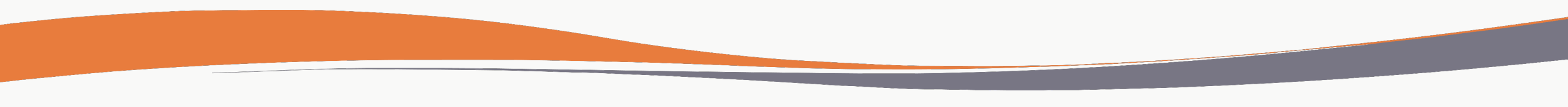


# eBay & Amazon

# eBay Business Policies

- Business policies are important because they let buyers know how they can pay you, how long it will take for you to post an item, the delivery services you offer – including postage and packaging costs – and whether or not you accept returns.
- Rather than setting your preferences in these areas on a listing-by-listing basis, you can streamline the process by creating templates. These templates can then be applied when creating new listings, or even used to update multiple existing listings
- If your business policy preferences vary depending on what you're selling, you can create a range of different templates. This gives you the flexibility to apply different payment, postage, or returns details depending on what you're listing. To start using business policies, you'll need to [opt in](#).

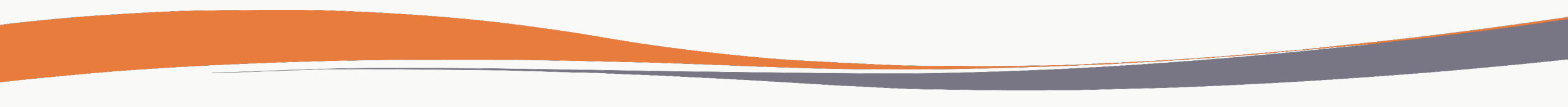
# Creating Business Policies

- You can create and manage policies from the [business policies dashboard](#) in the Account section of My eBay.
  - If you've listed an item in the last 90 days, you'll see some ready-made policies based on your previous payment, postage, and returns preferences. You can also create your own policy templates by following these steps:
    1. From the Create policy dropdown, select a policy type.
    2. Give the policy a descriptive name and add a brief description.
    3. Add your policy details and select **Save**.
- 

## Updating business policies

- You can edit, copy, reassign, or delete your policies whenever you choose. If you update a policy, any listings using that policy will be automatically updated with your changes.
- Keep in mind that there are a few restrictions on [revising listings](#), so it may not be possible to update all your listings with the new policy. In this case, only listings that can be updated with the new information will be changed, and listings that can't be edited will remain unchanged.
- If you want to delete a policy that is currently being used in any active or scheduled listings, you'll need to reassign new policies to these listings first.
- If you use a particular business policy more than others, set it as your default by selecting **Set as default** from the dropdown menu. The default policy is preselected automatically when you create a new listing, but you can always select a different policy before completing your listing.

## Using Business Policies in StoreFeeder

- Changing business policies in StoreFeeder is straightforward, simply edit any mapped eBay listing and navigate to the Shipping tab within the listing.
  - Once you are in the shipping tab you can select your business policy from the dropdown menu. You will then need to select a policy from the same dropdown menu in “Payment & Handling” and the “Returns” tabs.
  - StoreFeeder will automatically hide the previous options you had selected within these tabs. If you choose the “Please Select” option from the dropdown StoreFeeder will show all of the options again.
- 



# StoreFeeder

• Old:

Payment methods

PayPal Email Override

Immediate Payment

Other Payment Methods

- Postal order/Banker's draft
- Payment See Description
- Credit Cards Accepted
- Personal cheque

• New:

Payment Policy

Business Policy

Handling

• Old:

Returns

Use Returns

Returns Accepted

Returns Within

International Returns Accepted

Return Shipping Cost Paid By

• New:

