

The logo features the word "eBay" in its signature multi-colored font (red 'e', blue 'b', yellow 'a', green 'y') with a registered trademark symbol. To its right, the word "Motors" is written in a bold, black, sans-serif font.

eBay[®] Motors
Training for Vehicle Dealers



Training for Vehicle Dealers

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— **Disclaimer** —

This program is written in the masculine gender for ease of writing. Michael Learning Group has absolutely no bias to age or sex, and believes that any person who applies himself or herself to the study and practice of internet selling can and should be successful.

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Chapter 1

About **Motors Training**



eBay Motors Training
for Vehicle Dealers

On eBay, every business is built differently. What works for one dealership may not work for others.

This training can be used to help you get started selling on eBay Motors, but is no substitute for the experience that is gained by being an active seller in the marketplace. Therefore, it helps to browse other eBay Motors listings to familiarize yourself with some of the variables and the ways in which other sellers run their listings and describe their policies.

Consider each best practice and incorporate the strategies that make sense for your business.

In addition, as a fast growing marketplace, eBay Motors is evolving very quickly, and some of what may be printed in this training manual may change over time.

Chapter 2

Basic Information



Listing & Selling Policies

Sellers must follow eBay listing policies by:

- Adhering to eBay's outlined listing practices
- Refraining from listing prohibited and infringing items
- Here is a list of some of the most important policies eBay's sellers must follow:

Rules to know before listing your item

To help keep eBay a safe and enjoyable marketplace for buyers and sellers, please note and follow eBay's policies about listing practices. Please keep in mind that the following policies apply to both the auction-style and fixed price formats. Listings violating eBay's policies may result in disciplinary action.

This action may include a formal warning, the ending of all violating listings, or even temporary or indefinite suspension of a user's account.

eBay will consider the circumstances of an alleged offense and the user's trading records before taking action. In most cases, eBay will credit all associated fees when a listing is ended.

- Comply with state legal regulations – dealer laws
- Do not bid on your own auctions or enlist any account that you are in any way associated with to bid on your auction in order to influence bidding
- Do not misrepresent your vehicles
- Know your responsibilities as a seller

Choice listings

A seller may not allow buyers to choose from a selection of items. This practice can lead to misrepresentation or fraud because it requires offline negotiation.

Signposts

Signposts, listings primarily meant to direct a user to a seller's store or other listings, are not allowed.

Want ads or trades

Listings communicating a desire to buy or trade items are not allowed in any category other than non-binding bid categories (Real Estate).

Giveaways, raffles, or prizes

Listings that promote giveaways, random drawings, or prizes are not permitted. Such promotions are highly regulated and may be unlawful in many states. eBay itself may run such promotions and may grant authorization to its partners or third-party companies to run such promotions.

Listing techniques that evade eBay's fee structure

Listings may not circumvent eBay's fees. Examples include:

- Offering the opportunity to buy the listed item or other item outside of eBay
- Low prices but unreasonably high shipping or handling costs
- Listing an item that requires or offers additional purchase
- Multiple Item Listing avoidance: listing a single item and offering additional identical items for sale in the item description. In these situations, the seller typically instructs buyers to indicate the number of items they want, and states that they can get the same price as the item in the listing.
- Listings with an E-Mail address or domain name in the title. An exception exists for

the sale of actual domain names.

- Selling currently active catalogs through which buyers can then
- Reserve fee Avoidance - Canceling bids and ending items early because the sellers desired price has not been met. This is considered reserve fee avoidance.
- Using member contact information obtained from eBay or using any eBay feature to offer to sell any listed item outside of eBay
- Canceling a listing to sell the item to anyone who contacted the seller through eBay, or became aware of the item through eBay
- Ending a listing early to sell the item at a higher price to the winning bidder
- Using member contact information obtained from eBay or using any eBay feature to offer to sell an item outside of eBay to any of your bidders in a Reserve Not Met listing.
- Using member contact information obtained from eBay or using any eBay feature to sell duplicate or additional merchandise outside of eBay to underbidders
- Listing items in a manner that allows circumvention of eBay fees

Reserve price violations

Reserve price listing violations, including reserve fee avoidance, occur when a seller lists an item that includes any of the following:

- Stating the reserve price in the title or description of the item when the item has not been listed using the reserve feature.
- Stating in the title or description that the high bidder is obligated to purchase the item even if the reserve price has not been met.
- Chronically ending items with bids in the last 12 hours because the seller's desired price has not been met. Sellers should use the reserve price feature if they are only willing to sell at a certain price.
- These types of listings are not permitted and the listings will be ended and/or the seller warned or suspended. The insertion fee will be automatically credited for any listings that are ended by eBay.

