



OSI Rock Stars

eBay Announcements for Q2

This is the first of two announcements eBay is making. The second will come this summer with a due date of early fall.

From eBay about the most recent announcements:

Seller Update: Overview

Keeping eBay a thriving marketplace requires a close partnership between sellers and eBay to give buyers the experience they expect. We continue to invest in driving traffic and buyer loyalty, and we need your help to make buyers happy and keep them coming back. For our part, we're also taking steps to make it easier and more profitable for you to sell. Changes impacting your listings are now being consolidated with more lead time for you to adapt.

Below we break down the 3 main areas of change and show you details of what the changes are and how they will affect you and your business. At the end of each section, there will be a **Rock Star To Do List** to help you maneuver the path to Success through these changes. If you aren't a Rock Star yet, we would love to have you join us Backstage on our Tour of Success – www.osiRockStars.com

Ok, big breath – we can do this!

Here are the 3 main areas that eBay is concentrating on (most of these changes/updates will occur on or by June 15th, 2009 unless noted):

- 1. Easier, more visual shopping and buyer incentives to drive more sales – this includes:**
 - A new item page
 - New product pages (catalogue)
 - New ways to list in Fixed Price
 - Buyer programs
- 2. Key information to set buyer expectations and reduce your costs**
 - Smart FAQ's
 - Package Tracking information in My eBay
 - Listing requirement – return policy and handling time
 - Customized item specifics
 - Consolidated item specific and category updates
- 3. More updates to make selling on eBay more efficient**

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- New dispute handling policy
- FREE – Selling Manager
- Printing labels – easier and faster
- Bulk editing tools

Let's break these down for you...

1. Easier, more visual shopping and buyer incentives to drive more sales – this includes:

A new item page

When this new page rolls out mid June, you will see (or more importantly your buyers will see) a fresh new look that showcases the item you are selling. New selling features will include:


- Bigger pictures with a new feature called Photo Zoom (the Photo Zoom we won't see until late in the summer).
- A real-time countdown clock on your auction-style listings
- The most important information your buyers need right upfront
- Cross-merchandising – this will be a big topic on the boards. Many sellers are fussing about having others seller's products show up on their pages. But I want you to consider something...by opting in to this feature, YOUR products are also showing up in their listings.

Here is a before and after shot for you to see the differences:

How your listing looks now:

Pacquin Plus hand & body cream Dry Skin 4oz paquin NEW Item number: 170320496174
 DISCONTINUED - Free Priority Shipping - VERY RARE htf

Buyer or seller of this item? [Sign in](#) for your status [Watch this item](#) in My eBay



[View larger picture](#)

Buy It Now price: **US \$44.95** [Buy It Now >](#)

Get It Fast As soon as April 17 ([conditions](#))

End time: **May-11-09 17:12:31 PDT** (25 days 21 hours)
Bucks You'll earn \$0.90 in eBay Bucks [See conditions](#)

Shipping: **FREE shipping**
 US Postal Service Priority Mail®
 Service to **98055, United States**
[\(more services\)](#)

Ships to: Worldwide
 Item location: OSI Rock Stars, United States
 Quantity: 1 available
 History: [Purchases](#)

You can also:
 Get [SMS](#) or [IM](#) alerts | [Email to a friend](#)

Listing and payment details: [Show](#)

Get 10% back on all purchases, up to \$25. New eBay MasterCard Accounts only. US Residents Only. [See Details](#) | [Apply Now](#)

Description

Meet the seller

Seller: [jill.of.all.trades](#) (2787 ★) [m](#) [e](#)


Feedback: **100 % Positive**
 Member: since Nov-26-98 in United States

- [See detailed feedback](#)
- [Ask seller a question](#)
- [Add to Favorite Sellers](#)
- View seller's other items: [Store](#) | [List](#)
- Visit seller's Store: [Auction Profit Education Consulting](#)

Buy safely

1. **Check the seller's reputation**
 Score: 2787 | 100% Positive
[See detailed feedback](#)
2. **Check how you're protected**
 Pay with **PayPal** and your **full purchase price** is covered | [See terms](#)
 Returns: Seller accepts returns:
[7 Days Money Back](#)

After June 15th, 2009:



[View larger image](#)

Pacquin Plus hand & body cream Dry Skin 4oz paquin NEW
 DISCONTINUED - Free Priority Shipping - VERY RARE htf

Item condition: **New**
 Quantity: 1 available | 2 sold [See history](#)

Price: **US \$44.95** [Buy It Now](#)

This item is being tracked in My eBay.