Returns Policy

Business Policy

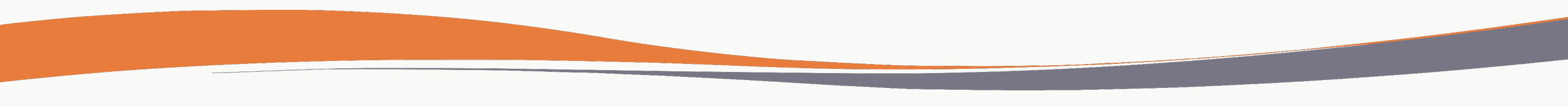
## Amazon Shipping Options

- We only download amazon shipping options with listings. To import new shipping options you need to:
  - Apply the new shipping option to a listing on amazon
  - Redownload that listing within StoreFeeder
- Once the listing with the new shipping option imports it will be available to use on all listings.
- You use shipping options to make listings seller fulfilled prime.
- If you are using supplier stock, you can set the listing to use a different template when you have 0 stock and are selling supplier stock

<u>Shipping Group Name (Has Physical Stock)</u>	Nationwide Prime ▼
<u>Shipping Group Name (No Physical Stock)</u>	No Express Shipping Avail ▼



## Managed Payments

- In StoreFeeder there are many changes that you'll see relating to Managed Payments. Things you may notice:
    - You may find you cannot upload any listings if you have not opted into managed payments and eBay are enforcing it on you.
    - After opting in you may get warnings on listings about PayPal but these warnings can be completely ignored (as confirmed by eBay)
    - Refunding orders using PayPal no longer works
  - We have been working on enabling refunds for managed payment orders and it should be ready to go live in a few weeks – the beta is open at the moment (alongside amazon refunds!)
- 

## Supplier Stock

- Selling from supplier stock allows you to sell more stock than your warehouse can physically hold – this can help with growth.
- First you need to set up your suppliers within StoreFeeder.

The screenshot shows a web form for adding a new supplier. It is divided into two main sections: 'Supplier Information' and 'Purchase Order / Drop Shipment Information'.

**Supplier Information:**

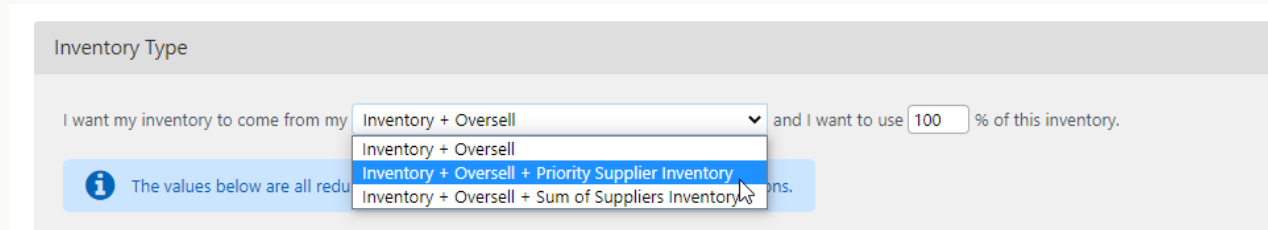
- Supplier Name \*: Supplier
- Address 2: Unit 1, Poplars Court
- Country/ State: Nottinghamshire
- Postcode/ Zip Code \*: NG7 2RR (with a 'Find Address' button)
- Supplier Currency: Euro
- Comma Delimited Email Addresses To Send To: (empty)
- Minimum Order Value: € 0.00
- Send Email When Product Below Reorder Level: Off
- Send Email When Product Below Out of Stock Threshold: Off
- Include Products Equal To Reorder Level: Off
- Exclude Out of Stock Products With Zero Manual Reorder Level: Off
- Address \*: Unit 1
- City \*: Nottingham
- Country: UNITED KINGDOM
- Phone: (empty)
- Suppliers Reference: (empty)
- Supplier E-mail Address: (empty)
- Lead Time: 5
- Purchase Order Mode: On Demand

**Purchase Order / Drop Shipment Information:**

- Purchase Order Shipping Cost Type: Set Per Order
- Purchase Order Change to Status: (Please Select)
- Total Purchase Order Shipping Cost: € (empty)
- Save Cost Price To Product: On
- Drop Shipment Shipping Cost Type: Set Per Order
- Drop Shipment Change to Status: (Please Select)
- Total Drop Shipment Shipping Cost: € (empty)
- Include Supplier in Requisitions: Off

- Then you need to link your products to these suppliers which can be done via a product import. Just import the supplier name against the SKU – ideally you would also import the supplier SKU.



