welcome !

[简体中文](#) [繁體中文](#)



[Help](#)



Try it out NOW!

A Cheaper, Faster and Fully Tracked Service



eBay joined hands with Hongkong Post to launch "ec-Ship" for instant provision of tracking number and label printing service. Now with "ec-Ship", we are launching the e-Express service with Hongkong Post and USPS exclusively for eBay HK sellers to enjoy a cheaper, faster and full tracked service.

eBay ID login

ec-Ship ID login

Use your eBay account to login ec-Ship

Login ▶



[What is e-Express and its fee](#)



[e-Express service flow](#)



[New Features](#)



[Help](#)



[FAQ](#)

powered by **PUSHAUCTION**

[ec-Ship terms and conditions](#) | [About eBay](#) | [Advertise](#) | [Security center](#) | [Resolution center](#) | [eBay policy](#) | [Sitemap](#) | [Help](#) | [Contact eBay](#)

每件重量 (克)	郵費 (港幣 \$)			
	美國	加拿大	澳洲及紐西蘭	英國
50克或以下	\$16	\$35	\$30	\$32
51克 - 100克	\$21	\$41	\$34	\$36.5
超過 100克每加 10克另收				
101克 - 500克	\$1.1	\$1.1	\$1.0	\$0.9
超過 500克每加 10克另收				
501克 - 2000克	\$1.0	\$1.0	\$0.9	\$0.8

ecShip – Shipping solution to US

<http://shippingtool.ebay.com.hk>

44間郵局接受市民投寄e-Express服務郵件，包括：

香港 (12)	九龍 (16)	新界 (16)
香港仔郵政局	長沙灣郵政局	空郵中心
郵政總局	機利士路郵政局	沙田第一城郵政局
告士打道郵政局	中央郵件中心*	粉嶺郵政局
莊士敦道郵政局	九龍灣郵政局	火炭郵政局
堅尼地城郵政局	九龍中央郵政局	葵芳郵政局
英皇道郵政局	九龍城郵政局	馬鞍山郵政局
摩理臣山郵政局	東九龍郵政局	西貢郵政局
筲箕灣郵政局	廣華街郵政局	沙田中央郵政局
上環郵政局	觀塘郵政局	石湖墟郵政局
小西灣郵政局	樂富郵政局	大埔郵政局
七姊妹郵政局	旺角郵政局	天耀郵政局
灣仔郵政局	新蒲崗郵政局	將軍澳郵政局
	大角咀郵政局	荃灣郵政局
	深水埗郵政局	屯門中央郵政局
	尖沙咀郵政局	楊屋道郵政局
	黃大仙郵政局	元朗郵政局

* 由2014年3月8日起正式接受投寄。在此之前，寄件人可前往國際郵件中心郵政局投寄有關郵件。

EBAY SOLUTIONS



Selling



Shipping




After sale service




Be a Top Rated Seller

FEEDBACK PROFILE

Feedback profile



Training (415 ★) 


Positive Feedback (last 12 months): 100%
[How is Feedback percentage calculated?]

Member since: Jul-18-07 in Hong Kong

This member is a **Top-rated seller**

- ✓ Consistently receives highest buyers' ratings
- ✓ Ships items quickly
- ✓ Has earned a track record of excellent service

[Learn more](#)



Recent Feedback ratings (last 12 months) ?

	1 month	6 months	12 months
 Positive	8	59	169
 Neutral	0	0	0
 Negative	0	0	0

Detailed seller ratings (last 12 months) ?

Criteria	Average rating	Number of ratings
Item as described	★★★★★★	128
Communication	★★★★★★	130
Shipping time	★★★★★★	129
Shipping and handling charges	★★★★★★	140

FEEDBACK PROFILE

Activity
Messages
Account
Applications

My Account

Personal Information

Address

Seller Account

Preferences

Manage communication with buyers

Seller Dashboard

Resolution Center

PayPal Account

Subscriptions

Reports and service tools

[Detailed Seller Ratings reports](#)

[Selling Manager reports](#)

[Traffic reports](#)

[Sales reports](#)

[File Management Center](#)

[Learn about Seller Standards](#)
Tutorial

View status in: Global

Your seller level is:

Above Standard


As of your Jan 20, 2015 evaluation

Your projected seller level is:

