

# **Sales Manager Merchandising Edition**

## **User's Guide**

Version 2

- I. Introduction..... 4
- II. Setting up Your Global Preferences ..... 4
  - 1. Setting Shipping Preferences ..... 4
  - 2. Setting Shipping Insurance Preferences..... 6
  - 3. Setting Calculated Shipping Options ..... 6
  - 4. Setting Other Shipping Preferences ..... 7
  - 5. Setting Payment Preferences..... 8
  - 6. Setting Promotional Options..... 9
  - 7. Setting Item Listing Options..... 10
  - 8. Setting Archiving Options ..... 11
- III. Setting up eBay Site Specific Preferences ..... 12
- IV. Creating Listings..... 15
  - 1. Selecting Your Marketplace and Item Category ..... 15
  - 2. Entering Item Basics ..... 15
  - 3. Entering Site Specifics ..... 16
  - 4. Entering Shipping & Handling Details ..... 18
  - 5. Specifying Checkout and Post-Sale Management Details..... 20
  - 6. Promoting Additional Items at Checkout ..... 21
  - 7. Adding Items to Inventory ..... 21
  - 8. Previewing, Scheduling, and Launching Listings..... 22
- V. Accepting Best Offers in Bulk before Your Listings Close ..... 23
- VI. Sending Second Chance Offers after Listings Close ..... 26
- VII. Using Post Sale to Close Sales..... 28
  - 1. Closing Sales for Individual Items..... 28
  - 2. Closing Sales for Multiple Items ..... 30
- VIII. Archiving Items Out of Your Control Panel..... 36
  - 1. Archiving Items Manually ..... 36
  - 2. Archiving Items Automatically..... 36
  - 3. Restore Items Back to the Control Panel ..... 36
- IX. Managing Your Inventory..... 38
  - 1. Creating Inventory Folders ..... 39
  - 2. Creating Inventory Items ..... 39
  - 3. Creating Profile Items ..... 43
  - 4. Launch Inventory Items ..... 44
- X. Setting up Vendio Custom Templates ..... 45
  - 1. Creating Custom Templates..... 45
  - 2. Saving Your Custom Template..... 47
  - 3. Adding Custom Templates to Your Listings ..... 47
- XI. Setting up Custom Listing Text for Your Listings ..... 48
  - 1. Adding Custom Listing Text ..... 48
  - 2. Previewing Custom Listing Text ..... 48
- XII. Organizing Your Customers Into Mailing Lists ..... 49
  - 1. Creating Contact Lists..... 49
  - 2. Organizing New Customers Into Contact Lists ..... 49
  - 3. Organizing Past Customers into Contact Lists ..... 49



4. Sending Email to Customers in Contact Lists .....	50
5. Managing Contact Lists .....	50

## I. Introduction

Sales Manager Merchandising Edition makes it easy to publish attractive and professional product descriptions and images to eBay, as well as offers the post sale tools needed to manage and close transactions efficiently. Merchandising Editions is perfectly suited to sellers who:

- Sell antiques, collectibles, coins, art, crafts, pottery, or one-of-a-kind items.
- Generally list single quantities of each item
- Want advanced merchandising features
- Want a sales automation solution that can be learned in under an hour

This user's guide describes how to use Sales Manager Merchandising Edition to maximize your eBay business from creating listings, to merchandising effectively, to closing sales.

## II. Setting up Your Global Preferences

Because many of your listing details remain the same from listing to listing, you can specify them once in your Global Preferences and not have to enter them again as you create new listings. We recommend that you set your Global Preferences after registering for Sales Manager to make creating your first listings easier. You can expect this section to take about 30 minutes to complete, but it will save you hours of time when you begin to create listings. To access your Global Preferences, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Global Preferences link.

Please refer to each section below to learn how to set each of your Global Preferences.

### 1. Setting Shipping Preferences

Make sure you are in the Shipping section of the Global Preferences page. Before you set your shipping preferences, you should first answer these questions:

1. Which shipping carrier(s) do you use to ship items to your customers?
2. Do you ship internationally?

Once you have the answers to these questions, completing this section will be easier. Start by navigating to the Shipping Carriers section.

Use the available fields to select the domestic shipping carriers you use to ship items to your customers. If you ship internationally, select the 'Offer international shipping' checkbox to display the international fields. Note that you cannot put international

shipping options in the domestic shipping area or your international customers will not be able to check out properly.

**Shipping Carriers**

US Shipping		Cost	Cost when combined <a href="#">?</a>
<input checked="" type="checkbox"/>	UPS Ground (fixed)	\$ 5.00	\$ 5
<input checked="" type="checkbox"/>	UPS 3 Day Select® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS 2nd Day Air® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS Next Day Air® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	- select US carrier -	\$	\$
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
International Shipping		Cost	Cost when combined <a href="#">?</a>
<input type="checkbox"/>	UPS Worldwide Expedited (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS Worldwide Express Plus (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	- select international carrier -	\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input checked="" type="checkbox"/> Offer international shipping			

The options like shown in the illustration above, both domestic and international, will be visible in your listings and Checkout. Note that each shipping carrier selection has a fixed or calculated option. Read the information below to learn what each one means so you can set up your shipping options.

**When choosing a fixed shipping carrier option:**

When choosing a shipping carrier with a fixed option, you must enter the amount you want to charge using that option. In the illustration above, the first shipping carrier field is set to UPS Ground (fixed). Our listing will illustrate a \$5.00 shipping charge for UPS Ground shipping, and if the customer completes our Checkout process, they will pay \$5.00 if they choose UPS Ground. Note there is an optional ‘cost when combined’ amount you can enter in the field to the right of the shipping cost. The amount you enter here will be the amount a customer pays for shipping for additional items if they purchase more than one item from you and the item is combined into an order.