- Lastly you need to change the inventory type on any listings you wish to use supplier stock for, so instead of “Inventory + oversells” you’ll need to use “Inventory + Oversells + Priority supplier stock” or “Inventory + Oversells + Sum of Supplier stock”. This is available on the listing import.



The screenshot shows a web form titled "Inventory Type". The main text reads: "I want my inventory to come from my  and I want to use  % of this inventory." Below this, a dropdown menu is open, showing three options: "Inventory + Oversell", "Inventory + Oversell + Priority Supplier Inventory", and "Inventory + Oversell + Sum of Suppliers Inventory". A blue information box with an 'i' icon is visible, containing the text: "The values below are all reduced by the percentage of this inventory." The dropdown menu is currently highlighting the second option, "Inventory + Oversell + Priority Supplier Inventory".

- When you are selling via supplier stock it’s important to make sure the “handling time” on your eBay and amazon listings is correct or you will get penalised for late delivery.
- If you leave the handling time blank we take the lead time from the priority supplier of the product.

- We can set up automatic supplier feeds, whereby we go to an FTP location and take the supplier stock and add that supplier stock your products. This will only work if you've imported your Supplier SKUs
- If you don't want to go this route you can periodically do product imports to update the supplier stock against your products.
- When you sell via supplier stock your orders will come in as pending stock or pending part stock since you won't have stock for these orders – they are highlighted in yellow on the orders grid.

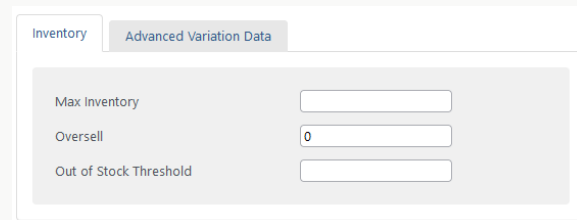
<input type="checkbox"/>	<a href="#">10417288</a>	 Phone Orders	<a href="#">01-0014</a>	21/10/2020 12:38	<a href="#">test.test</a>	TEST	TEST	TEST	test	£314.99	Royal Mail Tracked 24	Warehouse & Name	Pending (Waiting All Stock)
<input type="checkbox"/>	<a href="#">10417287</a>	 Phone Orders	<a href="#">01-0003UPDATE MCC-6</a>	21/10/2020 12:27	<a href="#">test.test</a>	TEST	TEST	TEST	test	£281.94	Royal Mail Tracked 24	Warehouse & Name	Pending (Waiting All Stock)

- These orders do not appear on the picking page until they have stock assigned

- There are a few ways to deal with these orders
  - The most common way is making Purchase Orders via StoreFeeder for the back orders and then you can book in POs to assign stock to the orders. When booking in there is also an option make a pickwave from the orders to make them easy to pick.
  - There is also requisitions which are automatically generated Purchase Orders based off your supplier settings. You can set it to order by on demand (back orders), a set field called below reorder level which is set per product or base it off sales.
  - You can also use dropshipping, whereby you send the order straight to your supplier to fulfil. This is a manual process within StoreFeeder, so you have to go into each order to send them on.
  - Another lesser used feature which has a bit of a different setup is using amazon FBA stock as supplier stock and send orders from other channels to FBA to fulfil for you.

## Inventory Modifiers

- Using Max inventory makes your products more desirable
- Use odd numbers to make it more believable
- Overselling for Pre-orders, some channels you can use tags to make the listing stand out as a Pre-order
- Minimise over sells using Out of Stock Threshold – useful on channels with seller metrics
- These are all settable in bulk per channel to make the numbers work for you
- You can set these different per variant using the cog on the far right of the variant grid



The screenshot shows a settings panel with two tabs: 'Inventory' (selected) and 'Advanced Variation Data'. The 'Inventory' tab contains three input fields:

Max Inventory	<input type="text"/>
Oversell	<input type="text" value="0"/>
Out of Stock Threshold	<input type="text"/>

## eBay Listing Templates

- You've probably already seen these:

Ebay - testing - eBay Listing Template + New Listing Template

Existing Listing Templates

eBay Template Name				
test	<a href="#">Edit Details</a>	<a href="#">Download Template</a>	<a href="#">Preview Template</a>	<a href="#">Delete Template</a>

