# Best Offer/Second Chance Offer Setup Guide
*Last updated: 03/28/06.*

Vendio's support for Best Offer and Second Chance Offer enables you to issue and accept these offers on your eligible listings, and also provides valuable automation tools to simplify your management of these different types of offers.

This guide will help you automate Best Offers and Second Chance Offers using Sales Manager Merchandising Edition or Sales Manager Inventory Edition.

## About Best Offer
For your Fixed Price listings on eBay, you can choose to enable the "Best Offer" feature. Best Offers are made while your listings are still live. Buyers on eBay can specify the highest price they are willing to pay for your item (their best offer), and you can accept this offer to end the listing. You can also choose to decline the best offer and continue your listing, or let the best offer expire on its own (48 hours after the Best Offer is made). This feature is available for listings in the Fixed Price format only.

**Enabling Best Offer support using Sales Manager (global setting)**
Before you can accept Best Offers using Vendio Sales Manager, you will first need to enable this feature in your preferences:

- Log into Vendio, and click on the My Account link at the top of the page.
- Under the Site Specifics section, click on the eBay link.
- Scroll down to the Best Offers section.
- Select the 'Enable Best Offers when possible in the listing category' checkbox.

In the next step, you can also set up a global rule that determines how to automate your responses to Best Offers that are received.



You can automatically accept Best Offers that are greater than or equal to a specified amount above the item's cost or below the item's fixed price. This amount can be a dollar amount or percentage of the item's cost or fixed price. In the example above, we are automatically accepting Best Offers that are made for at least $5.00 over the cost of our item.

You can also choose to ignore offers that meet this acceptance criterion if a better offer is received within a specified number of hours, and you can also specify what constitutes a better offer. In the example above, by selecting the 'Better price per item' radio button and defining a one hour wait period, we are automatically accepting the eligible Best Offers that have the highest price within a one-hour period.

When Best Offers are automatically accepted, Vendio treats the transaction the same way as a normal sale.  The buyer is sent an automated message that directs them through your Checkout process (or your other preferred Checkout method) to complete the sale.

Note that the global rule you specify here prefills the rule for new items you create but it will NOT cause existing items to accept or decline Best Offers.  Also note that any future changes to your global rule will affect any live items where the existing global rule has been applied.

**Accepting Best Offers for individual items as they are created**
In addition to setting up your global Best Offer rules, you can also specify them while creating listings in Sales Manager Merchandising Edition, or while creating or updating inventory items in Sales Manager Inventory Edition.  When you specify a per item rule for SMME or SMIE items, your global rule is always overwritten.  The per item Best Offer rules are now located on the Create Listing page for SMME users, and under the site Specifics tab for SMIE users.

SMME per item rule



SMIE per item rule



When updating the per item rule, you can select the checkbox to enable Best Offers (if you have **not** enabled it globally), or unselect the checkbox, which disables Best Offers (if you have enabled it globally).  If you want to specify a per item rule, select the appropriate checkbox and enter the amount the Best Offer has to exceed before it is automatically accepted.  Again, remember that once you specify a per item rule, your global rule no longer applies to that item.

**Monitoring and accepting Best Offers in bulk**
To monitor Best Offers and accept and decline them in bulk, click on the Best Offers link under Control Panel (for SMME users) or under Listings > Best Offers (for SMIE users).  Any items eligible for Best Offers appear on this page.



To accept or decline Best Offers, click on the title of the item to expand the offers.  Next, click on the appropriate icon to either accept or decline the Best Offer as illustrated below:

Accept

Decline

After accepting and declining Best Offers for an item, click the 'Send Response' button.  This will submit the action and send the appropriate message to each respective buyer.