Above Standard

For your next evaluation on Feb 20, 2015

[View trending data](#)



As of Feb 08, 2015

Your performance to date

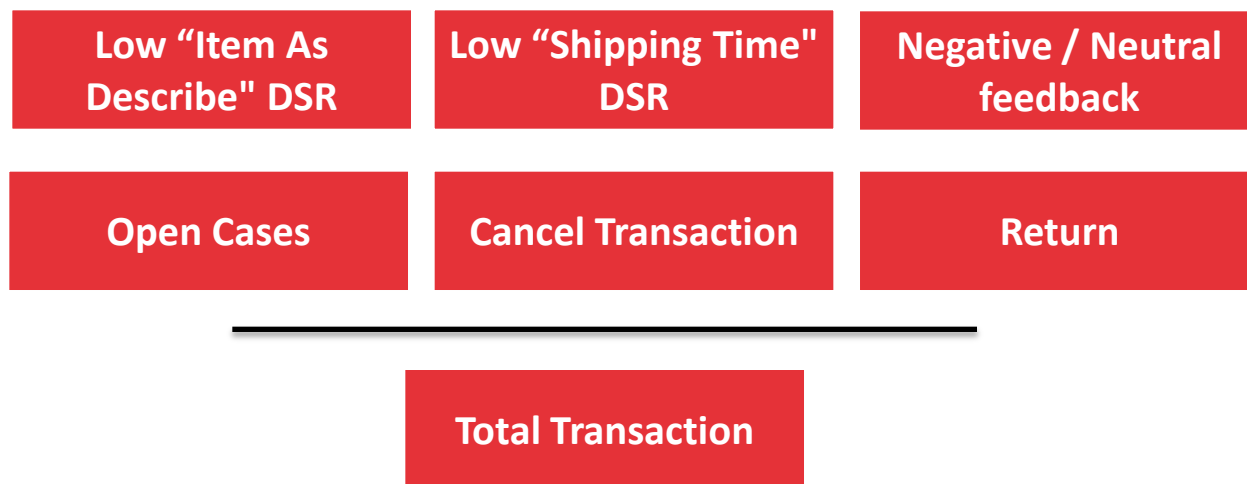
▶ **0.25%** of your transactions had defects ✔

▶ **0** cases have closed without seller resolution ✔

▶ **1,578** transactions with total sales of **\$3,127.03**

TOP RATED SELLER

Defect Rate =



- ≤ 2% (Top Rated)
- ≤ 5% (Above Standard)

HINT: BLOCK HIGH RISK COUNTRIES

▸ Home > My eBay > Account > Site Preference

Exclude shipping locations

You can exclude entire regions or specific countries you do not wish to ship to by selecting one or multiple options.

Select the regions or countries you don't ship to

Domestic

Alaska/Hawaii

US Protectorates [?](#)

APO/FPO

International

Africa [\[Show all countries\]](#)

Europe [\[Show all countries\]](#)

Oceania [\[Show all countries\]](#)

Asia [\[Show all countries\]](#)

Middle East [\[Show all countries\]](#)

Southeast Asia [\[Show all countries\]](#)

Central America and Caribbean [\[Show all countries\]](#)

North America [\[Show all countries\]](#)

South America [\[Show all countries\]](#)

Additional Locations

PO Box

You've excluded: **Southeast Asia, Europe, Middle East, Asia, Greenland, Bermuda, Mexico, Oceania, APO/FPO, Saint Pierre and Miquelon, Central America and Caribbean, Africa, South America, Alaska/Hawaii** [\[Clear all selections\]](#)

i When you apply your shipping exclusions, we'll block buyers whose primary shipping address is in a location you don't ship to. You can change this setting in the [buyer requirements](#) section of your selling preferences. These exclusions will be used as the default when creating new shipping policies. To update the exclusions on your live listings, [edit their shipping policies](#).

Global Shipping Program settings

Override my shipping exclusions for Global Shipping Program eligible items.