- But when you edit a template you can quickly link all listings to your new/updated template

Template Details x

Template Name

Re-Upload Template

Link ALL eBay/Tempated products to this template

[Cancel](#)

## eBay Default Values

- For quicker listing you can set up default values for eBay

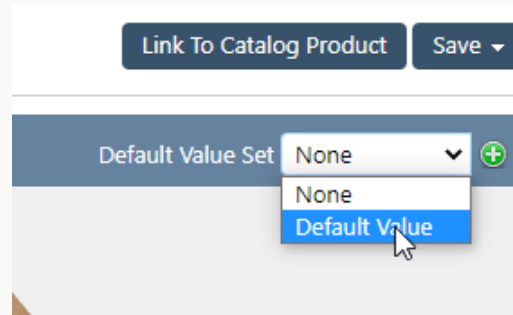
The screenshot displays the 'eBay Product Details' form with the following settings:

Field	Value
Active	On
Max Inventory	[Empty Input Field]
EAN	[Empty Input Field]
Primary Category	- Select a Category -
Store Category	Not selected
Listing Duration	1 Days
Condition	New
Condition Description	[Empty Text Area]
Handling Time	[Empty Input Field]
Listing Type	Buy It Now
Physically Upload Images to eBay	Off
Charity To Donate To	None
Use Returns	No
Use International Returns	No
Immediate Payment	On
Oversell	[Empty Input Field]
Secondary Category (*incurs an additional fee)	- Select a Category -
Additional Store Category	Not selected
Listing Template	Please Select..
Automatic Relisting	Off
Private Listing	Off
Keep Listing Live When Out of Stock	Off
Add Watermark to Images	No Watermark
Percentage To Donate	[Empty Input Field] %

- There are more fields than shown above – shipping options/payment and more can be set up in the default values



- When creating a new listing from a product you can select your default Value on the far right



- This will automatically fill in whatever you set up in the default value on the new listing you are creating
- A lot of customers set these up per category so you they can use the default values all the eBay categories and Store Categories

## Setting up Item Specific Mappings

- eBay have been updating required item specifics a lot recently and whilst we don't have them in the listing import there is a way to update them in bulk – with a bit of setup!
- Settings -> Edit/View your eBay Integration -> eBay Item Specifics

The screenshot displays the 'eBay - eBay Item Specifics' configuration page. On the left, a sidebar menu lists various settings, with 'eBay Item Specifics' highlighted in a red box. The main content area is titled 'Existing eBay Item Specifics' and contains a table of categories. Each row lists a category name and a corresponding 'Edit/View Ebay Category Specifics' link. A green box in the top right corner highlights a '+ New Ebay Item Specifics' button.

Category Name	
Books, Comics & Magazines > Non-Fiction	<a href="#">Edit/View Ebay Category Specifics</a>
Crafts > Sewing > Other Sewing	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Plants, Seeds & Bulbs > Plants & Seedlings	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Ponds & Water Features > Outdoor Fountains	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Ponds & Water Features > Pond & Fountain Fittings & Pump Parts	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Ponds & Water Features > Pond & Fountain Pumps	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Ponds & Water Features > Pond Filter Media	<a href="#">Edit/View Ebay Category Specifics</a>
Garden & Patio > Ponds & Water Features > Pond Filtration Equipment	<a href="#">Edit/View Ebay Category Specifics</a>

- You can set up item specific per category, using either mappings from product fields to the item specific or you can add default values in.