**About Second Chance Offer**

Second Chance Offers are made after your listings end, where you can make 'Buy it Now price' offers to non-winning bidders in the amount equal to the non-winning bidders' bid amounts. Second Chance Offers can be made up to 60 days after the listing ends, and you can set the duration to 1, 3, 5, or 7 days.  If the buyer does not accept your Second Chance Offer within your specified duration, the offer expires.  You can make a Second Chance Offer when:

- The winning bidder does not pay you, or your Reserve Price has not been met.  Note in the case that a winning bidder does not pay you, you must make every attempt to complete the sale before initiating a Second Chance Offer.
- There is at least one non-winning bidder who accepts Second Chance Offers.
- You have duplicate items for sale, and want to offer them to non-winning bidders in a single-item auction.

**Note:** The number of offers you send cannot be more than the number of items you have for sale. It is not possible to make Second Chance Offers in a Multiple Item Auction.

**Enabling Second Chance Offer support using Sales Manager (global setting)**

Before you can send Second Chance Offers using Vendio Sales Manager, you will first need to enable this feature in your preferences:

- Log into Vendio, and click on the My Account link at the top of the page.
- Under the Site Specifics section, click on the eBay link.
- Scroll down to the Second Chance Offers section.
- Select the 'Enable Second Chance Offers when possible' checkbox.

In the next steps, you can set up global rules that apply to your second chance offers, and which will automatically filter non-winning bidders based on your own preferences.  This makes it easier for you to send Second Chance Offers by having Vendio display only the bidders you think are most likely to purchase your items.

**Second Chance Offers**

☑ Enable Second Chance Offers when possible.
You may opt to view only bidders whose bids exceed a certain amount, filtering those that are less likely to purchase a Second Chance Offer. From the controls below, specify a minimum bid and a minimum feedback that qualifies a buyer for a Second Chance Offer.

Default offer length: [1 ▼] day(s)

☑ Only show [bidders ▼] with bids greater than [item cost plus ▼] [5] [percent ▼]
☑ Only show bidders with feedback greater than [20]
☐ Send me a copy of the offer email *(the copy will be sent to the email address you have specified on file at eBay)*

Select the default duration for your second chance offers, which can be valid for 1, 3, 5, or 7 days.  This default duration can be changed for individual offers before they are sent.

Next, determine if you want to filter out the list of non-winning bidders by their bid amounts or feedback ratings.  You can choose to only show the top bidder, or only show the top bidders with bids above a certain amount.  This amount can be a percent or dollar amount above the item's cost or reserve price, or a percent or dollar amount below the winning bid.

You can also choose to only show bidders that have a feedback rating greater than a specific number.  In the example above, we enabled Second Chance Offers valid for 1 day, and we are only displaying the bidders with a feedback of at least 20 and a bid at least 5% greater than the item's cost.  Lastly, you can also choose to have a copy of the offer email sent to you at your address on file at eBay.

**Sending Second Chance Offers manually**
Vendio allows you to send Second Chance Offers for any items that are eligible for them.  There are two ways to send Second Chance Offers in Sales Manager: from the Second Chance Offer page or from the Fulfillment Checklist page.

*From the Second Chance Offer page*
The Second Chance Offer page enables you to send out Second Chance Offers in bulk.  In the left navigation bar, click on Post Sale > Second Chance.  Notice that the page displays each item's title, eBay ID, site, end date, reserve price, the number of offers per item you can send, and number of offers you have already sent.  To access the filtered (based on your specified criteria) list of non-winning bidders, to whom you can send a Second Chance Offer, click on an item's title.  This will reveal each eligible bidder's eBay ID, their feedback score, and their original bid.

Select the checkbox of the bidders to whom you would like to send a Second Chance Offer, and select the offer's duration.  This can be 1, 3, 5, or 7 days.  Once you are finished making your selections, click the 'Send Offers' button.  If the buyer accepts your Second Chance Offer, they will be sent a WBN message with a link to your Checkout (or your other preferred Checkout method) to complete the sale.

*From the Fulfillment Checklist page*
To send Second Chance Offers for an individual item, you can use the Fulfillment Checklist page.  In the left navigation bar, click on the 'All Closed' link under Control Panel (for SMME users) or under Listings (for SMIE users), then click on the item's set of post sale keys.  This brings up the item's Fulfillment Checklist.  In this page, click the 'Create Second Chance Offers' button.  Notice that the pop up displays the item's title, eBay ID, site, end date, reserve price, the number of offers per item you can send, and number of offers you have already sent.