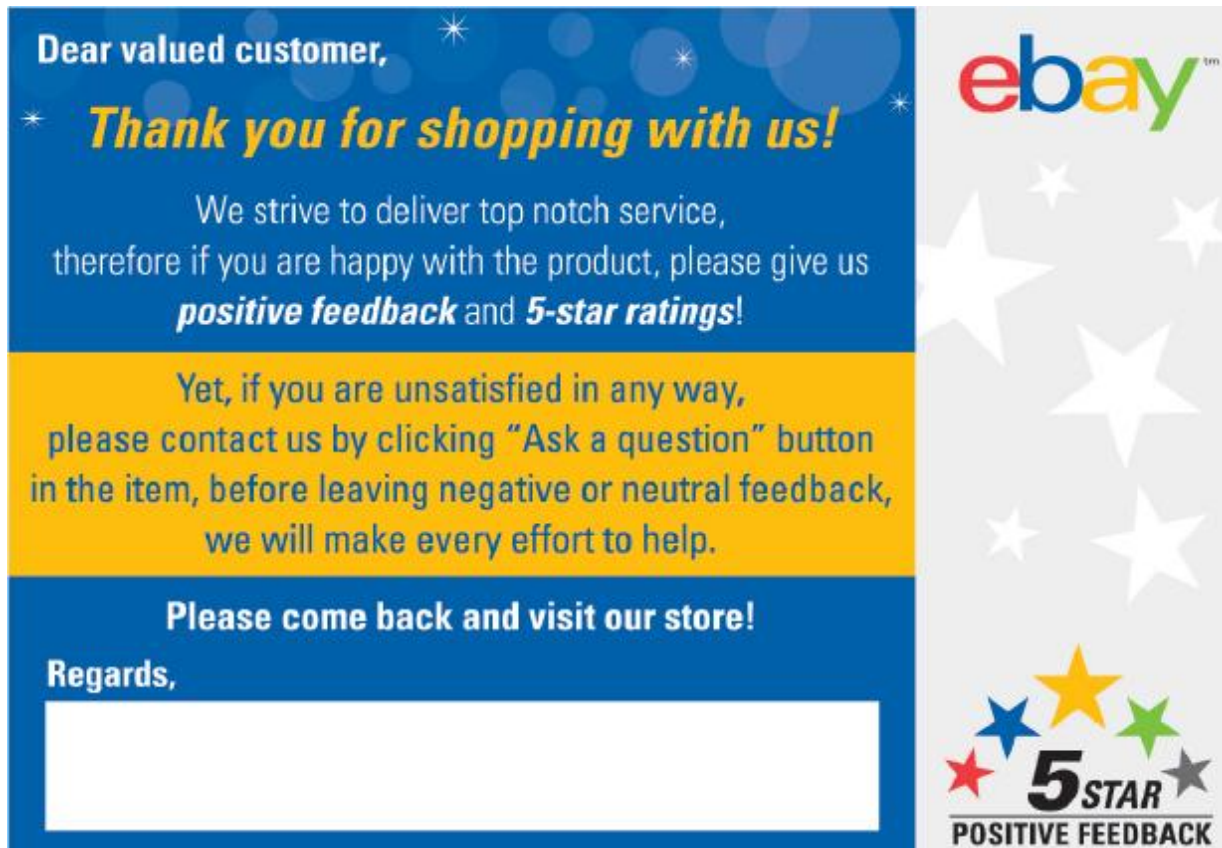
For example, if you usually don't ship to United Kingdom but want to ship to United Kingdom via Global Shipping Program, check this box.

Apply

Cancel

HINT: THANK YOU CARD

▶ http://asiaassets.ebay.com/HK/images/201406_Seller_Thank_you_sticker-output.pdf



The image shows a template for an eBay thank you card. It is divided into three horizontal sections: a top blue section, a middle yellow section, and a bottom blue section. The text is as follows:

Dear valued customer,

Thank you for shopping with us!

We strive to deliver top notch service,
therefore if you are happy with the product, please give us
positive feedback and ***5-star ratings!***

Yet, if you are unsatisfied in any way,
please contact us by clicking "Ask a question" button
in the item, before leaving negative or neutral feedback,
we will make every effort to help.

Please come back and visit our store!

Regards,

[Redacted signature area]

The right side of the card features the eBay logo at the top, a background of white stars, and a 5-star rating graphic at the bottom with the text "5 STAR POSITIVE FEEDBACK".

Concierge program

CONCIERGE PROGRAM

What is it?

- ▶ eBay's authorized vender helps selling your product upon consignment

What do I need to do?