Crafts > Sewing > Other Sewing Sync Item Specifics to listings

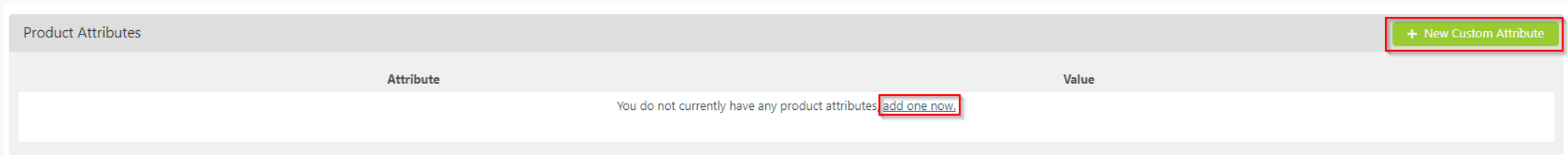
Ebay - Ebay Template Item Specifics

Ebay Item Specifics	Mapping Field [Automatch]	Default Value
Brand	Brand	<input type="text"/>
Sub-Type	Sub-Type	<input type="text"/>
Type	Type	<input type="text"/>
Colour	Colour	<input type="text"/>
Unit of Sale	None	<input type="text"/>
MPN	MPN	<input type="text"/>
Custom Bundle	None	<input type="text"/>
Bundle Description	None	<input type="text"/>
Modified Item	None	<input type="text"/>
Modification Description	None	<input type="text"/>
Unit Quantity	None	<input type="text"/>
Unit Type	None	<input type="text"/>
Country/Region of Manufacture	None	<input type="text"/>
<input type="text"/>	None	*

Add Custom Item Specific

- Once you've set the mappings/defaults up as you want you can sync these item specifics to all listings in the same category. This will replace what is there so ensure you fill out as much as possible.

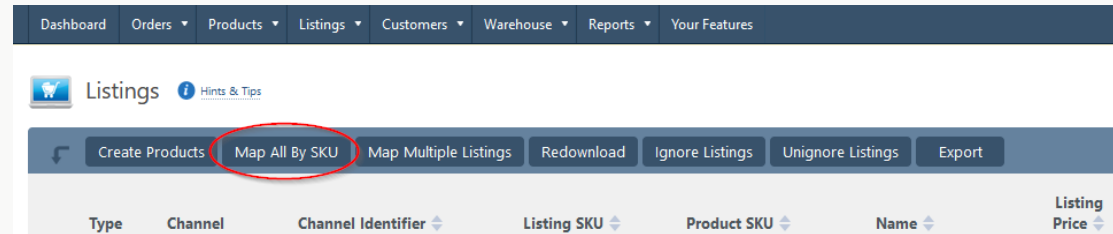
- There are some eBay item specifics whereby StoreFeeder has no equivalent product field but you can mapping the item specifics to “Product Custom Attributes” which are completely custom fields that you can create as you want and apply to whichever products you want.
- You can add new custom attributes into a product under the Additional Information tab and then to Product Attributes



- “+New Custom Attribute” to create new attributes and “add one now” lets you existing add attributes to your products - you can add/update these in bulk via the import too!

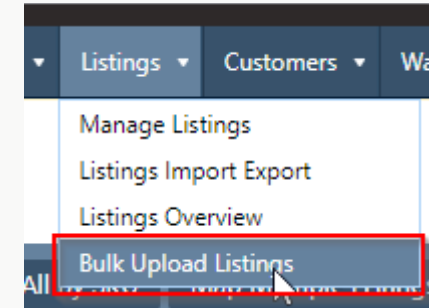
## Unifying SKUs across Products/Listings

- We recommend when listing to channels you try to use the exact same SKUs across your listings and products
- If you're using Web Interpret this is even more important otherwise web interpret generates SKUs – This can lead to constant mapping issues
- Unified SKUs allows you to use the Map All By SKU feature - saving time.



## Bulk Listing 3<sup>rd</sup> Party to Amazon

- StoreFeeder can bulk create 50 3<sup>rd</sup> party listings at once.
- Listings > Bulk Upload Listings
- Choose a channel to list to the drop down list that appears
- You can Filter Down the products you want to appear using the following options:



Filter Products

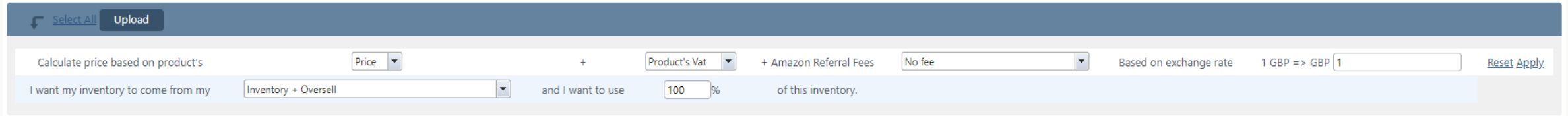
Order By	<input type="text" value="SKU"/>	Update existing listings	<input type="checkbox" value="No"/>
Supplier	<input type="text" value="All items checked"/>	Warehouse	<input type="text" value="All items checked"/>
SKU	<input type="text" value="Starts with,Contains,Ends with"/>	Name	<input type="text" value="Starts with,Contains,Ends with"/>