Select the checkbox of the bidders you would like to send a Second Chance Offer, and select the offer's duration.  This can be 1, 3, 5, or 7 days.  Once you are finished making your selections, click the 'Send Offer' button.  If the buyer accepts your Second Chance Offer, they will be sent a WBN message with a link to your Checkout (or your other preferred Checkout method) to complete the sale.

**Sending Second Chance Offers automatically with profiles (available for SMIE only)**
To eliminate the manual process of sending Second Chance Offers for each unsold item, you can set up a Second Chance Offer rule in an auto-launch profile.  Once the auto-launch profile is applied to a group of items, it will automatically send Second Chance Offers to bidders that meet the criteria specified in your preferences.  To set up your Second Chance Offer rule, open a saved auto-launch profile (or create a new one), select the 'Use Second Chance Offers when available' checkbox, and click the Save button.

## Profile Settings

| Profile Name: | Every Tuesday in Q2 |
|---|---|

**Profile Valid:** From: Tue `Apr 4, 2006` ▼ `12:00 AM` ▼ ▼  To: Tue `Jun 27, 2006` ▼ `11:45 PM` ▼ ▼ Pacific Time ?

**Strategy:** `Fixed Schedule` ▼ **Fixed Schedule** - Your items will always launch at their scheduled times. If a listing closes early, another instance will not be launched until the next scheduled time.

**Quantity per listing:** `1`  Quantity per listing for each launch.

**Schedule:**

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|---|---|---|---|---|---|---|
| | `Time` ▼ | `Time` ▼ | `9:00 AM` ▼ | `Time` ▼ | `Time` ▼ | `Time` ▼ | `Time` ▼ |
| # of Listings | | | `3` | | | | |
| Interval (min) | | | `60` | | | | |

**Second Chance:** ☑ Use Second Chance Offers when available.
**Note:** Please note that auto-adjustments do not apply when launching Second Chance Offers.

Offer duration: `3` ▼ day(s)

☑ Restrict to `bidders` ▼ with bids greater than `item cost plus` ▼ `10` `percent` ▼

☑ Restrict to bidders with feedback greater than `20`

☑ email also to seller

**Auto-Adjustments:** ☐ Enable Auto-Adjustment settings:

**When an item is sold:**

Increase starting bid by `____` `dollars` ▼ , not to exceed $ `____` (maximum item price)

Increase reserve price by `____` `dollars` ▼ , not to exceed $ `____` (maximum item price)

Increase bin/store/fixed price by `____` `dollars` ▼ , not to exceed $ `____` (maximum item price)

**When an item is not sold:**

Decrease starting bid by `____` `dollars` ▼ , not to go lower than $ `____` (minimum item price)

Decrease reserve price by `____` `dollars` ▼ , not to go lower than $ `____` (minimum item price)

Decrease bin/store/fixed price by `____` `dollars` ▼ , not to go lower than $ `____` (minimum item price)

Next, determine if you want to send a Second Chance Offer to the top bidder, or the top bidders with bids above a certain amount. This amount can be a percent or dollar amount above the item's cost, the reserve, or a percent or dollar amount minus the winning bid. Finally, you can send Second Chance Offers to only the bidders that have a feedback rating greater than a specific number. Lastly, you can also choose to have a copy of the offer email sent to you at your address on file at eBay.

Note that auto-launch profiles with a Second Chance Offer rule assigned will automatically decide between launching a Second Chance Offer or submitting a re-list for an inventory item by following this basic criteria:

- If it is possible to send a Second Chance Offer according to the criteria you have specified in your auto-launch profile, then Vendio will send the Second Chance Offer BEFORE re-listing your item.
- If the criteria in your auto-launch profile makes sending the Second Chance Offer not possible, Vendio will re-list the item (taking advantage of the free re-list if possible).
- If re-listing the item is not possible, Vendio will launch a new listing.

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