Inappropriate titles and inappropriate keyword use.

Inappropriate titles are not permitted. Keyword spamming, using inappropriate brand names or other words referenced for the purpose of attracting buyers to a listing, is not permitted.

Payment surcharges

Sellers may not charge eBay buyers an additional fee for their use of ordinary forms of

payment, including acceptance of checks, money orders, electronic transfers or credit cards.

Such costs should be built into the price of the item.

This policy reduces the potential for confusion among bidders about the true cost of an item. Further, some forms of payment surcharges, such as credit card surcharges, are forbidden under the laws of many states, including California.

There are three exceptions to this rule:

1. Sellers may add a reasonable shipping and handling fee to the final price of their item, providing that this fee is disclosed upfront in the listing. A shipping and handling fee can cover the seller's reasonable costs for mailing, packaging and handling the item. Shipping and handling fees cannot be listed as a percentage of the final sale price.
2. Sellers may pass along the costs associated with using a thirdparty escrow service, if the buyer chooses to use an escrow service.
3. Sellers may choose to accept payment in a different currency than the currency listed on eBay. If the buyer chooses this optional payment method, the seller may pass along to the buyer any costs associated with the currency exchange, provided that the costs are disclosed and agreed to in advance by the buyer.

Profanity

eBay does not allow the use of profanity or patently vulgar language in public areas. This includes the use of language that is racist, hateful, sexual, or obscene in nature in a public area. This policy extends to text within listings, on About Me pages and on storefronts. eBay makes allowances for listings that contain profane words as a part of the title of the item for sale, such as a CD or a movie. In this case, sellers should block out the bulk of the offending word with asterisks (for example, s*** or f***). Please keep in mind that all listings must follow policies regarding adult items as outlined in eBay's Mature Audiences guidelines. Within Mature Audiences categories, sellers may quote from the title of the item being sold without altering it. However, eBay does not allow the use of profanity in describing the item being sold.

Proper category listing

Sellers must list items in the appropriate category. Policy:

Wrongly categorized items will be moved to an appropriate category. Listings that belong in

the Mature Audiences category found elsewhere will be ended.

Multi-listing

Know your limits Multi Listing occurs when a seller posts more than 10 listings for identical items. The best method to list identical items is through eBay's Storefront, Fixed Price or Multiple Item Auctions formats. Although there are reasons to list identical items at the same time, enabling a single seller to list too many identical items at one time hurts the buying experience. If a seller lists in more than one category, the categories must be relevant. Any additional identical listings will be ended. The insertion fee will be automatically credited for ended listings. Sellers may not register multiple User ID's to list more than 10 identical items.

Links

Summary: eBay listings can only be used to facilitate the sale of the listed item. Listings can't refer to or promote the seller's individual Web site, off-eBay sales or other businesses. On the eBay About Me page, however, the seller may promote their individual Web site or business. The eBay Item page may not contain URLs or links to, or promotional information about, any off-eBay Web page, including Web sites of the seller or any third party.

There are two exceptions to this general rule. An eBay item page may contain a link to information related specifically to that item that:

1. Acknowledges a company providing services related to that listing (such as counters, listing management tools, or payment services). This acknowledgement may contain a logo (88x33 pixels) and up to 10 words of text (HTML font size 3) but only one of those may be clickable.
2. Points interested buyers to another Web page that contains nothing other than more information (such as pictures, product specifications or detailed terms and conditions) about eBay items listed by that seller.

Links from the **eBay Item View** page that interfere in any way with the eBay bidding process or solicit eBay user information are not allowed. Links from the eBay Item View page to pages that promote off-eBay sales in any way are forbidden, though such pages may contain discrete links to other commercial Web pages.

The **eBay About Me** page may describe the seller's business and may contain URLs or links to the seller's individual Web site. It may not specifically promote off-eBay sales or sales of items prohibited on eBay, nor may it contain links to commercial Web sites where goods from multiple sellers are aggregated by a search engine.