Shipping: **FREE shipping** US Postal Service Priority Mail
[See more services](#) | [See all details](#)
 Estimated delivery within 3-4 business days

Payments: **PayPal** [See all options](#)
 Pay with **PayPal** and your **full purchase price** is covered | [See terms](#)

Returns: 7 day money back, buyer pays return shipping [Read details](#)

Seller info

[jill.of.all.trades](#) (2787 ★)
100% Positive feedback
[Read feedback profile](#)

[Ask seller a question](#)
[View seller's other items](#)

Visit store: [Auction Profit Education Consulting](#)

Item number: 170320496174
 Item location: OSI Rock Stars, United States
 Ships to: Worldwide

[Share](#) [Print](#) [Report item](#)

Description | **Shipping and payments** | **Related items and services**

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[Successful eBay Marketing](#) | [Profitable Training Success CD](#) | [eBay Store Success Video](#) | [eBay Tools 4 Success](#) | [More](#)

Ok, so for me personally – I LOVE the new page. And we are finally starting to see the extra promotion and marketing that Store owners will be able to do! This will replace the current Listing Frame. Some things that are going bye-bye:

- High bidder id
- The start time
- Skype buttons (since eBay is selling off Skype this makes sense)

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- Icons including: Get Alerts, My eBay (wow), Top Reviewer, New User
- If you are using a special promotion like Featured Plus or Gallery Featured
- Seller location
- Member Since

Rock Star To Do List

Since this new item page impacts the way that your listings will be displayed come June, you will want to optimize your listings NOW so they are shown in the best way possible once the change occurs.

Here is what you need to do:

To see the Rock Star To Do List, simply log into the Rock Star site with your Success password. If you aren't a Rock Star yet, we would love to have you join us Backstage on our Tour of Success – www.osiRockStars.com

New product pages (catalogue)

When buyers search on eBay for popular items in certain categories (music, electronics, etc), they will be taken to a new type of landing page. Here is what this looks like:

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The screenshot shows an eBay product page for 'Viva La Vida or Death and All His Friends (CD, 2008)' by Coldplay. The page includes a search bar, navigation tabs (Categories, Motors, Stores, Deals), and a product description. A 'Great value. Great seller.' badge indicates a 25% discount from the list price of \$16.99 to \$11.99 with free shipping. Below the product details, there are 43 search results for 'Brand New' items, with a table showing seller comments, seller information, price, shipping, and time left.

| Seller comments | Seller | Price | Shipping to | Time Left |
|---|---|---------|-------------|-------------|
| Viva La Vida or Death and All His Friends [Slipcase]... | Seller User ID: [redacted] Feedback: 278 99.3% | \$11.99 | Free | 24d 16h 54m |
| *****FREE SHIPPING***** | Seller User ID: [redacted] Feedback: 211 100% | \$13.95 | Free | 17d 4h 42m |
| COLDPLAY - VIVA LA VIDA OR DEATH AND ALL HIS F - CD NEW | Seller User ID: [redacted] Feedback: 710,781 99.1% | \$17.41 | Free | 12d 8h 43m |
| COLDPLAY- VIVA LA VIDA OR DEATH AND ALL HIS FRI CD | Seller User ID: [redacted] Feedback: 412,400 99.4% | \$18.75 | Free | 21d 10h 18m |

Your item has a chance to show up on these niche product pages if you use the 'product details' (more commonly known as the pre-filled item information) from eBay's main catalogue. eBay is moving to these type of landing pages because they convert buyers at a higher rate than just the regular search result pages.