**When choosing a calculated shipping carrier option:**

When choosing a shipping carrier with a calculated option, you don’t have to enter a shipping cost or cost when combined amount because they are calculated automatically based on the carriers’ rates. Simply select the calculated shipping carriers you want to offer your customers. When you create listings you will enter the item’s weight. A shipping calculator will then appear in your listings and Checkout to help customers calculate the shipping cost based on their location and the item’s weight (you must make sure the option to “Include a Shipping Calculator in listing whenever calculated shipping options are displayed” is checked off).

## 2. Setting Shipping Insurance Preferences

Make sure you are in the Insurance section of the Global Preferences page. Before you set you set your insurance options, you should answer these questions:

1. Do you want to charge shipping insurance?
2. Will shipping insurance be optional, recommended, or required?

Once you have the answers to these questions, completing this section will be easier. Start by navigating to the Insurance section.

The first step is to specify if you offer shipping insurance. If not, select 'Not Offered' from the US and International Insurance dropdown menus. If you do offer shipping insurance, you will need to specify if it is optional, recommended, required, or included in shipping and handling for both the US and International Insurance dropdown menus.

**Insurance**  
Select your default insurance options below. You can change them per item on the Create Listing form.

US Insurance:  Cost:  (using calculated rates specified below)  
Enter a cost if special values apply to the item, or if you plan to use eBay checkout with the fixed shipping option.

US Rates:

USPS:  [\(see carrier rates\)](#)

UPS:  [\(see carrier rates\)](#)

	Amount	Cost
for the first	<input type="text" value="\$50.00"/>	= <input type="text" value="\$1.00"/>
up to	<input type="text" value="\$100.00"/>	= <input type="text" value="\$2.00"/>
each additional	<input type="text" value="\$50.00"/>	= <input type="text" value="\$1.00"/>

FedEx:  [\(see carrier rates\)](#)

DHL:  [\(see carrier rates\)](#)

The next step is to specify the shipping insurance rates for the domestic and international shipping carrier options you have selected. For each shipping carrier, you can choose the shipping carrier's insurance rates or use your own. If you select your own insurance rates, you must enter them in the appropriate fields. In the example above, we decided to use our own rates for UPS. The way they are illustrated, a customer will pay \$1.00 in insurance for an item costing up to \$50.00, and \$2.00 for an item costing \$50.00 to \$100.00. If the item costs over \$100.00, a customer will pay an additional \$1.00 for every \$50.00 over \$100.00 that the item costs. Note that this holds true only if the customer chooses shipping insurance. We could have made it required if we selected 'Required' from the dropdown menu.

## 3. Setting Calculated Shipping Options

Make sure you are in the Calculated Shipping Options section of the Global Preferences page. Keep in mind that these settings only apply if you offer calculated shipping for any of your shipping carriers. If you do not offer calculated shipping, you can ignore this section.

The first step is to enter the Zip Code you ship from. Optionally, you can offer a fixed or percentage of shipping cost markup to account for handling. This amount is automatically added to the total shipping amount in your shipping calculator and is not visible to the buyer as a separate charge.

The next step is to determine how you will calculate the shipping on combined orders. You can calculate shipping on the total weight of both items (assuming they are shipped in one package), or calculate shipping on the total weight of each individual item (assuming they are shipped in separate packages). Similarly, if you have entered a fixed or percentage of shipping cost markup to account for handling, you can calculate the combined markup as the highest markup of all the items in the order or as a sum of the markup of all items.

There are some additional options in this section that you will need to specify. You can choose to remind yourself to enter the item weight for all items or for items using calculated shipping only, or you can register for UPS Online Tools, which is necessary if you plan to offer calculated shipping for UPS shipments.

#### **4. Setting Other Shipping Preferences**

Make sure you are in the Other Shipping Settings section of the Global Preferences page:

##### **Setting #1, Cost when Combined Discount**

This setting allows you to specify a shipping discount when buyers add several items to the shopping cart, or want to combine shipments of different purchases made over time. You can set the discount to be a dollar amount off each individual shipment in the order, or as a percentage off each individual shipment in the order.

Note: The shipping discount you specify here only applies for fixed shipping carriers. Also note that the combined shipping discounts apply to the least expensive shipping amounts only (i.e. the most expensive shipping cost in the order does not receive a discount).

##### **Setting #2, Custom Shipping & Handling Note**

This setting allows you to add custom text about your shipping and handling policy. This note appears where the shipping details are located in your listing. If there is a special message related to your shipping and handling, this is where you should specify it.

##### **Setting #3, Shopping Cart**

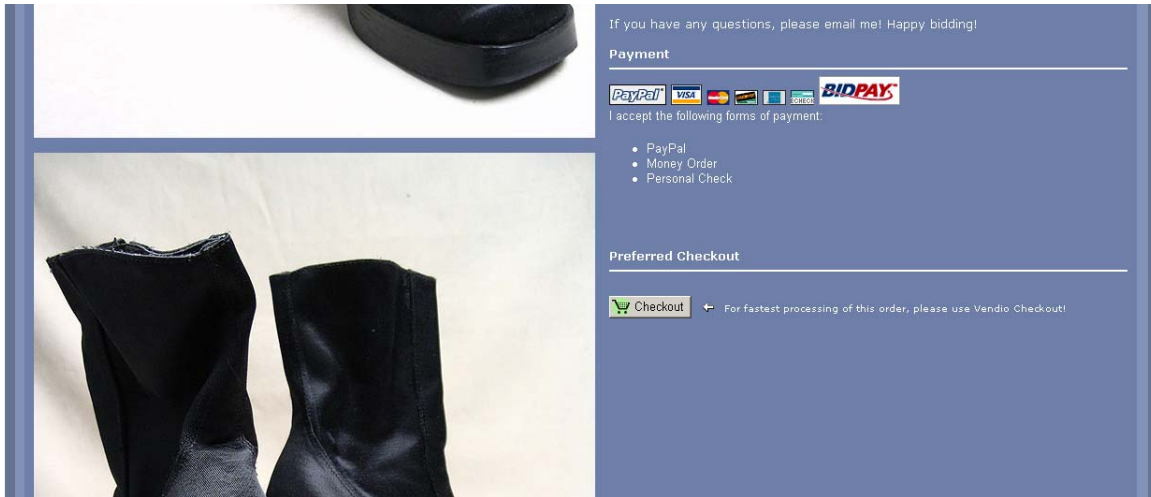
This setting turns on your shopping cart and allows buyers to purchase multiple items at a time from your Vendio Store. By turning on your shopping cart, you also enable buyers to automatically combine the shipments of multiple purchases. Select the 'Enable shopping cart' checkbox only if you have a Vendio Store and if you would like to be able to cross-promote Vendio Store items when buyers check out on eBay purchases.