Bonus items

Sellers are allowed to offer a bonus item to bidders as long as the following requirements are met:

- In all bonus listings, the seller must **state the exact price** at which the bonus will apply.
- In Multiple Item Listings the seller must offer the **same bonus item** to ALL winning bidders.
- Multiple Item Listing rules require that all winning bidders receive identical items.

Seller Non-performance

Failing to deliver an item after a buyer has paid or significantly misrepresenting an item is not allowed.

Non-selling Seller

Refusing to honor a winning bid by not following through with a successful transaction is a policy violation when committed by both sellers and bidders.

False Contact Information

Both buyers and sellers are required to maintain accurate and up-to-date contact information to facilitate communication.

Shill Bidding

Sellers are prohibited from using secondary user ID's or other eBay members to artificially raise the level of bidding and/or price of the item.

Transaction Interception

Pretending you are another eBay seller and accepting their bidder's payment is not allowed.

Know eBay's Payment Policies

Be clear in your listing about all the fees and taxes that you expect buyers to pay, including a clearly stated policy for all terms and deposits. Be courteous and reasonable in the amount of time that you allow buyers to pay your deposit or make payment in full.

eBay policy states that buyers should be allowed at least three days after a listing closes to contact and make settlement with sellers. eBay realizes that for many sellers three days is an eternity, but you can easily minimize your wait for payment and **expedite closure by communicating with your bidders before the auction ends.**

Don't Sell Offline

Selling off line is defined as selling merchandise to a lead that you received through eBay or on an eBay listed vehicle that is not the winning bidder of that item. eBay understands that there are many circumstances in which this activity occurs and that resisting closing the transaction off line, or convincing your buyers to participate online is not always easy. However, technically, this practice can be interpreted as fee avoidance, and you can be suspended for it. More importantly, eBay knows from experience that selling off line will result in lower margins for you and fewer benefits for you and your buyers.

eBay wants to make sure that you understand what you are giving up by closing offline:

- No chance to earn feedback
- No eBay Assurance protection for your buyer
- No chance for your buyer to use the eBay Financing Center

eBay wants you to be aware of alternatives:

- Use the Lower Your Price feature
- Second Chance Offer
- Re-listing with a Buy It Now price

Tax Policies

As a seller on eBay, you agree to comply with all applicable domestic and international laws, statutes, ordinances and regulations regarding your use of eBay's service and your listing, solicitation of offers to purchase, and sale of items. You are also responsible for paying all fees associated with using eBay's service and eBay's website and all applicable taxes

International Trading - Sellers

If you're thinking about expanding your horizons by selling items to users in other countries, you need to do your homework to ensure that your transaction doesn't violate laws that may govern such sales. These laws are complex, and issues will vary depending upon exactly what item is involved and the countries where the buyer and seller reside.

You probably won't encounter difficulties occasionally shipping most small dollar value items to high bidders in most countries; in many cases, the mailing service you use to send the item (such as the U.S. Postal Service or UPS) can help you fill out the necessary paperwork. Certain types of items, though, can cause unexpected problems in some countries, and some planning can avoid unexpected problems even with simple transactions.

Ensure legal compliance in both countries

No matter where you live, eBay insists that your listings and transactions comply with the laws of the countries where both you and the high bidder reside. eBay can't give you legal advice about your particular transaction - users are responsible for ensuring that their transactions are lawful in both countries. Therefore, to avoid the potential for legal difficulties, eBay strongly suggests that users educate themselves about the laws of their own country and the countries where they plan to do business.

Item must comply with export laws

Make sure that the item you're selling can be lawfully shipped outside of the country where you live. The export of certain items may require special licenses, or may be banned altogether.

For example, the export of certain computer equipment from the United States is highly regulated, and may be restricted or banned even if the computer may not be particularly "high performance" by U.S. standards.

Prohibited countries and embargoes

eBay does not permit its users to do business with persons from certain countries - since eBay is a U.S. company, all eBay users must respect the U.S. rules in this area when doing business over eBay.

Item must comply with import laws

Sellers have to make sure that they can lawfully import the item into the high bidder's country before sending the item. Each country has different laws that limit the types of goods that can be imported into their country.

For example, the high bidder's country might have restrictions on foods, plants, clothing, luggage or even books that might result in the seizure and destruction of your item, and that means you'll have one unhappy customer.

eBay strongly recommends that you discuss possible import problems with the buyer, and do your own research to avoid a problem.