- ▶ Provide your products at competitive price.
- ▶ we will do the rest including
 - Account management,
 - Pricing strategy
 - Shipping solution, etc

Available categories

- ▶ Sustainable product supply
- ▶ Ready for warehouse logistic solution
- ▶ Higher ASP (average selling price) products

Fee: Open or appx. 25% of entire transaction, Including eBay fee / Shipping.

Payment: Paid by PayPal auto transfer 30 days later after buyers' payment received

Item value: Open

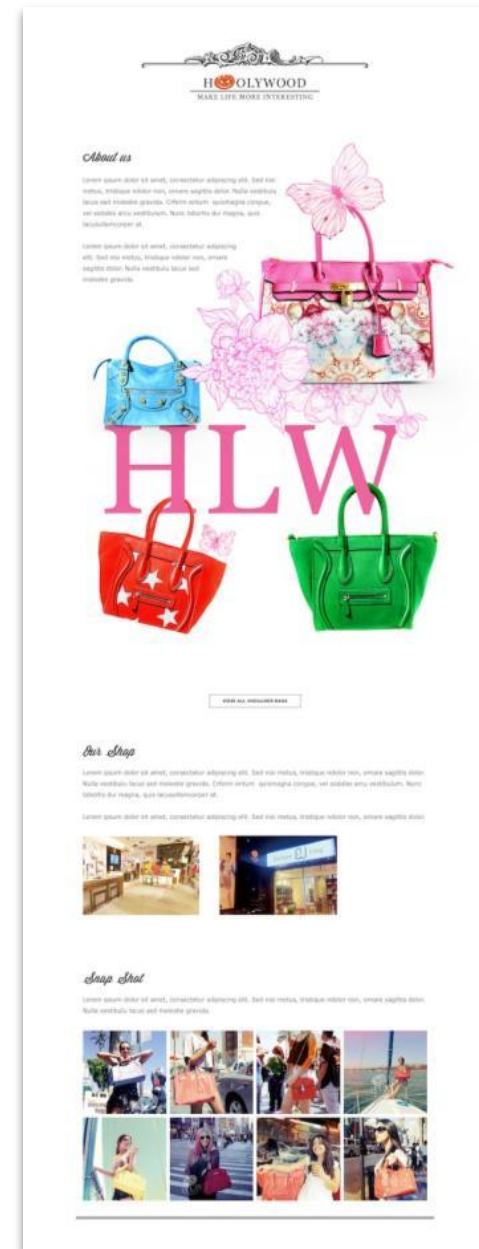
CONCIERGE PROGRAM - Example

- **Category:** Men's cargo pants
- **SKU:** 200
- **Shipping location:** US & UK warehouse
- **Selling price:** US \$30 ~ \$50



CONCIERGE PROGRAM - Example

- **Category:** Woman print handbags
- **SKU:** 100
- **Shipping location:** US warehouse & HK
- **Selling price:** US \$20 ~ \$50



USEFUL TOOLS

SELLING MANAGER (FREE)

http://pages.ebay.com/selling_manager/

Home > My eBay > Summary

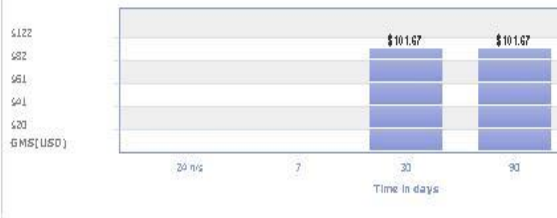
My eBay *sidifashion* (14 ☆)

Activity Messages (2) Account Applications **NEW**

Selling Manager Summary

Select a view [v] [v] [v] Search

At a glance Edit



Alerts & To Do's Edit

Alerts	# of Listings
Paid with no feedback	13
Final Value Fee credit requests can be filed	4
Final Value Fee credit requests can be filed	4

Performance Management Features

- Understand your sales performance and account performance status

Sold (last 90 days)

	Sales
All	\$97.92
Awaiting Payment	\$10.73
Buyers eligible for combined purchases	
Awaiting Shipment	\$2.75
Purchase and print shipping labels	
Paid and waiting to give Feedback	
Paid and Shipped	\$84.44
Shipped and waiting to give Feedback	
Resolution Center	\$39.35
Eligible for unpaid item case	
Unpaid item cases require your response	
Items not received or not as described	
Eligible for final value fee credit	

Listing offers

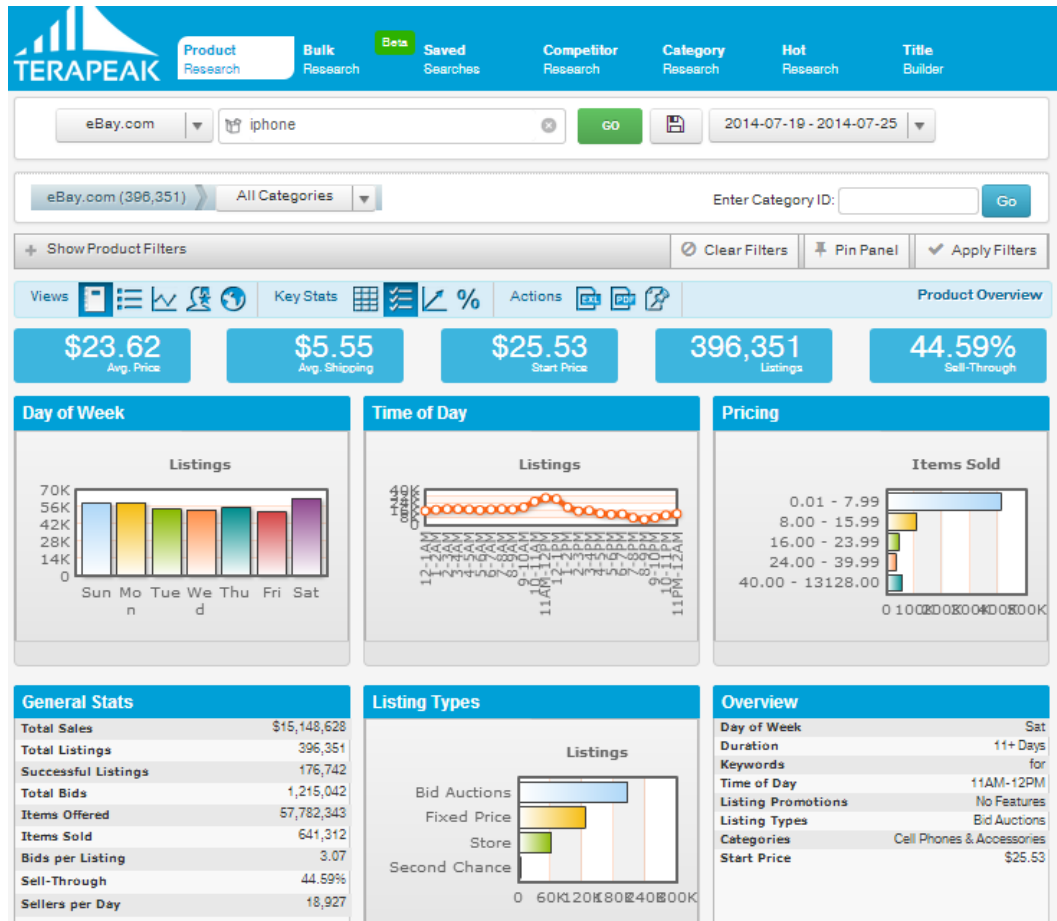
Seller Special: February 15 – February 28 2011
List auction-style FREE with any start price
Start: 02/16/11 End: 03/01/11

Sales Management Bulk Features

- Relist multiple sold and unsold listings
- Send feedback to multiple buyers
- File, track and manage multiple unpaid items & Final Value Fee requests

TERAPEAK – marketing research tool

<https://www.terapeak.com>



Video Verification – for more listing allowance

<http://cvt1.ebay.com.hk/ws/eBayISAPI.dll?VideoVerification>



申請提高銷售額度

為維持 eBay 安全的買賣環境，請提供你的聯絡資料，連同一段關於你的短片供我們審查。我們會在 3-4 日內以電郵回覆。

錄製並送出短片

輸入資料

電話驗證

錄製短片

檢視並送出

錄製你的短片



繼續 取消

錄影指示

▶ 繼續面向網絡鏡頭。

錄影將於 58 秒內完成。

現在開始
錄影...