#### Setting #4, Auto-Combine Eligibility

This setting allows you to specify the maximum number of days after an auction ends before a buyer will no longer be eligible to automatically combine shipping on their next check out with you. For example, if you enter a '5' in the field, this means that a buyer who purchases three items from you within a five day period are eligible to combine their shipment into one and take advantage of the "Cost when Combined" discount you specified in your Global Preferences.

## 5. Setting Payment Preferences

Make sure you are in the Payment Types Accepted section of the Global Preferences page. This section is used to specify the payment types you accept from buyers. All major payment methods are available, including PayPal. If you have your PayPal ID, enter it in the field provided (note that PayPal ID refers to the email address you use for PayPal – if you do not enter an email address, you will not be able to save changes made to the Global Preferences section). If you do not have a PayPal account set up, you can easily create one by clicking on the 'Sign Up With PayPal' link. Note that all of the payment options and special instructions you specify in your Global Preferences will be visible under the Payment section of your listings as illustrated in the example below:



Note that if you use PayPal as your primary payment method, we recommend that you activate eBay Checkout Redirect to drive buyers who click the eBay or PayPal 'Pay Now' button through your Vendio Checkout. To do this, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Post Sale Management link.
- Select the 'Use eBay Checkout' checkbox.
- Click the 'Save' button.



## 6. Setting Promotional Options

Make sure you are in the Promotional Options section of the Global Preferences page. This preference helps you enhance your enlarged image pages on eBay so you can acquire more sales leads. Note that the enlarged image pages are the pages your buyers reach when they click to enlarge an image on one of your listings as illustrated below”



<< Back to Previous Page | Track this listing at Vendio >>



[FREE Supersized images and image hosting with Vendio Sales Manager](#)

Join this seller's mailing list:

<< Back to Previous Page | Track this listing at Vendio >>

**Setting #1, Automatically import winning bidders into Customer Management folder**  
 This setting helps you import your winning bidders into a designated folder to ensure you keep a record of every customer and transaction you ever make. Keep in mind that the folder you specify in your Global Preferences can easily be changed from listing to listing. For example, if you are listing an item in the Consumer Electronics category but your default folder is set to ‘Antiques’, you can choose to import your winning bidder into the ‘Consumer Electronics’ folder on the Create Listings page. Note that you must create a contact list(s) before they will appear in the dropdown menu on the Global Preferences page. To learn how to do this, please see the ‘Creating Contact Lists’ section of this guide.

**Setting #2, Include a ‘Join My Mailing List’ link on enlarged image page.**  
 This setting adds a mailing list sign up field to all of your enlarged image pages to capture buyers who are interested in the items you sell but may not be ready to buy. Once they enter and submit their email address, it is automatically stored in your default ‘Store Mailing List’ folder where you can easily contact them from the Customers page in Sales Manager.

**Setting #3, Include a Vendio Store promo on the enlarged image page.**

This setting ads a Vendio Store banner to the top of your enlarged image pages to drive buyers to your Vendio Store. You can take advantage of this feature only if you have a Vendio Stores subscription.

Setting #4, Insert a 'Track this auction' link on enlarged image page.

This setting adds a 'Track this auction' link to the top of your image on your enlarged image pages. A buyer is then able to track the auction on the Vendio Web site.

## 7. Setting Item Listing Options

Make sure you are in the Item Listing Options section of the Global Preferences page:

Setting #1, Sort attach images in create auction.

This setting determines the way you view your uploaded images in the 'attach images' window on the Create Listing page. This setting is designed to save you time by making it easier to find the images you want to attach to your listings by displaying your most recently uploaded images first. We recommend selecting this option if you upload images just before creating listings.

If you select 'Alphabetically' from the dropdown menu, your images will be sorted alphabetically by image name (i.e. image names that start with the letter 'a' will appear first, and image names that start with the letter 'z' will appear last). We recommend selecting this option if you do not upload images just before creating listings.

Setting #2, Display the Square Trade Seal on my listing.

This setting displays the Square Trade Seal on your listings. This recognizable logo gives buyers more confidence in purchasing from you because it offers them added purchase protection. If you select this checkbox to add the Square Trade Seal on your listings, please note that you must have a Square Trade Seal account and enter your Seal ID in the Auction site Accounts page. To do this, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Auction Site Accounts link.
- Click the 'Add Accounts' button.
- Select the 'SquareTrade' checkbox.
- Enter your Square Trade Seal ID, registered email address and password.
- Click the 'Continue' button and confirm your account information.

Setting #3, Automatically scale down large images for faster download.

This setting makes sure that images with larger file sizes are scaled down to a consistent image size, which ensures a better presentation and a faster download once they are supersized. If you decide to use this option in your listings, the images will appear as small images, which are clickable to a new page where the image appears at their full size. Please keep in mind that in order for this feature to work, your actual image size must be larger than 250 pixels wide.

Setting #4, Allow automatic eBay Category Remapping.

This setting ensures that your items remain listed in the appropriate category if eBay changes its category structure. Because eBay can sometimes remove certain categories, the Category Remapping setting ensures that your items are moved to the nearest appropriate category if this happens.

## **8. Setting Archiving Options**

Make sure you are in the Archiving Options section of the Global Preferences page. This preference helps you remove items from the Closed Listings section of your Control Panel that you have already closed (i.e. paid for, shipped, left feedback), and no longer need your attention.

Note that the items removed from your Control Panel using the auto-archive option are not deleted. Instead, the items move to a Sales Archive you can access later on to find information about a specific transaction, customer, or item sold. You can always restore an item back to your Control Panel if the amount of time is reasonable (usually two-weeks after it has been archived).

To set this option, select the number of weeks for Vendio to wait until it moves your items from the Closed Listings section of the Control Panel to your Sales Archive. As a good rule of thumb, the number of weeks you specify should adequately cover the amount of time it takes you to close a sale using Vendio Post Sale. To learn more about the Sales Archive, please see the 'Archiving Items out of Your Control Panel' in this guide.

### III. Setting up eBay Site Specific Preferences

Because many of your eBay listing details remain the same from listing to listing, you can specify them once in your eBay Site Specific Preferences to streamline the process of creating new listings. For example, you can set a global listing template, a global item category and subcategory, a global eBay Gallery image, and specify your commonly used eBay features, such as highlight and bold. When you create new listings, these global preferences will already be prefilled to save you time, but you can overwrite this information as needed and continue with your listing.

We recommend that you set your eBay Site Specifics Preferences after registering for Sales Manager to make creating your first listings easier. You can expect this section to take about 30 minutes to complete, but it will save you hours of time when you begin to create listings. To access your eBay site Specific Preferences, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the eBay link under the Site Specifics heading.

Please refer to the sections below to learn how to set up your Site Specific Preferences.

#### **Default Template**

Select the template you would like to use for your eBay listings by clicking a saved template in the 'Saved Templates' box. To learn how to create and save templates, please see the 'Creating and Saving Custom Templates' section in this guide.

#### **Default Category**

Selecting the appropriate category will ensure the greatest visibility of your item in eBay searches. Once you select a top-level category, sub categories will pre-fill themselves in the empty box below it. Keep narrowing the focus of your category by clicking on the appropriate sub categories until a category number appears in the small box next to the right of the Top Category dropdown menu. This signifies that you have successfully chosen a category for your item.

Note: You can give your item even greater visibility by listing it in a second category. To do this, copy and paste your first category number into the second category box, then follow the same process outlined above to select your other category. Note that listing your item in two categories doubles your eBay insertion and special features fees.

#### **eBay Features**

The Features section lists the extra features offered by eBay. The right hand column displays pricing for each feature for Auction and eBay Store formats – charged by eBay.

### **Payment Instructions & Return Policy**

If you are using Vendio Checkout, you can keep the default text that appears in the box, or enter other instructions if you are using another method of receiving payment. If you do not want to display payment instructions on your listing, unselect the checkbox.

### **PayPal Buyer Financing Options**

The PayPal Buyer Financing option gives buyers who use PayPal Buyer Credit the ability to make low monthly payments on their PayPal purchases. Note that when buyers purchase items using this option, you still get paid in full by PayPal.

### **Auto Relist**

If your listing closes without a winning bidder, you can relist it automatically if this selection is made. Check the 'Enable Auto Relist' checkbox and specify the number of times you want to relist your item if it does not sell successfully.

### **Best Offers**

To avoid the manual process of accepting and declining Best Offers, you can set up a global rule that automatically accepts or declines Best Offers based on your preferences. Note that the global rule you set up in your preferences only prefills new items you create but it will NOT cause existing items to accept or decline Best Offers.

First, decide if you want to automatically accept Best Offers by an amount greater than or equal to the item's cost or fixed price. This amount can be a dollar amount or percentage of the item's cost or fixed price. 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. To edit this message, please see the 'Monitoring and accepting Best Offers in bulk' section in this guide.

You can automatically decline Best Offers by an amount less than or equal to the item's cost or fixed price. This amount can be a dollar amount or percentage. When Best Offers are declined, the buyer is sent an automated message informing them of your decision. To edit this message, please see the 'Monitoring and accepting Best Offers in bulk' section in this guide.

To maximize the value of your Best Offers, you can ignore offers that are made early on by specifying the time you would like to wait until a better offer is made. To do this, check off the selection box for this option. Next, select one of the three radio buttons, each of which follow a basic strategy that help you accept Best Offers based on what will drive you the most revenue.

- Wait until a Best Offer is made at a higher price.
- Wait until a Best Offer is made where a larger quantity is requested.
- Wait until a Best offer is made where total sales price (item price plus the quantity) is the highest.

### **Second Chance Offers**

To streamline the manual process of specifying Second Chance Offers for each unsold item, you can set up a global rule that automatically filters 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.

First, select the checkbox to enable Second Chance Offers, and select the duration you would like the offer to be valid, which can be 1, 3, 5, or 7 days. Next, determine if you only want to show 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 only show bidders that have a feedback rating greater than a specific number.

### **Ship-From Location**

Specify the location where your items are shipped from. This information is visible in your listings and Checkout.

### **Ship-To Locations**

Specify the locations where you are willing to ship your item. This information is visible in your listings and Checkout.

### **eBay Shipping & Payment Details**

If you have opted to use eBay Checkout, this section is important, because it specifies how you want eBay Checkout to display your shipping and payment details. If you want to specify your shipping and payment details in eBay Checkout, then select the radio button for this option. The next step is to choose if you want to display your fixed or calculated shipping rates. These rates are taken directly from your Global Preferences. To learn how to set up your fixed and calculated shipping rates, please see 'Setting up Your Global Preferences' in this guide.

This section also allows you to apply the shipping discounts you specified in your Global Preferences for multiple purchases in eBay checkout. Just select the appropriate checkbox.

#### **a) Photo Preview**

Select your eBay Gallery image (the image that appears at the top right hand corner of your listing). You can choose your eBay Gallery image to be one of the following:

- Text that instructs buyers to read your item description before bidding.
- Leave the section blank (do not use an eBay Gallery image).
- Select your company logo (this is stored in your Custom Templates Preferences).
- Use the first image you select for your listing as the eBay Gallery image.

## IV. Creating Listings

### 1. Selecting Your Marketplace and Item Category

Before you list an item in Sales Manager, we recommend that you first set your Global Preferences in the My Account section. This will cut down the time it takes you to create listings by pre-filling many of the listing details that remain relatively constant. To learn how to do this, please see 'Setting up Your Global Preferences' in this guide.

To list an item in Sales Manager, follow these steps:

- Click the Sales Manager tab in the left navigation bar.
- Click on the icon of the auction site you want to list your item.

Note you can list your items on eBay US, eBay Motors, Yahoo!, Amazon, and your Vendio Store. Once you click on an icon, the Choose Category page will have two tabs:

#### Apply Profile Tab

Under the Apply Profile tab, you can apply an Inventory Profile to pre-fill listing details such as the title, description, images, price, and more. To learn how to do this, please see the section on 'Creating Inventory Profiles' in this guide. If you do not want to apply an Inventory Profile, select New Listing instead.

#### Auction Site Tab

Under the Auction Site tab, select the appropriate category for your listing. Selecting the appropriate category will ensure the greatest visibility of your item in eBay searches. You can choose a recently used category from the first dropdown menu to save time or select a new category from the second dropdown menu.

Once you select a top-level category, sub categories will pre-fill themselves in the empty box below it. Keep narrowing the focus of your category by clicking on the appropriate sub categories until a category number appears in the small box next to the right of the Top Category dropdown menu. This signifies that you have successfully chosen a category for your item. Click the 'Continue' button to proceed to the next step.

Note: If you are listing to eBay, you can give your item even greater visibility by listing it in a second category. To do this, copy and paste your first category number into the second category box, then follow the same process outlined above to select your other category. Note that listing your item in two categories doubles your eBay insertion and special features fees.

### 2. Entering Item Basics

#### Title, Listing Format, and Pricing

Enter your title, and select the listing type (Auction, Fixed Price, or eBay Stores). Depending on your selection, some fields on the Create Listing page may grey out. This means they do not apply to the listing you are creating.

Enter the Quantity, Starting Bid, Reserve Price, and a Buy It Now values. Note that each venue names the buy it now price differently - eBay names it 'Buy It Now', Amazon names it 'Take-it Price', and Yahoo! names it 'Instant Buy'.

### **Item Description**

Enter your item's description. To use the HTML Editor, select the 'use HTML Editor' checkbox. This allows you to enhance your description using different colored fonts, styles, and sizes, as well as features like bold, underlining, indenting, paragraph alignment, and more. When you are finished writing your description, click the 'ABC' icon in the right hand corner of the HTML editor to check your description for spelling errors.

Note: If you are pasting an item description with HTML, make sure the 'use HTML Editor' checkbox is **not** selected. This will ensure your HTML is formatted correctly.

### **Attach Images**

If you have not yet uploaded images to Vendio, click the 'Upload Images' button and upload them to your Image Hosting account. Once you are finished uploading images, you will return to the Create Listing page where you can then attach them following these steps:

By default, your Standard images appear in the Images Window, but you can select the ZoomStream radio button if you would like to add a ZoomStream image(s) to your listing. Use the 'Folder' dropdown menu to select the folder where your image(s) are located (For Standard images only). You can use Quick Find to search within a page for an image, or you can click the Search tab and search all of your folders for an image.

Once you have found the image you want to attach to your listing, click on the image name to display a preview of the image in the Preview Images pane. To attach the image displayed in the Preview Images pane, click the 'Attach' button. Your attached image will now appear in the Attached Images pane. You can detach the image by clicking the red 'X' icon, which appears below the image. Follow this process until you have attached all of the images you want in your listing.

After attaching all the images to your listing, you can optionally select your eBay Gallery image by clicking the 'eBay Gallery Image' button. Note that the eBay Gallery image is the small image displayed to the left of your listing title in eBay search results and costs you an added fee.

## **3. Entering Site Specifics**

The Site Specifics section is where you add Vendio features to your items, as well as the features that each venue (eBay, Yahoo!, and Amazon) offers at an added cost. Because many of the site specifics you can enter in this section remain relatively constant, you can enter them once in your Site Specific Preferences to avoid entering them repetitively for



new listings. To learn about setting up your eBay Site Specific Preferences, please see the 'Setting eBay Site Specifics Preferences' section of this guide.

### **Duration, Counter Type, and Template Style**

Select the duration of your auction using the Duration dropdown menu. If you are listing an eBay Store item, select the duration using the eBay Stores Duration dropdown menu.

Select the counter you want to add to your listing. Note that the counter appears at the bottom of your listing to display how many hits your item has received. If you want to change the style of your Counter or make it invisible, click the 'Change' button and make your selection. Click the 'Continue' button when you are finished to return to the Create Listing page.

Select the template you want to use for your listing by clicking on one of the saved templates in the Saved Templates box. If you have not yet created a custom template, please see 'Setting Vendio Custom Templates' in this guide to learn how. Once a template is selected on the Create Listing page, a partial preview of it appears in the Template Preview window. To see a full preview of your template, click the 'Full Preview' button. Note that the Full Preview feature is **not** the preview of your listing as it will appear on the marketplace. Instead, it is a simple preview of your template only.

### **Main and eBay Stores Categories**

The Category section displays the category you set for your item initially. If you want to change the category, click the 'Edit Category' button and select a new category. If you have an eBay Store, you can make your item appear in a specific eBay Store category by choosing the category from the dropdown menu.

### **Features**

The Features section lists the extra features offered by eBay. The right hand column displays pricing for each feature for Auction and eBay Store formats – charged by eBay.

### **Payment Instructions & Return Policy**

If you are using Vendio Checkout, you can keep the default text that appears in the box, or enter other instructions if you are using another method of receiving payment. If you do not want to display payment instructions on your listing, unselect the checkbox.

### **Payment Types You Accepted**

Specify the payment types you accept from buyers, which will be visible in your listings and in the Vendio Checkout flow once your items are purchased.

### **PayPal Buyer Financing Options**

The PayPal Buyer Financing option gives buyers who use PayPal Buyer Credit the ability to make low monthly payments on their PayPal purchases. Note that when buyers purchase items using this option, you still get paid in full by PayPal.

**Auto Relist**

If your listing closes without a winning bidder, you can relist it automatically if this selection is made. Check the 'Enable Auto Relist' checkbox and specify the number of times you want to relist your item if it does not sell successfully.

**Best Offers**

If you would like to enable Best Offers for closed items, select the 'Enable Best Offers' checkbox. Note that 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.

Choose how you would like to accept Best Offers. You can automatically accept Best Offers above a dollar amount, and automatically decline Best Offers below a dollar amount. When Best Offers are automatically accepted, Vendio treats the transaction the same way as a normal sale, and the buyer is directed through your Checkout to complete the sale.

**Note:** For any Best Offers made outside the range you specify, you must accept or decline them manually. For example, say you automatically accept Best Offers above \$5.00, and automatically decline Best Offers below \$3.50. If a buyer offers you \$4.00 (outside your range), you will need to accept or decline the Best Offer manually as explained in the 'Accepting Best Offers in Bulk' section of this guide.

**Ship-From Location**

Specify the location where your items are shipped from. This information is visible in your listings and Checkout.

**Ship-To Locations**

Specify the locations where you are willing to ship your item. This information is visible in your listings and Checkout.

## 4. Entering Shipping & Handling Details

The Shipping & Handling section is where you specify shipping and handling for your items, shipping insurance, sales tax, and calculated shipping options. Because many of the details you enter in this section remain relatively constant, you can enter them once in your Global preferences to avoid entering them repetitively for new listings. To learn how to do this, please see the 'Setting Your Global Preferences' section in this guide.

**Shipping Carriers**

Select the domestic shipping carrier options you would like to offer your buyers. If you ship internationally, select the 'Offer international shipping' checkbox to display the international fields. The options you specify here, both domestic and international, will be visible in your listings and Checkout. Note that each shipping carrier selection has a

fixed or calculated option. Read the information below to learn what each one means so you can properly set up your shipping options.

**Shipping Carriers**

US Shipping		Cost	Cost when combined <sup>(?)</sup>
<input checked="" type="checkbox"/>	UPS Ground (fixed)	\$ 5.00	\$ 5
<input checked="" type="checkbox"/>	UPS 3 Day Select® (calculated)	\$(calc)	\$(calc)
<input type="checkbox"/>	UPS 2nd Day Air® (calculated)	\$(calc)	\$(calc)
<input type="checkbox"/>	UPS Next Day Air® (calculated)	\$(calc)	\$(calc)
<input type="checkbox"/>	- select US carrier -	\$	\$
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
International Shipping		Cost	Cost when combined <sup>(?)</sup>
<input type="checkbox"/>	UPS Worldwide Expedited (calculated)	\$(calc)	\$(calc)
<input type="checkbox"/>	UPS Worldwide Express Plus (calculated)	\$(calc)	\$(calc)
<input type="checkbox"/>	- select international carrier -	\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input checked="" type="checkbox"/> Offer international shipping			

**When choosing a fixed shipping carrier option:**

When choosing a shipping carrier with a fixed option, you must enter the amount you want to charge using that option. In the illustration above, the first shipping carrier field is set to UPS Ground (fixed). Our listing will illustrate a \$5.00 shipping charge for UPS Ground shipping, and if the customer completes our Checkout process, they will pay \$5.00 if they choose UPS Ground. Note there is an optional ‘cost when combined’ amount you can enter in the field to the right of the shipping cost. The amount you enter here will be the amount a customer pays if they purchase more than one item from you.

**When choosing a calculated shipping carrier option:**

When choosing a shipping carrier with a calculated option, you don’t have to enter a shipping cost or cost when combined amount because they are calculated automatically based on the carriers’ rates. Simply select the calculated shipping carriers you want to offer your customers. A shipping calculator will then appear in your listings and Checkout to help customers calculate the shipping cost based on their location and the item’s weight.

**Shipping Insurance**

If you do not offer shipping insurance, select ‘Not Offered’ from the US and International Insurance dropdown menus. If you do offer shipping insurance, specify if it is optional, recommended, required, or included in shipping and handling for both the US and International Insurance dropdown menus. Optional allows the buyer to select insurance in Checkout if they want it for their item(s). Recommended will ensure that insurance is pre-selected in Checkout, although the buyer can deselect it. Required ensures that the insurance amount is already applied to the item in Checkout. Included in Shipping and

Handling ensures that the insurance amount is part of the shipping and handling amount in Checkout.

### **Sales Tax**

If you do not charge sales tax, select 'No Sales Tax' from the Sales Tax dropdown menu. If you do charge sales tax, select 'Custom' from the dropdown menu.

The next step is to choose the state in which you charge tax from the State dropdown menu. Enter the rate in the appropriate field, and use the selection boxes to specify if tax is also calculated off shipping and handling, shipping insurance, or both. You can add additional states by clicking the 'Add another state or province' link or show all states by clicking the 'Show all states and provinces' link.

Follow this process until you have entered the tax rates for the remaining states in which you collect tax. Once your selections are made, anyone who purchases your item using Vendio or eBay Checkout will be charged tax if they live in one of the states you have specified tax for.

### **Calculated Shipping Options**

If you do not offer calculated shipping, you can ignore this section. If you do offer calculated shipping, enter the Zip Code you ship from. Optionally, you can offer a fixed or percentage of shipping cost markup to account for handling. This amount is automatically added to the total shipping amount in your shipping calculator and is not visible to the buyer as a separate charge.

The next step is to determine how you will calculate the shipping on combined orders. You can calculate shipping on the total weight of both items (assuming they are shipped in one package), or calculate shipping on the total weight of each individual item (assuming they are shipped in separate packages). If you have entered a fixed or percentage of shipping cost markup to account for handling, you can calculate the combined markup as the highest markup of all the items in the order or as a sum of the markup of all items.

\*Important note for eBay listings: Because of an eBay restriction, you cannot use calculated insurance rates if you use flat shipping rates and specify eBay shipping and payment details. If you want to use calculated insurance rates, please make sure you use calculated shipping, or choose "I am not specifying shipping and payment details" in your eBay Site Specific Preferences. To access your eBay Site Specifics, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the eBay link under the Site Specifics heading.

## **5. Specifying Checkout and Post-Sale Management Details**

### **Vendio Checkout**

If you want to include the Vendio Checkout button and your preferred checkout instructions in your listing, select the appropriate checkbox.

### **Winning Bidder Notification**

If you want to send a Winning Bidder Notification (WBN) to your customer automatically once your item closes, select the appropriate checkbox.

### **Increase Sales! Try Vendio Promotional Options**

Select the contact list you would like to organize your winning bidder. When the listing closes, your customer will be organized into the appropriate contact list, giving you the opportunity to send messages to them on the Customers page at a later time. If you have not yet created contact lists, please see 'Creating Contact Lists' in this guide to learn how.

## **6. Promoting Additional Items at Checkout**

If you have a Vendio Store, you can cross promote complimentary items from your store when buyers purchase an item and use Vendio Checkout. For example, if you are listing a printer, you can offer toner, paper, and extra ink cartridges from your Vendio Store while the buyer is checking out through Vendio Checkout. These items are seamlessly inline with the Checkout flow to make them both visible and easy to add to the shopping cart.

To choose the items to cross promote from your Vendio Store, follow these steps:

- Click the 'Choose Items' button.
- Find your item by browsing your store categories or inventory folders.
- Once you have found an item, click the '+' icon to the left of the item's title.
- Enter the discount as a dollar or percentage amount, if any.
- Follow this process until you have added all of your promotional items (up to four).
- Click the 'Ok' button.

## **7. Adding Items to Inventory**

If you have an inventory (more than one) of the item you are listing, you can add the item to your Vendio Store inventory so you don't have to create the item again. To do this, simply select the 'Save this item in my inventory' checkbox.

You can also list the item in your Vendio Store. Just select the next checkbox next to this option, and specify how many items you have in your inventory and the fixed price you want to set (which will be visible to buyers in your store). You can also create a new category for the item, or add the item to one of your existing categories.

## 8. Previewing, Scheduling, and Launching Listings

There are a series of buttons at the bottom of the Create Listing page which perform different functions as described below:

### **Quick Preview**

View how your item will look when launched. Note that this preview does not display errors.

### **eBay Preview** (Amazon and Yahoo! Preview for those listings)

View how your item will look when launched. This preview mode displays error messages to alert you of the changes you need to make to your listing before you can launch the item successfully.

### **Save**

Save your listing and move it to the Pending section of the Control Panel, where it will remain until you finish editing it or launch it.

### **Return**

Go back to the Control Panel without saving your listing.

### **Launch Now**

Launch your listing immediately.

### **Add Recurring**

This function allows you to schedule one or more listings of the same item at predetermined intervals. For example, if you wanted to launch five listings of the same item but want to separate your launches by 30-minute intervals, this function will allow you to do this.

### **Schedule**

This button schedules your item to launch on the date and time you specify in the open fields to the right of the button. You can type the date and time in the fields, or use the dropdown menus. If the date is more than a month out into the future, click the calendar icon to the right of the date and time fields to select a date and time up to ten years in advance.

## V. Accepting Best Offers in Bulk before Your Listings Close

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.

---

#### Best Offers

If you are selling Fixed Price listings in certain eBay categories you can opt for accepting alternative offers (Best Offers) from buyers. Check 'Enable Best Offers' below to enable this feature by default when creating listings. If Best Offers are enabled, you can opt also for automatic responding to Best Offers for the new listings (notice that the options below will only enable this feature by default in the new listings, but will **NOT** override the settings specified per listing).

Enable Best Offers when possible in the listing category.

#### Automatic Responding to Best Offers

Accept if Best Offer is greater than or equal to the

Ignore acceptable offers if a better offer occurs within  hour(s)

Consider as better offers the ones with:

- Better price per item;
  - Larger quantity sold;
  - Greater total sale price (price per item \* quantity sold)
- 

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. When you specify a per item rule for SMME items, your global rule is always overwritten. The per item Best Offer rules are located on the Create Listing page.

#### SMME per item rule

**Best Offers**

Enable Best Offers when possible in this listing's category.

Automatically **accept** Best Offers greater than \$

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. Any items eligible for Best Offers appear on this page.

Send this message to buyers whose offers you **accept**:

Send this message to buyers whose offers you **decline**:

**Items eligible for Best Offers** - Showing 1 to 1 of 1 items

Item Title	eBay ID	Fixed Price	Item Quantity	Offers Received	Declined	Offers Ending Soonest	Listing Time Left															
▼ adi - test item	4506439707	\$2.00	1	2	-	1d 14h	2d 14h															
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Best Offer</th> <th>eBay User Id</th> <th>Quantity Req.</th> <th>Offer Time Left</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td> \$1.50</td> <td>vendiotest01</td> <td>1</td> <td>1d 14h</td> <td>-</td> </tr> <tr> <td> \$1.51</td> <td>vendiotest02</td> <td>1</td> <td>1d 14h</td> <td>-</td> </tr> </tbody> </table>								Best Offer	eBay User Id	Quantity Req.	Offer Time Left	Status	\$1.50	vendiotest01	1	1d 14h	-	\$1.51	vendiotest02	1	1d 14h	-
Best Offer	eBay User Id	Quantity Req.	Offer Time Left	Status																		
\$1.50	vendiotest01	1	1d 14h	-																		
\$1.51	vendiotest02	1	1d 14h	-																		

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.

## VI. Sending Second Chance Offers after Listings Close

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.

### 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:  day(s)

Only show  with bids greater than   percent

Only show bidders with feedback greater than

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, 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.

## VII. Using Post Sale to Close Sales

Vendio Post Sale helps you fulfill all sales, including eBay sales, eBay Best Offers, eBay Second Chance Offers, and Amazon, Yahoo, and Vendio Stores sales. Vendio Post Sales automates many of the steps in the post sale process that would otherwise take you hours to manage individually. You can use Vendio Post Sale for any item you listed which appears under the Closed Listings section of your Control Panel. To get to this view, simply click on 'All Closed' in the left navigation bar of Sales Manager.