You will start to see these product landing pages show up in additional categories including: tickets, cell phones, video games, books, dvd/movies, and others.

Rock Star To Do List

How do you show up on these fabulous pages in front of tons of buyers? Follow these simple steps:

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New ways to list in Fixed Price

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Ok, many sellers are going to LOVE this one. How would you like to create one listing and put in ALL of the sizes and colors for your wool sweaters? Heck, you can even charge more for the extra long ones. Your buyers will simply choose what they want from a drop-down menu. WOW. This is really going to cut down on time and save you money, too, from having to create multiple listings for everything. (Yep, they can all be in a single .35 cent listing). This style of listing will be a great way to cross-sell your products.

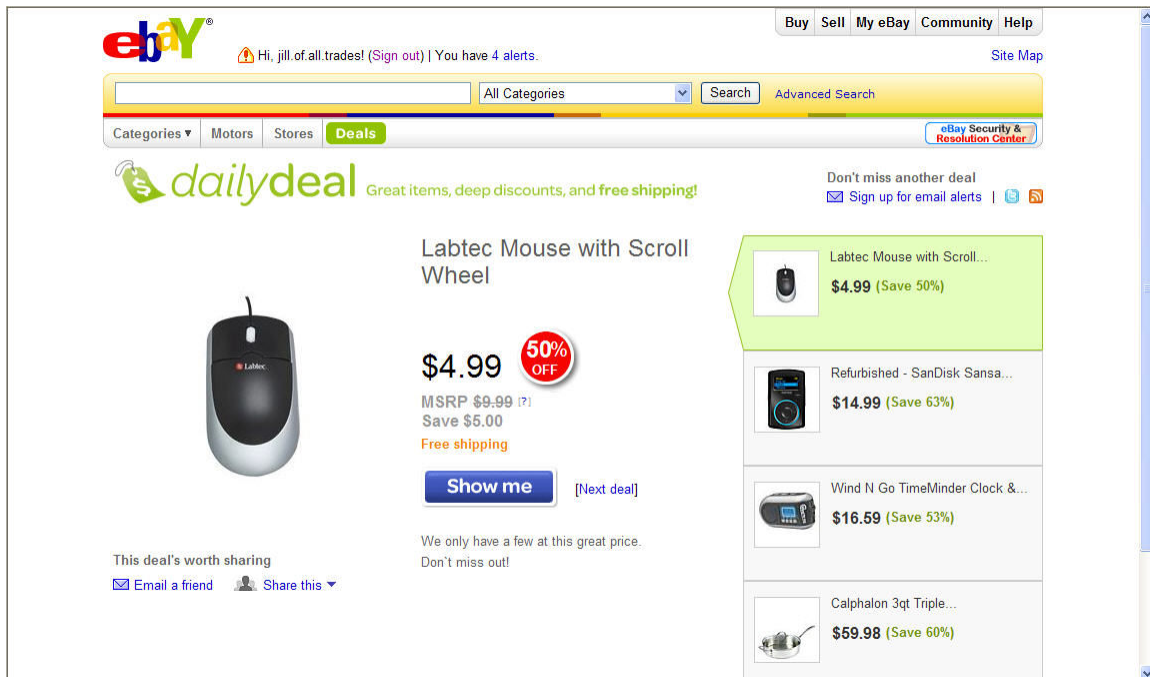
Starting June 15th, eBay is rolling this program out to the Men/Women Shoe category. Come mid-July you will see this great new listing type being available in Clothing, Shoes AND Accessories and Home and Garden. According to eBay they are hoping to roll more categories out by the end of this year/start of 2010.