Created from

Created to

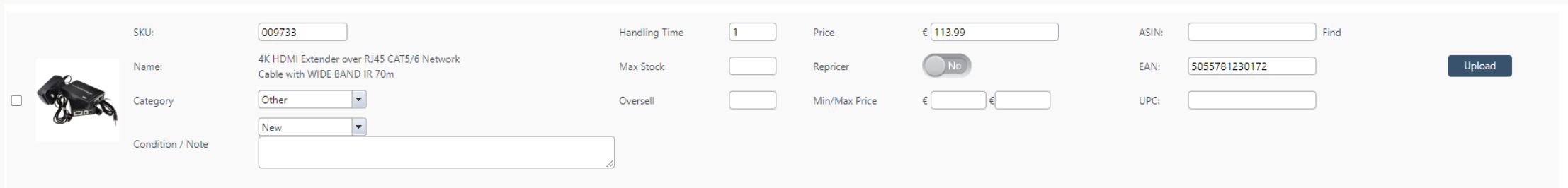
Search

- At the top of the page you can select all your inventory options and you can quickly apply a pricing formula to the listings on the page



The screenshot shows a configuration bar for pricing formulas. It includes a 'Select All' button and an 'Upload' button. The main configuration area contains several dropdown menus and input fields: 'Calculate price based on product's' (set to 'Price'), '+ Product's Vat' (set to 'Product's Vat'), '+ Amazon Referral Fees' (set to 'No fee'), 'Based on exchange rate' (set to '1 GBP => GBP 1'), and a 'Reset Apply' link. Below this, there is a section for inventory selection: 'I want my inventory to come from my' (set to 'Inventory + Oversell') and 'and I want to use' (set to '100%') of this inventory.


- A simple listing will appear with these options:



The screenshot shows a product listing form for a '4K HDMI Extender over RJ45 CAT5/6 Network Cable with WIDE BAND IR 70m'. The form includes a checkbox for selection, a small image of the product, and several input fields: 'SKU' (009733), 'Name', 'Category' (Other), 'Condition / Note' (New), 'Handling Time' (1), 'Max Stock', 'Oversell', 'Price' (€ 113.99), 'ASIN' (with a 'Find' button), 'Repricer' (No), 'Min/Max Price' (€ ), 'EAN' (5055781230172), and 'UPC'. An 'Upload' button is located on the right side of the form.

- If you know the ASIN you are linking to you can enter it here or you can press the small find button to search for the correct ASIN
- You can type in your price if you don't want to use the formula

- Variation Listings can also be listed this way, they appear in this format:



SKU:  Handling Time:  Price: £  ASIN:  Find

Name: Vila Long Sleeve Mini Dress Max Stock:  Repricer:  EAN:

Category:  Oversell:  Min/Max Price: £  £  UPC:

Condition / Note:

Variation SKU	Variation Attributes	Variation EAN	Variation UPC	Variation ASIN	Variation Price
<input type="text" value="vila-sleeve-mus-6"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00
<input type="text" value="vila-sleeve-mus-8"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00
<input type="text" value="vila-sleeve-mus-10"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00
<input type="text" value="vila-sleeve-mus-12"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00
<input type="text" value="vila-sleeve-mus-14"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00
<input type="text" value="vila-sleeve-mus-16"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>	£ 28.00



## Bulk Listing New Listings on Amazon

- At this time StoreFeeder is not capable of bulk listing new listings to amazon due to the amount of required attributes and the required attributes being different per category.
- The easiest way to bulk create listings is directly on amazon using their category flat files found here:

[https://sellercentral.amazon.co.uk/gp/help/G1641?language=en\\_GB&ref=ag\\_G1641\\_cont\\_GPWDARLTJB2JNJ8R](https://sellercentral.amazon.co.uk/gp/help/G1641?language=en_GB&ref=ag_G1641_cont_GPWDARLTJB2JNJ8R)

# Questions?