
After Sales & Seller Levels

- Dealing with your first sale
- Seller Hub – Orders Tab
- Seller Hub – Marketing Tab
- Seller Hub – Performance Tab
- Seller Hub – Payments Tab
- Seller Hub – Research Tab
- Seller Levels

The eBay logo is displayed in a light teal color, positioned in the bottom right corner of the slide. The background of the slide is a dark teal gradient on the left, transitioning into a lighter teal gradient on the right, with a vertical line separating the two sections.



Your First Sale

How do you deal with your first sale?

What are the important things you need to know?

Where can you easily manage everything?



Checklist

- Make sure item is in stock
- Verify that buyer has paid for item
- Ship the item as soon as possible!
- Update the tracking number the moment Item has been shipped
- Maintain good communication with the buyer until and after the item has arrived
- Repeat



Orders Tab







The easiest place to find all the information about your orders is through the Seller Hub Orders tab

[Link to Seller Hub \(UK Sellers - Alternative Link\)](#)

Here you can do the following:

- Upload tracking information
- Respond to return requests
- Cancel orders
- Print shipping labels

The screenshot shows the 'Seller Hub' interface for a user named 'Sellerhubuser'. The 'Orders' tab is selected, displaying 'Manage all orders'. A notification banner states: 'You can now download your orders directly from this page. The new report is a bit different than the old one. [Learn about the differences here](#)'. Below the notification, there are filters for 'All orders (2097)', 'Last 90 days', and 'Buyer username'. The results show '1-200 of 2097' orders with a total value of '\$70,052.27'. The table lists two orders:

Actions	Order details	Qty	Sold for	Total	Date sold	Date paid	ZIP code	Feedback
<input type="checkbox"/>	Ready to ship Print shipping label 12-34567-89101 John Smith eBayBuyer1234	1 (52 available)	\$35.99	\$44.24	Jun 1, 2020 at 7:59pm PDT	Jun 1	95125	
	 Skulcandy Indy True Wireless Water-Resistant in-Ear Headphones w/ Mic-Mint (12345678912) + Add tracking							 
<input type="checkbox"/>	Ready to ship Print shipping label 12-34567-89101 Jane Doe eBayBuyer5678	1 (39 available)	\$10.00	\$10.60	Jun 1, 2020 at 7:52pm PDT	Jun 1	95125	
	 Skulcandy in'd Wireless Bundle Grey/black Bundle of 2 (12345678912) + Add tracking							 

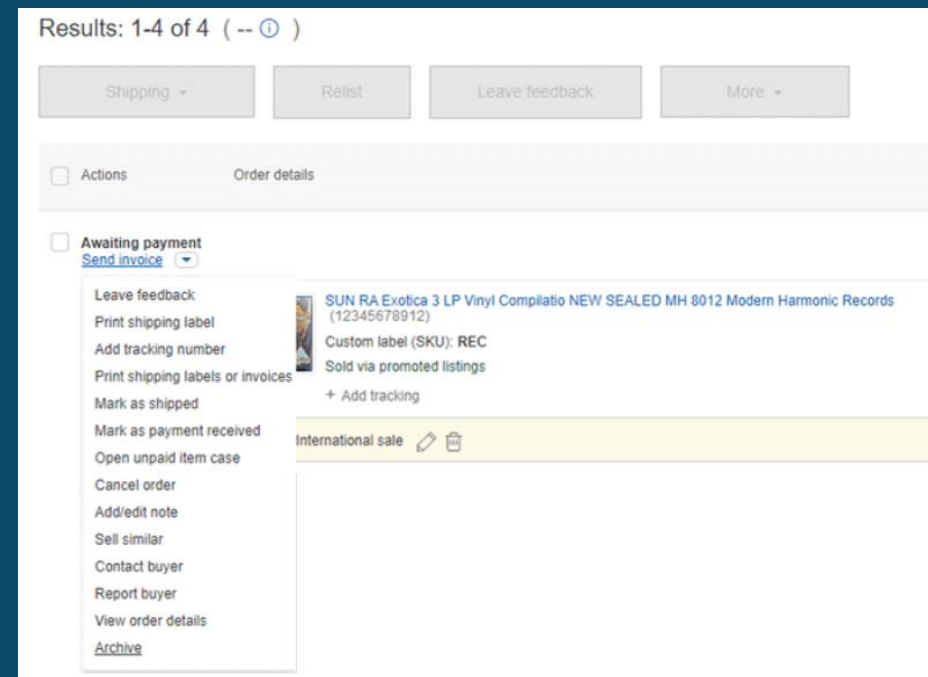
Awaiting Payment

Here you will find items that have not been paid for yet. If the buyer has still not paid, we suggesting messaging them.

- ❖ If you do not receive a response or they request a cancellation, you should initiate a cancellation or unpaid item case within 30 days of the date sold.

Click on the drop-down menu and select **Awaiting payment** to choose your preferred action:

- ❖ contacting the buyer
- ❖ opening a cancellation
- ❖ opening an unpaid item case



Results: 1-4 of 4 (-- ⌂)


Shipping ▾ Relist Leave feedback More ▾

Actions Order details

Awaiting payment
[Send invoice](#) ▾

- Leave feedback
- Print shipping label
- Add tracking number
- Print shipping labels or invoices
- Mark as shipped
- Mark as payment received
- Open unpaid item case
- Cancel order
- Add/edit note
- Sell similar
- Contact buyer
- Report buyer
- View order details
- [Archive](#)

SUN RA Exotica 3 LP Vinyl Compliatio NEW SEALED MH 8012 Modern Harmonic Records (12345678912)
 Custom label (SKU): REC
 Sold via promoted listings
 + Add tracking

International sale 

Awaiting Shipment

Here, you can stay on task to get your items delivered on time to your buyers. You can see the ship by date, print your shipping labels, and add tracking.

You will also be exposed to the following information:

- ❖ Quantity of purchases
- ❖ Amount paid by buyers
- ❖ Date sold + paid
- ❖ Buyers' postal code



The screenshot shows the 'Manage orders awaiting shipment' page in the eBay Seller Center. The navigation bar includes 'Overview', 'Orders', 'Listings', 'Marketing', 'Performance', 'Payments', and 'Research'. The 'ORDERS' section is active, and the 'Awaiting shipment' filter is selected and highlighted with a red box. The page title is 'Manage orders awaiting shipment'. A notification states: 'You can now download your orders directly from this page. The new report is a'. Below the notification, there are filters for 'Awaiting shipment (27)', 'Last 90 days', and 'Buyer'.

Tracking Information

Whenever possible, always update the Tracking Number to your order! This will update the buyer on the order status, but will also help you and guarantee you greater protection if something happens to the parcel along the way that is out of your control



Orders Tab

You will also be able to deal with:

- Cancellations
- Returns
- Cases
- Shipping Labels



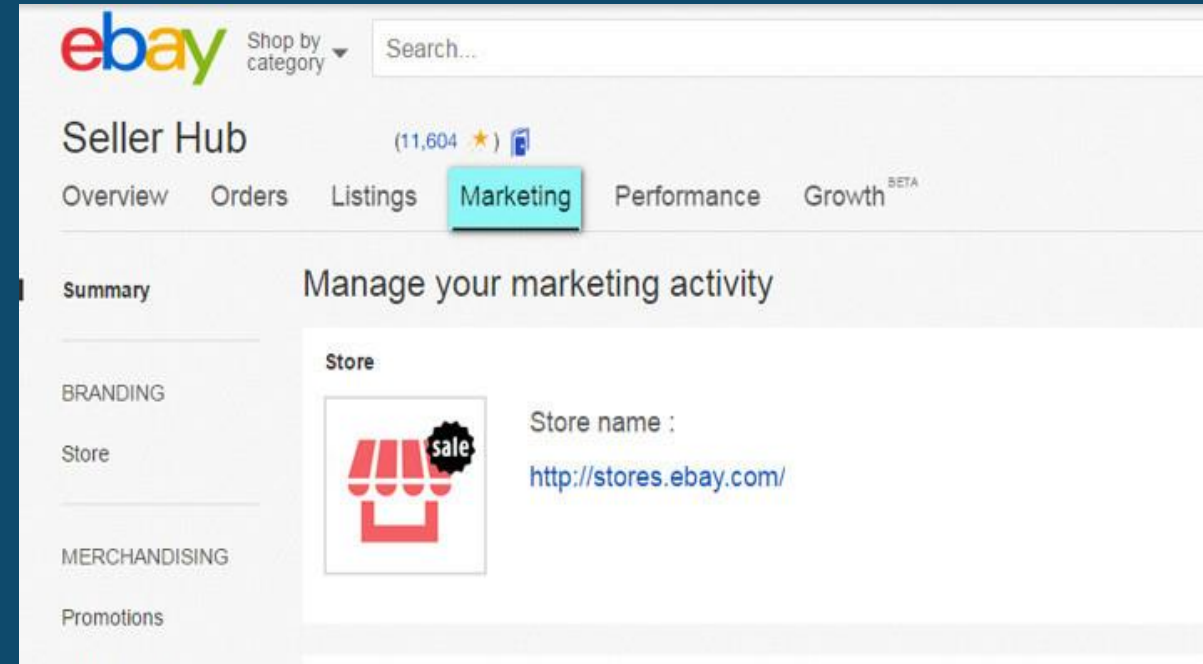


Marketing Tab

Marketing

A tab that allows access to marketing tools that are available to sellers that have an eBay store – We will go into this in greater depth in our next lesson

- Promotions Manager;
- Promoted Listings;
- Follow-up on performance and income from various campaigns.

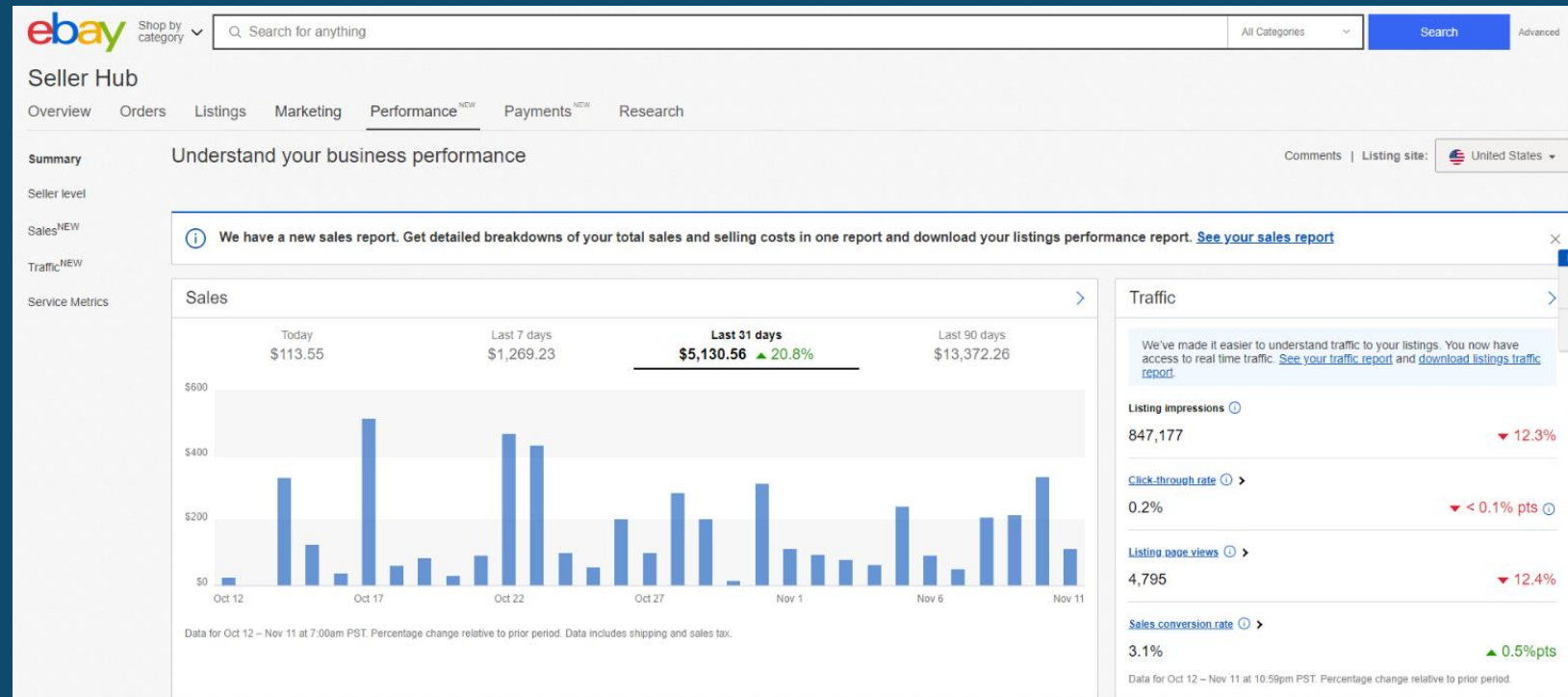


Did you know? 75% of online customers look for deals or promotions.



Performance Tab

In Performance tab, you'll find a variety of data to help you analyze your listings and view your sales trends, selling costs, and traffic details. Tasks – what you need to do, by order of importance; You can also check your seller level, which we will soon go into in greater depth:



Performance Tab

- Summary: a dashboard with your business performance;
- Seller level: top rated, above standard, below standard;
- Sales: review of your sales by date;
- Traffic: Impressions, Page Views, Sales Conversion, CTR, and total transactions;
- Service Metrics: a dashboard that compares your service levels to other sellers with a similar profile.

More information you can find [here](#).



Payments Tab

Control your finance with eBay:

- Control payments and fees
- Track invoices
- Initiate Payouts

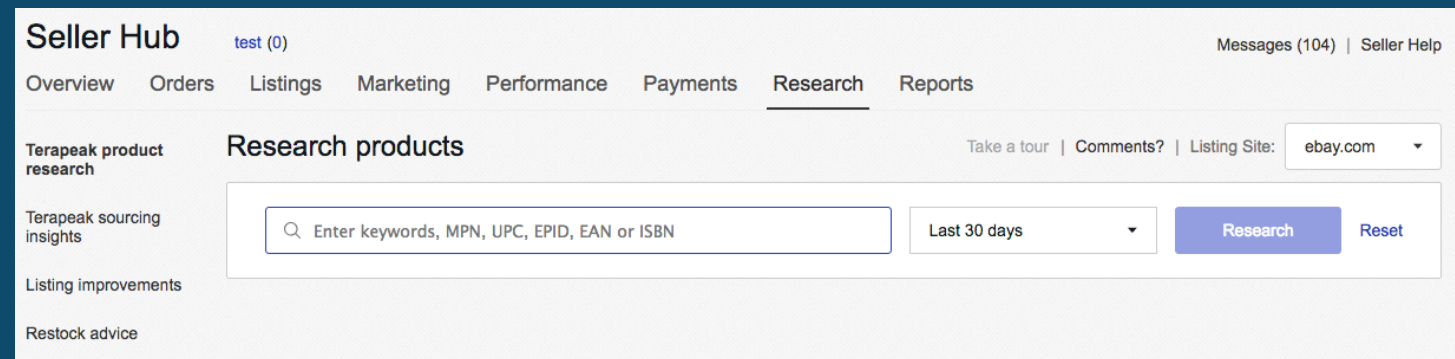
When eBay manages payments, you can sell and get paid in one place, on eBay, and buyers have new ways to pay. You can schedule payouts at a frequency you choose (daily, weekly, fortnightly, or monthly). Regardless of how the buyer pays, payouts are initiated within 2 business days (Monday through Friday, excluding bank holidays) of confirming the buyer's payment.

The screenshot shows the eBay Seller Hub interface for the 'Payments' tab. At the top, there's a navigation bar with 'Seller Hub' and 'test (0)' on the left, and 'Messages (1) | Seller Help' on the right. Below this is a secondary navigation bar with 'Overview', 'Orders', 'Listings', 'Marketing', 'Performance', 'Payments' (highlighted), 'Research', and 'Reports'. A 'Comments' button is visible on the far right. A notification banner at the top states: 'Now available: eBay Seller Capital powered by LendingPoint. New financing option available now for eligible sellers. Learn More'. The main content area is titled 'Your financial summary' and features a large blue box with '\$0.00' and 'Available funds'. Below this, it says 'No payout is scheduled' and 'You don't have any payouts in last 90 days'. A summary bar shows '\$0.00 On hold' and '\$0.00 Processing'. On the left, a sidebar menu includes 'Summary', 'All transactions', 'Payouts', 'Reports', 'Taxes', 'Payout settings', and 'Taxpayer settings'. On the right, a 'Settings' panel shows 'Payout method: Payoneer ID 99999999 Change', 'Payout schedule: Daily Change', and a 'Learn how you get paid' link. At the bottom, a 'Recent transactions' section is empty, displaying 'There's nothing here yet.'

Research Tab

Recommendations and tools for improving your listings:

- **Terapeak product research** – searching by keyword or product and use the filters to get the information you want on eBay.
- **Terapeak sourcing insights** – identifying top-performing categories and what's selling well in those categories.
- **Listings improvements** – based on the performance of your listings, compared with other listings.
- **Restock advice** – stock management tool.





Seller Levels

From a desire to give buyers an excellent shopping experience and maintain unified standards among the sellers, eBay levels the sellers based on a few simple indices.

These indices are available to you on the Seller Dashboard and it is important to constantly keep track of them.

The better service you give, the higher seller level you will get, leading to greater traffic and sales.





Seller Dashboard

In order to go to the tool, click on [My eBay](#) > [Selling](#) > [Performance](#) > [Seller Level](#)

We perform an assessment of the seller's performances on the 20th of every month. The result sets your Seller Level to one of the following options:

- Top Rated seller;
- Above Standard;
- Below Standard.

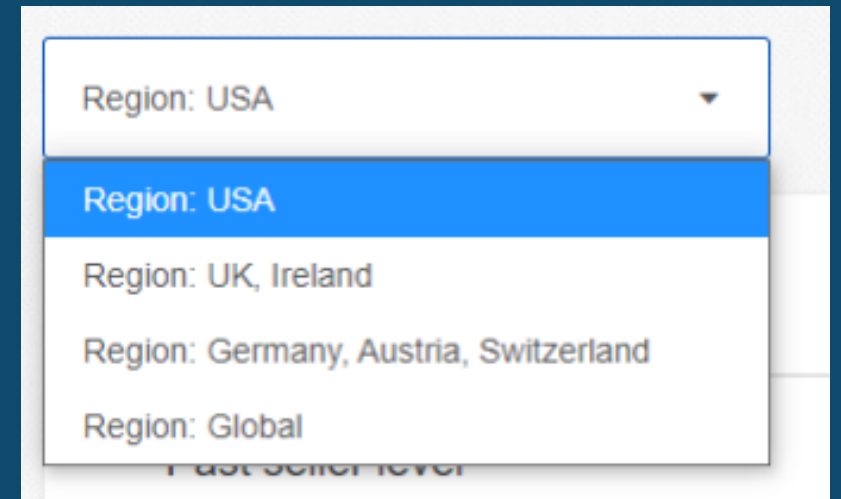
Top Rated sellers get exclusive advantages, such as a higher position on the search results and discounts on Sales Fees. On the other hand, Below Standard sellers get lower positions on search results and might also face restrictions on sales and uploading listings.

* The assessment is based on the activity in the past 12 months. If you have more than 400 transactions in a quarter – the assessment will be based on the last quarter.

Regions

Your Seller Level is different depending on what region you are selling in. This means you can be a Top Rated Seller in one region, whilst being Above Standard in another.

- Remember to check your Seller Level across all regions
- A faulty transaction in one region will not affect your numbers in another
- Your Seller Level always matters – with that in mind, maintain your highest levels in the region you sell the most



Seller Dashboard

1. Transaction Defect Rate

Transactions that had a defect because of:

- Transactions cancelled due to shortage of inventory;
- Cases closed without seller resolution.

Make sure your listings are correct and thorough, with multiple high-quality photos so buyers know what to expect exactly.

Monitor your inventory carefully to avoid shortfalls and disappointed customers.

The screenshot shows the eBay Seller Dashboard for the USA region. At the top right, there are links for 'Tutorial' and 'Notifications' (with a red badge showing 3 notifications). The main section is titled 'Your seller level' and shows the current level as 'Top Rated' as of April 27, 2017. Below this, it indicates that if evaluated today, the seller level would be 'Above Standard' with a next evaluation on May 20, 2017. A list of performance metrics follows, with 'Transaction defect rate' highlighted by a red box. The metrics include: Transaction defect rate (0.11% from 1 of 887 transactions), Late shipment rate (1.17% from 9 of 789 transactions), Cases closed without seller resolution (0.11% from 1 of 887 transactions), Tracking uploaded on time and validated (87.69% from 114 of 130 transactions), and Transactions and sales (887 transactions and \$46,627.90 sales). A link to 'See monthly breakdown' is at the bottom.

Metric	Value	Subtotal
Transaction defect rate	0.11%	1 of 887 transactions
Late shipment rate	1.17%	9 of 789 transactions
Cases closed without seller resolution	0.11%	1 of 887 transactions
Tracking uploaded on time and validated	87.69%	114 of 130 transactions
Transactions and sales	887 transactions	\$46,627.90 sales

[See monthly breakdown](#)



Seller Dashboard

2. Late Shipment Rate

The percentage of shipments that arrived late to the buyers. eBay currently has a measuring method called On Time Shipping that allows the sellers to protect themselves from damage on this rate, if a few requirements are met.

Stick to your handling time no matter what.

If you need to step away from your eBay business temporarily, put it on vacation mode so your customers know to expect a delay.

The screenshot shows the eBay Seller Dashboard for the USA region. At the top, there is a 'Region: USA' dropdown menu, a 'Tutorial' link, and a 'Notifications' button with a red badge showing '3'. The main content area is titled 'Your seller level' and displays the current seller level as 'Top Rated' (as of Apr 27, 2017). Below this, it indicates that if evaluated today, the seller level would be 'Above Standard' (next evaluation on May 20, 2017). The dashboard lists several performance metrics:

Metric	Value	Transactions
Transaction defect rate	0.11%	1 of 887 transactions
Late shipment rate	1.17%	9 of 769 transactions
Cases closed without seller resolution	0.11%	1 of 887 transactions
Tracking uploaded on time and validated	87.69%	114 of 130 transactions
Transactions and sales	887 transactions	\$46,627.90 sales

At the bottom of the dashboard, there is a link to 'See monthly breakdown'.



Seller Dashboard

3. Cases closed without seller resolution

This index is calculated as part of the general Transactions Defects Index and is also an index on its own. This concerns every case that was not resolved directly between the buyer and the seller within the time frame defined for it. Therefore, there was an approach to eBay, where it was checked and decided that the responsibility should be taken by the seller.

Be proactive in your communication. If an issue or delay comes up, let your buyer know right away.

When buyers reach out with a problem, do your best to handle it directly and diplomatically.

The screenshot displays the eBay Seller Dashboard for the USA region. At the top, there is a 'Region: USA' dropdown menu, a 'Tutorial' link, and a 'Notifications' button with a red badge showing '3'. The main content area is titled 'Your seller level' and shows the current seller level as 'Top Rated' (as of Apr 27, 2017) and a projected level of 'Above Standard' (if evaluated today, next evaluation on May 20, 2017). Below this, a list of performance metrics is shown, each with a percentage and a count of transactions:

Metric	Percentage	Count
Transaction defect rate	0.11%	1 of 887 transactions
Late shipment rate	1.17%	9 of 769 transactions
Cases closed without seller resolution	0.11%	1 of 887 transactions
Tracking uploaded on time and validated	87.69%	114 of 130 transactions
Transactions and sales	887 transactions	\$46,627.90 sales

At the bottom of the dashboard, there is a link to 'See monthly breakdown'.

Seller Dashboard

4. Tracking Uploaded on Time and Validated

Transactions on which a tracking number was uploaded within the stated handling time and in addition there was scanning of the item by the shipper.

Make sure your listings are correct and thorough, with multiple high-quality photos so buyers know what to expect exactly.

Monitor your inventory carefully to avoid shortfalls and disappointed customers.

Region: USA Tutorial | Notifications 3

Your seller level

Current seller level Top Rated ▼
As of Apr 27, 2017

If we evaluated you today Your seller level would be ▲
Next evaluation on May 20, 2017
Above Standard

Transaction defect rate	0.11% <small>1 of 887 transactions</small>	▼
Late shipment rate	1.17% <small>9 of 789 transactions</small>	▼
Cases closed without seller resolution	0.11% <small>1 of 887 transactions</small>	▼
Tracking uploaded on time and validated	87.69% <small>114 of 130 transactions</small>	▼
Transactions and sales	887 <small>transactions</small>	▼
	\$46,627.90 <small>sales</small>	

[See monthly breakdown](#)



Seller Dashboard

5. Transactions and Sales

Summary of the number of transactions and the total amount accumulated.

Region: USA Tutorial Notifications 3

Your seller level

Current seller level **Top Rated** As of Apr 27, 2017

If we evaluated you today **Above Standard** Your seller level would be
Next evaluation on May 20, 2017

Transaction defect rate	0.11% 1 of 887 transactions
Late shipment rate	1.17% 9 of 769 transactions
Cases closed without seller resolution	0.11% 1 of 887 transactions
Tracking uploaded on time and validated	87.69% 114 of 130 transactions
Transactions and sales	887 transactions \$46,627.90 sales

[See monthly breakdown](#)



Seller Dashboard

6. Returns Rate

How many items were returned to you out of the total number you sold.

Return rate

0.18%
2 of 1,135 transactions

Select by category, condition or purchase price to learn more about returns

Showing your returns by: Category ▼

[See all returns](#)

Category	Quantity	%
Jewelry & Watches	2 of 1,114	0.18%
Other categories	0 of 21	0.00%

Transaction period: Nov 01, 2019 - Oct 31, 2020



Example of Seller levels dependent on different parameters:

	Below Standard	Above Standard	Top Rated Seller
eBay account	Active	Active	Active for at least 90 days
Transactions over the past 12 months	-	-	At least 100 transactions and \$1,000 in sales with US buyers
Transaction Defect Rate / Maximum number of unique buyers affected before seller status is affected	> 2% 4 buyers	≤ 2% 4 buyers	≤ 0,5% 3 buyers
Cases closed without seller resolution / Minimum number of unique transactions for requirement to activate	> 0,3% 2 transactions	≤ 0,3% 2 transactions	≤ 0,3% 2 transactions
Late shipment rate / Minimum number of unique transactions for requirement to activate / Lookback period	-	-	≤ 3% 6 transactions 12 months (or 3 months if you've had 400 transactions in the last 3 months)
Tracking uploaded on time and validated / Lookback period	-	-	≥ 95% 3 months
Top Rated Plus seal	The Top Rated Plus seal will only be displayed in the listings if they: <ul style="list-style-type: none"> • Offer 30-day or longer free returns • Offer same or 1-business-day handling time 		

*This table specifically applies to .com sellers. UK & DE seller standard parameters slightly differ.



Seller Dashboard

Which indices affect your Seller Level the most?

Late Shipment Rate

Transactions Defect Rate:

Disputes closed without seller resolution

Transactions cancelled by seller

Disputes closed without seller resolution

In order to be leveled as Top Rated on the US website, there is a need for 95% of your transactions to have the status of Tracing Uploaded on Time and Validated.



To learn more about managing your business operations – [Click Here](#)

To learn more about Seller Levels – [Click Here](#)

For a quick video on using Seller Hub – [Click Here](#)



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