Rock Star To Do List

There are definitely some best practices you need to consider before this rolls out in June. These include:

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Buyer programs



The screenshot shows the eBay Daily Deal interface. At the top, there's the eBay logo and navigation links like 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. Below that is a search bar and a 'Deals' tab. The main content area features a large deal for a 'Labtec Mouse with Scroll Wheel' priced at \$4.99, marked as 50% off from an MSRP of \$9.99. To the right, there's a vertical list of other deals, including a 'Refurbished - SanDisk Sansa...' for \$14.99 (63% off), a 'Wind N Go TimeMinder Clock &...' for \$16.59 (53% off), and a 'Calphalon 3qt Triple...' for \$59.98 (60% off). The page also includes social sharing options and a 'Show me' button for the featured deal.

This evil page is called eBay's Daily Deal. I swear I have bought so many things from this page already – great deals, free shipping, fabulous sellers – what is there not to love. AND, that is exactly what eBay is hoping for. They are creating

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a big push for driving traffic to the eBay site. eBay's Daily Deal is just one of those ideas. Others include:

- **eBay Bucks** – I and a million of my closest friends have been invited to beta test this program. Basically you receive 2% back on your purchases every quarter to re-spend on eBay.
- **Coupons** – eBay has already sent out tens of millions of coupons to top buyers. These deals include Cashback through Live.com, dollar off coupons, and other promotions.

Rock Star To Do List

What does this have to do with sellers? Quite a bit actually...

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2. Key information to set buyer expectations and reduce your costs

Smart FAQ's

Rock Stars were taught the benefit of using eBay's free FAQ service quite a while ago. There are a few changes to this 'big announcement' but overall it's the same great idea of answering your buyers' questions before they hit your inbox.

You can update this section by going to:

- My eBay
- Clicking on My Account
- And going to Site Preferences
- In this section you will find Ask Seller a Question

eBay is also adding in 'Smart Answers'. For example, a buyer could ask where their purchased item is. eBay will look at your updated My eBay information and answer the buyer for you.

Rock Star To Do List

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Although we have walked through how to set up FAQ's on previous classes – this is always a great review topic since it saves you time, makes your customers happy and is free.

Until eBay completely updates the FAQ's with 'Smart Answers', update your current FAQ's.

After you go to the Ask Seller a Question section, click edit to Customize your FAQ's. Here are some unique tricks I use in my FAQ's:

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This is how the FAQ's will look come June:

The screenshot shows the eBay 'Get answers' interface. At the top, there's the eBay logo and navigation links like 'Buy', 'Sell', 'My eBay', 'Community', and 'Help'. Below that is a search bar with 'All Categories' and a 'Search' button. A notification box says 'You have 5 questions from buyers. Answer them now'. The main section is titled 'Get answers' and includes a 'What's your question about?' dropdown menu with options like 'Item details (0)', 'Shipping (4)', 'Payment (3)', 'Returns (1)', 'Other (0)', and 'All answers (8)'. To the right of this menu is a prompt: 'Get answers right here, right now! Simply select a topic to get started.' Below the menu is a 'Can't find an answer?' section with a 'Contact seller' button. To the right is a 'Recent questions from buyers about this item' section with three questions and answers, including 'Which shipping carrier do you use?' and 'Do you have red instead of blue?'. A 'See more' link is at the bottom of this section.

Package Tracking information in My eBay

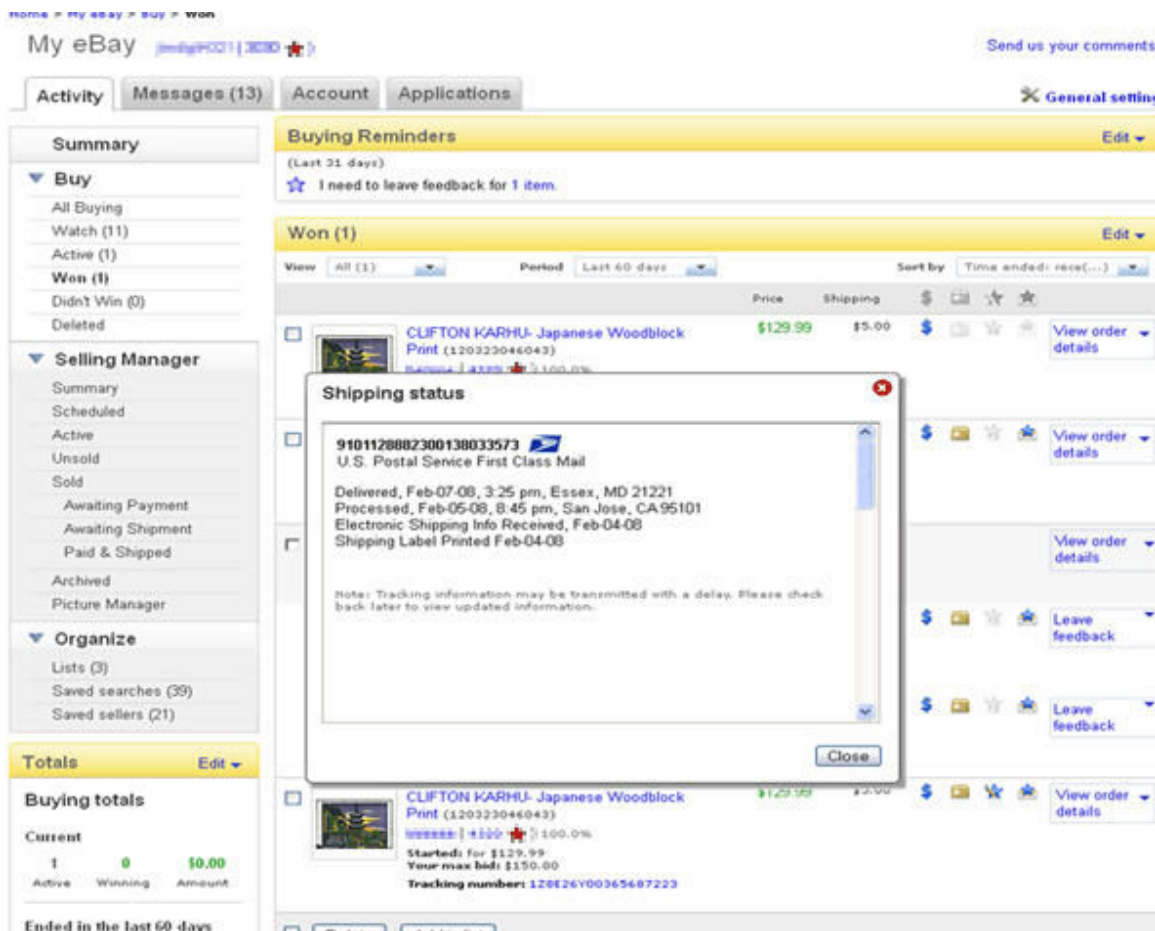
Another great benefit to make your buyers happy is to have transparent communication with them. eBay is assisting in this by allowing your buyers to easily have access to tracking numbers for shipped packages.

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If you print your labels through eBay, then your tracking information will automatically be put into your My eBay section. When your buyer accesses their My eBay account, they will be able to see the tracking number right there. If you print your labels with an outside company, like Endicia or Stamps.com, then you can input your information into eBay and your buyers will also be able to view the tracking number. You can also mark the item as shipped.

Once a tracking number is entered or the item is marked as shipped an email goes out to your buyer with this information.

Here is how it will look to your buyer:



Note: only UPS and USPS tracking information will currently be accepted.

Rock Star To Do List

I know, this one seems pretty straight forward, but of course I have a Success idea or two:

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Listing requirement – return policy and handling time

If you have been a member of the Success Newsletter for any length of time this should be an easy one for you. We discussed doing this quite a while ago – hopefully most of you have already completed this in your previous ‘to do’ list. If not, here are the details:

You now have until June 15th to update your listings with your return policy and handling time. Your GTC listings include an extension for mid-September (egads...why do they keep pushing this back)

Note: Motors (including parts & accessories) are excluded from having a return policy and/or a handling time. Real estate, specialty services and Motors do not have to include a handling time.

Please understand eBay is not dictating what return policy or handling time you should have – just simply that you have to have these posted in your listing.

Rock Star To Do List

Buyers buy two things, no matter what you are selling. They buy security and confidence. By having a phenomenal return policy and fast handling times, you will delight them. Their confidence in you will show through in the DSR’s they leave for that purchase.

If you haven’t updated your return policy, now is a good time to do it. Consider these options:

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Customized item specifics

Hopefully by now everyone is familiar with item specifics in various categories on eBay. These include things like size, color, condition. The “value” of an item specific is the answer to “what kind” – like large, yellow, new. All right, now that the vocabulary lesson is out of the way, let’s talk about Customized Item Specifics. These have been available for a while now. They are additional value fields in Item Specifics that you can create when the ‘hard-coded’ item specifics just don’t quite work for your item. However, now eBay will be paying attention

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to the most used 'new values' in item specifics. They could start to show up in the left-hand navigation as well as have an effect on how item specifics in the Sell Your Item flow looks (sometimes on a daily basis).

NOTE: Try to use the eBay provided specifics as much as possible. This will maximize your exposure in search results.

Rock Star To Do List

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Consolidated item specific and category updates

All right, this next one is going to be a bit much, but thankfully doesn't apply to all of you (at least not for the June 15th updates). However, if you are a seller in any of the following categories, you are going to want to learn more about how eBay is updating/changing your category – especially concerning Item Specifics. Remember, it is vital that you fill in this information as completely as possible to ensure your rankings on eBay.

Changes to categories will occur for:

Category changes

Antiques: Silver

Books: Textbooks

Cameras: Binoculars & Telescopes

Clothing, Shoes & Accessories: Luggage, Men's Accessories, Uniforms, Unisex Accessories, Wedding Apparel & Accessories, Women's Accessories, Women's Handbags & Bags

Coins & Paper Money: Replicas & Reproductions

Collectibles: Animals, Cultures & Ethnicities

Crafts: Art Supplies, Needlecrafting

Electronics: iPod & MP3 Accessories

Home & Garden: Inside the Home, Yard & Garden

Jewelry: Engagement & Wedding, Fashion Jewelry, Loose Diamonds & Gemstones

Musical Instruments: Guitars

Pet Supplies

Toys: Webkinz & Lil' Kinz

Travel: Luggage

And changes to Item Specifics will be for:

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Item Specifics Changes

Books: Textbooks

Clothing, Shoes & Accessories: Handbags & Bags (BIG changes here)

Music: CDs, Cassettes, Records, Other Formats

Changes happening for July 15th include the Jewelry & Watches category. eBay will be putting in separate categories for Fashion Jewelry vs Fine Jewelry as well as real stones vs simulated stones. This is a bit complicated for the Jewelry/Watch sellers as it includes wording you can and can't use as well. Make sure you are keeping on top of the changes and updating your listings so they don't get pulled.

Rock Star To Do List

All right Rock Stars, if you sell in any of the above categories, here are the details you need to know so you can successfully update your listings (all of the updates/changes below will happen on June 15th – with the exception of the jewelry/watch one):

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3. More updates to make selling on eBay more efficient

New dispute handling policy

Wow, this is going to be an interesting one. eBay is paying for staffed phone lines to handle buyer's disputes involving claims that an item was not received or the item they received was different than described in the listing. This allows the seller and buyer to contact eBay directly about any dispute that has been filed. This is a good thing in the sense that it will cut down on the amount of time we might need to spend on this (and hopefully that is on very rare occasion). But, this is a 'we'll have to wait and see how it works' issue. I am going to say I am very surprised at this change in eBay's focus. For SO many years they said they wouldn't get involved in the site's transactions – that they were simply a platform for the transactions to occur. Now they are offering to be the mediator? Interesting.

eBay is rolling this one out within the next month or so. During this time the resolution process via PayPal will remain. They hope by Holiday 2009 that they will have everything 100% switched over to handling the disputes completely on

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eBay. eBay also stated that they will be announcing soon improved processes for resolving seller claims of unpaid items.

Here are some things to be aware of:

- eBay is still going to strongly encourage the conversations to occur between the seller and the buyer. However, the buyer can go directly to eBay and report the dispute if they choose.
- These processes are moving onto eBay, but will be almost completely the same definitions and policies that we are familiar with on PayPal.
- “Items Not Received” resolution will be launched first with “Items Not As Described” resolution following soon. Again, eBay expects to have everything in place for the Holiday selling season this year.
- This is ONLY for eBay.com at this time. If an international buyer chooses to file a claim they will only be provided the online form option.

eBay Customer Support will take all calls for any transaction. They will be able to answer on your behalf questions about shipping time, feedback, eBay policies, etc. This will probably save you some time in answering certain customer email questions.

Here is how the process works:

- At some point during the transaction process between the seller and buyer communication breaks down for whatever reason. The buyer then chooses to contact eBay directly through an 800 number or an online web-form (like the current process they will continue to have 45 days after payment to do so). After looking at a variety of factors online including item description, buyer and seller track record, seller location, payment, and shipping details, eBay then will make a determination. They can:
 - Take a look at the estimated shipping date and decide it’s too early for them to file. They base this date upon your handling time, estimated shipping time from your carrier and then add 3 days. If it is a cross-border case, eBay will handle this on a case-by-case situation looking at many factors including you as a seller, your DSR’s, listing information, etc.
 - Decide that there is no basis for the claim and it will be closed – this will definitely occur if the buyer has not yet paid for the item.
 - Decide that the seller is not at fault, but in some cases pay for the refund themselves (I know, wild huh?)
 - Decide that the buyer has some basis to their claim and will then contact the seller. You then have 5 days to respond. eBay will ask you to do one of 3 things:
 - Provide proof of shipping (although this may not come into play because your tracking numbers will now be visible in your accounts – I am guessing that eBay will be able to view these too)

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- Provide additional information if the item is 'not as described'
- Provide a refund to the buyer. eBay at this point can in certain cases have the buyer return the item to the seller with the buyer paying this shipping charge. This is the same process that PayPal currently uses.
- As with the current process, if you end up refunding the buyer you can file to have your final value fees refunded. eBay is hoping to eventually have this be an automatic thing for you.

If you don't respond in 5 business days, the buyer will automatically be refunded the total amount and eBay will recover that amount from you.

When this system goes live, eBay will release a complete list of all of the requirements that are expected of the seller and buyer.

eBay will take into consideration your excellent buyer satisfaction record to determine if the dispute is an isolated incident or not.

Reminder, here is how the Proof of Shipping works:

You will need online tracking information from a shipping company that:

1. Shows the status as delivered.
2. Shows the date of delivery.
3. Includes the recipient's address, showing at least the city/state or ZIP code (or their equivalent).
4. For items priced \$250 USD (or local currency equivalent) or more, include proof of the recipient's signature to confirm delivery.

I can't imagine any of you ever having repeated disputes filed, but in case:

Consequences of violating this policy include:

- Reduced or eliminated PowerSeller fee discounts
- Loss of PowerSeller status
- Decreased visibility in search results
- Requirements regarding payment options and potential holds on payments made through PayPal
- Account suspension

Rock Star To Do List

Unsure why this affects the Rock Stars, except that you need to know that the process is moving from PayPal to eBay. All of you are extremely focused on your customers and what they need to be delighted.

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To make sure that eBay has ALL the information they need to make a fair judgment in your favor, make sure you:

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FREE – Selling Manager

Yep, Selling Manager is now FREE to all sellers. WooHoo! This is great news since this is such a powerful tool in helping keep your business organized online. However, Selling Manager doesn't just automatically start working in your account. You have to subscribe to it come June 15th.