Visit the **World Customs Organization** for more information about particular customs regulations around the world. You might also want to contact that country's Embassy in the U.S. for guidance.

High value and volume transactions

If you plan to do substantial business with customers in other countries, or if you're dealing in higher dollar or highly regulated items, you should do careful research, and hire an expert if necessary to make sure that your transaction complies with all applicable laws.

There is often paperwork that you must fill out in completing these transactions.

The U.S. government has a number of resources to promote international trade and to help businesses of all sizes familiarize themselves with export regulations, and shipping companies offer special services to businesses who regularly ship goods overseas.

User IDs

A User ID is the unique name you use to identify yourself on eBay. When you register, choose a User ID that you like and that you'll remember.

For example:

- You might use words identifying your favorite collecting area, your business, or occupation.
- You could refer to your hometown and call yourself georgia_peach.
- Or refer to your own sense of style and choose happyhal.

Remember that User IDs:

- May contain letters (a-z), numbers (0-9), and/or some symbols
- Must be at least two characters long
- Can't contain spaces
- Can't be obscene, profane, or violate eBay's guidelines
- Can't be an E-Mail address or Web site
- Can't be the same as another sellers' eBay Store name

Things you can't include:

- The @, &, ', <, or > symbol
- URLs (for example xyz.com)
- Consecutive underscores “__”
- An underscore “_”, dash “-”, or period “.” at the beginning of a User ID
- Spaces or tabs
- The word “eBay”—only eBay employees may use “eBay” in their User IDs
- The letter “e” followed by numbers

Note: If you received the message: “**User ID Invalid**,” you may have included a character that is not allowed in a User ID, such as !, #, \$, %, and &.

Tips: Because spaces are not allowed, use a hyphen to represent a space in your User ID.

Note: You can only change your User ID once in a 30-day period. This is to prevent confusion for the rest of us. Keep in mind that your User ID is a valuable asset, like your feedback rating. Trading partners will come to recognize you by your User ID, so it’s a good idea to choose one you’ll want to use for the long term.

New User ID Icon

What does the new User ID icon mean?

New members keep joining the growing eBay community every day.

It’s important to learn as much as possible about your eBay trading partner (whether a potential buyer or seller). For example, when dealing with a new user, sellers may need to be more patient as the user learns about how eBay works.

Identifying new users

The “**new ID**” icon next to a User ID tells you that the user has been a registered eBay user for 30 days or less. During this 30-day window the user will not be able to modify their User ID or E-Mail address. The **new ID** icon will disappear after the user has maintained the same User ID for a 30-day period.

Reviewing an eBay member’s User ID history

You can review a member’s User ID History from the Find Members page.

Changed User ID Icon

Sometimes existing users change their User ID for a variety of reasons.

For example, a user may change their User ID to reflect a new line of items they are selling. It’s important to learn as much as possible about your eBay trading partner (whether a potential buyer or seller).

Identifying users who have changed their User IDs

The “**changed ID**” icon next to a User ID tells you that the user has changed his or her User

ID within the last 30 days. It's there to help you keep track of your trading partners. The “**changed id**” icon appears next to a changed User ID for 30 days after a User ID is modified.

When a user modifies their User ID:

The change will appear immediately, even for listings in which the user is participating at that time. eBay will automatically attach the user's member profile and other important account information to the new User ID.

eBay Power Sellers  **Power Seller**

The mark of a high-quality seller

When you see the icon next to a seller's User ID, you know you're working with a seller who ranks among the most successful sellers in terms of product sales and customer satisfaction on eBay. To qualify for the **Power Seller** program, sellers must consistently sell a significant volume of items, maintain a **98% positive feedback rating** and provide a high level of service to their buyers.

ID Verify 

Some sellers choose to get ID Verified through eBay as an extra sign of security for buyers.

When a member gets **ID Verified**, a third-party company working with eBay confirms the member's identity by cross checking their contact information across consumer and business databases.

You'll see (the ID Verify icon) in verified members' profiles.

About Me 

When you see the graphic next to a seller's User ID (for example, Skippy (125)), it means that the eBay member has created an About Me page to tell you more about themselves.

Identity: Overview

Rules and policies about contact information eBay has strict policies relating to members' contact information: