

Selling on eBay

Overview

This help topic will explain how eBay works and how you can use it with Webmama eCommerce software.

eBay is a place to buy and sell (at auction price and fixed price). Whether you're a big retailer or a home-based business, nearly anything can be listed on eBay. eBay's global reach can even move unusual items that aren't in demand in your own neighborhood, turning paperweights into cash.

There is no physical eBay store. Founded in San Jose (USA) in 1995 by Pierre Omidyar but now operated worldwide, it's a World's biggest market place. eBay's service exists entirely online, and all aspects of business other than the delivery of bought and sold items themselves are all handled through the eBay website.

eBay.com offers several types of auctions.

Auction-style listings (also known as a 'Chinese' auction) allow the seller to offer one or more items for sale for a specified number of days. The seller can establish a reserve price. **Fixed price listing format** allows the seller to offer one or more items for sale at a **Buy It Now price**. Buyers who agree to pay that price win the auction immediately without submitting a bid. **Fixed price format with best offer** allows the seller to accept best offers. If a buyer submits a best offer, the seller either rejects or accepts the best offer. If the best offer is not satisfactory, a seller may submit a counter offer to the buyer. Best offer is not available for auction style listings. In addition, best offer is not available in every category. Sellers also meet specific requirements in order to sell with best offer. [What you need to sell on eBay?](#)

Selling on eBay is a very simple process, all you need is an eBay account (**you must create a seller's account by submitting a valid credit card through your eBay account**) and start listing your products to sell and you manage your online activity through your own online eBay account.

To list your products on eBay through your own Webmama store is a very simple process too. You create your Webmama store in a normal way and then just a few processes to go through to list your products from Webmama store to eBay. There is no duplication of work (i.e. uploading products on both systems), once you list your products on Webmama store and the same products can be listed on eBay.

If you are new to selling on eBay then you may wish to read the [eBay's selling basics](#).

Follow these steps to list your products on eBay;

Settings **Create eBay Template** **Add products on eBay and manage Products on eBay** **Managing Orders** All eBay related links are located under **Marketing tab**, as follows;

Step 1: Settings

First, you need to set up your settings page (so the system can communicate between Webmama and eBay) with all the required information such as, your eBay user token.

To do this go to **Marketing > Sell on eBay > Settings** and enter your **“eBay User Token”**.

Click here to login to eBay and agree to the Consent Agreement,

After login you need to agree to the Consent Agreement as follows;

Note; after you click on the **“I Agree”** button, please wait sometimes (may take up to few minutes) as eBay will generate your unique **User Token ID**, see next screen;

System will take you to the next page once you clicked the **“Save Token”** button, as follows;

Copy the Token (click 3 times on the token field if copy to clipboard doesnTMt work) then enters that unique token id into your settings page as follows;

Step 2: Create eBay Template for Listing Now that you have setup your account and configured all the required settings (in the previous step), you can create your first listing template. A listing template defines which site you wish to list on, the categories the items will appear in, payment and price options, shipping methods and other features and enhancements to your listing. Depending on the options you choose with your template, you may be charged various fees. Click here to learn more about eBay's fees.

To create your eBay template go to **Marketing & Sell on eBay & Create eBay Listing Template** and follow these steps;

Step 2.1: Selecting the eBay Site and categories

define a template name select a country to list your products on (ignore private listing if you don't want to be anonymous to the bidder/buyer) select a primary category (click "Change" to select) followed by a secondary category " if any and hit next to complete the step.

Category Selection process!

Then select product condition from the next screen,

Step 2.2: Template Details

In this step you can specify/add more option to the template such as; prices, payment methods, shipping methods and other features.

This step is divided into 4 sections/tabs as follows;

General Payment Shipping Other General Tab " here you can specify the following options;

Item Details: quantity - whether one or more than one; product condition and images

Item Location: where the item is located, so user can find out searching by post/zip code etc.

Selling Method: whether you are considering online auction or a fixed price. These methods are described in detail above, after selecting a method, pricing options will be displayed below for configuration.

Follow the above setup process to complete this stage and prices will be displayed on eBay according to your selection criteria.

Payment Tab " here you can specify payment options;

Payment tab is where you can select which payment methods you will like to allow your eBay customers to use when paying for an item they have bought. The payment methods displayed here will depend on the site (i.e. country) you initially chose. Many categories will also require PayPal as a primary payment method, in which case a notification will be displayed and this method cannot be unchecked. For PayPal, you will also need to fill in your PayPal Email Address.

Shipping Tab – here you can specify variety of delivery options (inc. Domestic and International);

The entire shipping services, costs and locations you would like to ship to can be chosen from this tab.

Domestic Shipping

Domestic shipping can be pickup as well as calculated shipping cost based on the options available. You can specify up to 4 different options including flat rate shipping. Each option that you choose, you can specify individual postage as well as any additional postage for each subsequent item if the customer is purchasing more than one item from you.

If you offer free shipping services then simply select –free shipping–, for flat rate select promotional service from the drop down option.

International Shipping

International shipping; choose a service from the dropdown followed by ship to countries and services available. Each option that you choose, you can specify individual postage as well as any additional postage for each subsequent item if the customer is purchasing more than one item from you.

If you offer free shipping services then simply select –free shipping–, for flat rate select promotional service from the drop down option.

Furthermore, you can select handling time for both domestic and international to inform your buyers.

Other Tab – here you can specify some additional information which will be displayed in your eBay store along with your products such as; checkout & return policy, images and item specific (i.e. eBay category) related information.

Item Specifics are name-value pairs that describe typical aspects of items in a particular category. They enable sellers to classify items by presenting descriptive details in a structured way. For example, in a jewelry category, you might describe a locket using "Gemstone=Amber" (where "Gemstone" is the name and "Amber" is the value), but in a Washers & Dryers category, you

might use "Type=Top-Loading" instead.

All saved eBay listing templates will be stored in **Marketing & Sell on eBay & Manage eBay Templates**, from there you can edit or delete templates (to delete template you need to remove all the products from the associated template).

Step 3: Add and manage products on eBay

Now that you have created your eBay template, you can now use it to list your products on eBay. In your admin panel, go to **Inventory & Manage Products** and then expand related category by clicking the view products link. Select the products you wish to list by ticking the check boxes next to each product and click **“List these products on eBay”** located top & bottom of the area.

In the window that pops up after clicking on **“list these products on eBay”** link, select your template from the drop-down box. Set listing live immediately will be selected by default, so your products will become active instantly on eBay and buyers can start bidding or purchasing. If you wish to select a future date for the products to become active, select the **“Schedule listings for a future date & time”** and use the date-picker to select the day and time; then click **“Add to eBay”** to complete the process.

In the window that pops up after clicking the above **“Add to eBay”** button, it will be **Supported Listing Features**. A list of estimated fees for listing each product on eBay will be presented. If there are any detectable (i.e. errors or warnings) issues with your template/listing, the errors/warnings will be shown here and you may cancel and correct them in your template before proceeding. To confirm the involved costs and begin the listing process, click the **“Next”** button to continue.

[Click here to find out about eBay.co.uk fees for private sellers.](#)

The **Supported Listing Features** window may vary according to templates and it is dependable with eBay categories.

When there is an error/warning with your listing, system will display messages as below. In this type of scenario you would need to go back and correct according to the error/warning message or update your eBay account;

Note; In the event of warning message " system will let you list your products on eBay but if it's an error message then system will not allow you to list products on eBay...finally click on "List on eBay" button to complete the listing process.

All the products that are listed on eBay will be stored in **Marketing > Sell on eBay > Listed Products on eBay** as follows;

eBay will allow Fixed Price items with options to be listed for specific categories only. Click here to find a list of valid categories. For more information regarding managing products options on eBay, please click here.

Step 4: Products on eBay

To view your products being listed on eBay, login to your eBay account and go to **My eBay > Selling** option and scroll down to the sell tab on the bottom left,

Your live products will display on eBay as follows, so buyers can buy it or start bidding through eBay.

Step 5: Managing Orders

When an auction ends and the item is sold to the highest bidder, or if an item is purchased immediately (using Buy it now) option, then an order will be created in your store. The **Listed Products on eBay** table will be updated. Orders created from eBay sales will be marked with eBay icon to help you quickly identify these orders in your list. The order will contain the item that was bought along with customers billing and shipping details. You can manage this order in the same that you do with regular orders on your store.

Additional Help

If you need help setting up your eBay account or you are unsure about any of the steps above, then do give us a call on 0845 634 4586 or email at [service \[at\] webmama.co.uk](mailto:service@webmama.co.uk) and we will be happy to assist you.