Watch for a new tab called Applications to arrive in your Selling Manager or SMPPro account. This will showcase 3rd party tools that may help your business with research, shipping, communication etc. Many of these will have a free trial period to test out the services. Of course our brilliant coders at Terapeak were one of the first chosen to be part of the initial applications.

Rock Star To Do List

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Printing labels – easier and faster

As eBay starts to move all functionality onto eBay including checkout and dispute resolution, other tasks like Label Printing will also eventually be moved there too. By mid June, some sellers will start to see the availability of printing USPS labels in their My eBay. All sellers should be able to use this service by the end of August. eBay will eventually add the UPS functionality to this service as well.

By moving this function into My eBay, it will save you steps of having all of your transaction information in one location. No more clicking back and forth to PayPal. Remember, if you use eBay to print you labels, then your tracking information will be automatically uploaded to My eBay – where your buyers will have easy access to track their packages.

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To print your labels, simply go to your Sold items in My eBay and click the 'print shipping label' link. You will either be taken to PayPal to print your postage, or you will be given the opportunity to use USPS on eBay.

Rock Star To Do List

Although many sellers use eBay/PayPal to print their shipping labels, there are solutions that may be more efficient for your business:

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Bulk editing tools

Most of you by now should already have your listings completely updated for your Return Policy and your Handling Time. However, if you need to clean up a few more before the June 15th deadline, you can update your listings in 3 ways:

1. If there are just a few to do, you can click 'revise' on the listing and update them.
2. Use the Bulk Edit Tool available in My eBay and Selling Manager. You can revise up to 200 listings at one time this way.
3. Use Turbo Lister. Import your active listings into Turbo Lister. Then bulk edit all of your active listings. Make sure you synchronize your new updates back to the site.

You can add/update your return policy using all of these tools. eBay is looking to update the revision capabilities of these tools by mid-summer so they are more powerful in editing listings.

Just a couple more things that weren't in the general announcements...

eBay Picture Manager being replaced by eBay Picture Services

eBay is replacing the current Picture Manager with a new service & name, EPS – eBay Pictures Services. Here are some of the details concerning this move:

- **Save your Picture Manager Photos** - If you want to save any pictures you currently have with Picture Manager go to this service in My eBay. Click the link that says "Manage Folders". To the right of the folders is a link to "Save as a Zip File". This will allow you to save your pictures and images to your computer. This is a good idea to do EVEN if you think you won't need them or you are ok.

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- **Store Owners** – if you are using eBay’s Picture Manager to host photos on your Store’s custom pages, you don’t have to do anything with those images. They will be fine.
- **Premium & Anchor Store Owners** – Starting in mid-June, you will receive additional free pictures hosting with EPS (probably similar to the 1MB we receive now as Premium Store Owners). You will also receive free Picture Pack for most items listed to Premium and Anchor Stores.
- Between now and August, any images that you are using in your current listing template need to be hosted either with the new eBay Picture Service or with another company (see below). Once they are hosted someplace else, remember to update the photo ‘src links’ for those images. Once you or eBay closes your account, you will have 100 days before the pictures are removed from the listings, websites, and other places you have them.

Rock Star To Do List

Additional outside hosting companies:

To see the Rock Star To Do List, simply log into the Rock Star site with your Success password. If you aren’t a Rock Star yet, we would love to have you join us Backstage on our Tour of Success – www.osiRockStars.com

3rd Party companies that are ready to interface with eBay’s new checkout come June 15th

3rd party companies who have already updated their interface to allow for your buyers to easily checkout with eBay are:

- Afterbuy
- Auctiva Corporation
- ChannelAdvisor
- Cultuzz Digital Media
- Digital River
- KyoZou
- Sandbourne Systems
- Vendio

That doesn’t mean that more of them won’t make the list by the June 15th due date.

This list isn’t all of it – I am sure we will hear more details and updates from eBay as we get closer to the June 15th date. And of course we will keep you updated on those.

Thank you for Choosing Success!

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