如果你因為沒有網絡鏡頭或網絡鏡頭不能運作，目前無法錄影。
[聯絡客戶支援](#)

Customer Support

General Hotline: 3550 8641 (account issues)

你好! 登入或註冊

ebay.cn

服務跨國賣家
一站式資訊平台

我的 eBay

我要賣

社群

客戶支援

ebay 客戶支援

首頁 客戶支援 聯絡 eBay

尋找答案

聯絡 eBay

購買

出售

帳戶

新手入門

刊登物品

出售工具

賣出物品後

購買

出售

帳戶

eBay 買家保障方案

一般 eBay 買家保障方案問題

賣家帳戶

費用、付款和帳單

新手入門

註冊

忘記會員帳號或密碼

解決帳戶問題

帳戶受限和被凍結

帳戶安全

帳戶被未經授權使用

跨國賣家手工認證申請

解決出售問題

搜尋我的物品

買家沒有付款 (棄標物品)

檢舉違規物品或刊登

檢舉會員

一般問題

更新帳戶資料

檢舉違規物品或刊登

檢舉會員

技術或網站問題

我的eBay

貨款狀態

Customer Support

Hotline for New Seller: 3550 8530 (selling tips & policy updates)

你好! 登入或註冊 **ebay.cn** 服務跨國賣家 一站式資訊平台

我的 eBay 我要賣 社群 客戶支援

按類別選購

搜尋... 所有類別 搜尋 進階搜尋

- 服裝、鞋及配件 >
- 書籍 >
- 收藏品 >
- 電子產品及電器 >
- 珠寶首飾及鐘錶 >
- 數碼相機、攝影器材 >
- 玩具及個人愛好 >
- 電腦及網絡 >
- 家居生活 >
- 健康及美容 >

新手賣家熱線

3550 8530

- 開啟帳戶及認證
- 基本銷售運作
- 寄貨資料
- eBay政策

賣家公告欄

ANNOUNCEMENT BOARD FOR SELLER

- [2014-01-23] 賣家新機遇着眼開拓巴西俄羅斯市場
- [2013-12-31] 德語退貨條款
- [2014-01-16] 2014 年春節長假銷售提醒: 留意庫存、
- [2013-12-16] [澳洲站]物品刊登政策更新 - 連結政策

[查看更多](#)

1 2 3 4 5

我的動態消息 | 精選物品 | 最近瀏覽的物品 | 正在追蹤的物品

排序方式: **最新加入優先** ▾

eBay University (外貿大學)

http://university.ebay.cn/

概覽

新手注册

销售指南

收付款攻略

政策规则

卖家保护中心

网络培训会



eBay 外贸大学

- 学习新手注册
- 掌握销售技巧
- 了解政策规则
- 参加在线培训

新手快速入门

eBay 是全球最大的电子商务平台，花 2-3 分钟创建一个交易帐户，即可轻松开拓您的海外直销渠道。

[立即注册](#)



售前准备
Get ready to sell

请先创建您的卖家帐号，做好市场调研并确定您要销售的商品...

[查看详情>>](#)



刊登物品
List your item

成功刊登一件物品，需要撰写物品标题，完善物品描述并添加清晰...

[查看详情>>](#)



售出并发货
Sell and ship

收到买家付款之后，就可安排发货了，选择提供物流追踪的运输方式.....

[查看详情>>](#)

分类专栏



时尚专栏
最新的流行趋势，最热门的时尚商品，最详细的销售指南，尽在时尚专栏。



数码专栏
数码专栏为您提供数码商品的新鲜快报，热卖资讯，销售秘籍。



汽配专栏
汽配专栏致力打造汽配卖家大本营，汽车配件，摩托车配件相关资讯应有...

网络培训课程

课程回顾:

- ▶ [如何提高工作效率](#)
- ▶ [新卖家入门概览](#)
- ▶ [eBay政策及规则解读](#)
- ▶ [如何提高商品曝光率](#)

[查看更多课程](#)

实用模板

[进入实用模板专区>>](#)

[描述] 电脑产品常用物品描述

[描述] 古董类物品常用描述

[描述] 首饰类物品描述模板

[描述] 服装类物品刊登模板

[沟通] 提醒买家尽快付款

[沟通] 提供物流跟踪号

[沟通] 买家询问物品具体细节

[描述] 退换货及退款政策声明

[描述] 物流方式与运输时间

Thank you