Under the Closed Listings tab, you can view each items' ID and title, item ending date, what site the item is for, buyer email, final price, bids and hits and post sale keys. The post sale keys represent the nine steps of the post-sale process. As you complete a step in the post-sale process, the associated post sale key automatically turns blue indicating that particular step is complete.

The nine post-sale keys represent the following steps:

1. Send winning bidder notification
2. Customer completed checkout
3. Payment has been received by customer
4. Postage and address labels have been printed
5. Item has been shipped
6. A shipment notification has been sent to the customer
7. Feedback has been sent
8. Item has been received by the customer
9. Feedback has been received by the customer

### **Important Note before using Vendio Post Sale**

If you use PayPal as a payment method to your customers, please set up PayPal Instant Payment Notifications, which will automate some of the post-sale steps for you. To do this, go to your Post-Sale Acceleration Preferences and follow the instructions on the page. To do this:

- Click on the My Account link at the top of the page.
- Click on the Post Sale Acceleration link.

### **1. Closing Sales for Individual Items**

After an item has sold, it will appear under the Closed Listings section of your Control Panel. From here, you can complete each step of the post-sale process by accessing the item's Fulfillment Checklist:

- In the left navigation bar, select Post Sale > Summary.
- Find a sold item and click on the row of numbers (post-sale keys) to the right of it.

After you enter the Fulfillment Checklist, notice there are nine steps, each of which are not necessary to complete. You should decide, however, which steps are critical to you

so you can focus on the ones that need your attention. Each of the steps are outlined thoroughly below:

1. **Winning Bidder Notification (WBN)**

This step is checked automatically once an item is won and Vendio sends an email on your behalf to the winning bidder, provided you have elected to send the WBN automatically in your Global Preferences. If you did not choose this option, you can send the WBN manually by clicking the 'Send WBN' link. Note that the WBN includes a link to Vendio Checkout so your buyer knows to complete your check out process.
2. **Checkout completed**

This step is checked automatically once your buyer has completed the Vendio or eBay Checkout process. You can view the customer's information if you click the 'view checkout' link. If your customer has not completed the checkout process, you can check this step manually. Just click the 'edit' link, enter the customer's shipping and payment information, and click 'Save'.
3. **Payment Received**

This step is checked automatically once your buyer has paid you via PayPal. Note that this step is only automatic if you set your PayPal Instant Payment Notifications properly in your Post-Sale Acceleration Preferences. For all other payment methods, this step must be completed manually. Just click the checkbox to the right of this field to indicate your payment has been received, or click the 'send payment rec'd notice' link if you want to send a payment reminder.
4. **Postage/Address Printed**

This step is checked manually once you print a packaging slip/invoice. Just click the 'print packaging slip' link, review the information for correctness, and click the 'Print Now' button. If you want to print postage for your item using Stamps.com or Endicia, click the 'print postage' link. Verify the pre-filled postage options (such as the shipping carrier), and click the 'Print Postage' button. If you have not yet enabled printing postage from Vendio, follow these simple steps:

  - Create your account either with Stamps.com or with Endicia.
  - Download and install the postage software offered by the provider.
  - Click on the My Account link at the top of the page.
  - Click on the Postage Options link, and select either of the two checkboxes labeled 'Use Stamps.com to print postage' or 'Use Endicia to print postage'.
  - If you chose Stamps.com, you must also specify the name of the printer you are using to print postage.
  - Click Save.

### 5. Item Shipped

This step is checked manually once you have shipped the item. Note that you can also add a tracking number to track the status of your shipment. By entering the tracking number, Vendio will automatically check Step #8 (Shipment Arrived) once the shipment has arrived.

### 6. Shipment Status sent to buyer

This step is checked manually once you have sent a Shipment Notification to your buyer. Just click the 'send shipment notification' link to perform this action.

### 7. Feedback Sent

This step is checked automatically once you leave feedback for your buyer through Vendio. Note that automatic feedback is only activated once you set it up in your Feedback Management Preferences. To do this, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Feedback Management link.

If you want to leave feedback manually, just select one of the preset messages (or enter your own), and click the 'Submit' button.

### 8. Shipment Arrived

This step is checked automatically if you entered a tracking number for your shipment in Step #5. If you did not enter a tracking number, you will need to check this step manually when you know the shipment has arrived to your buyer. Just click the checkbox to the right of this field to perform this function.

### 9. Feedback Received

This step is checked automatically once your buyer leaves feedback for you. You can send a feedback reminder message to your buyer at this step to remind them if necessary. Just click the 'send feedback reminder' link to perform this function.

## 2. Closing Sales for Multiple Items

If you have more than one closed item under the Closed Listings section of your Control Panel, you can use the post-sale links in the left navigation bar to complete each post-sale step in bulk. As you complete each of the post-sale steps, they are reflected in each item's Fulfillment Checklist just as if you were completing each step one by one.

Notice that each step in the post sale process are not necessary to complete. You should decide, however, which steps are critical to you so you can focus on the ones that need your attention. Each of the steps are outlined thoroughly below.

### **WBN to Send**

In the left navigation bar, click on WBN to Send. All of your closed items that still need Winning Bidder Notifications sent (i.e. step 1 is not checked) will appear on this page.



Click the 'Edit WBN' action button to customize your Winning Bidder Notification and to edit the tax, shipping, and payment options that will be presented during Vendio Checkout.



Select the checkboxes of the items you want to send a WBN, and click the 'Send WBN' action button, which will send your winning bidder your customized message and a link to your Checkout.

Once the Winning Bidder Notifications have been sent, the number 1 in each items' Fulfillment Checklist will turn blue to mark the status of WBN sent as complete.

### Awaiting Checkout

In the left navigation bar, click on Awaiting Checkout. All of your closed items awaiting Checkout (i.e. step 2 is not checked) will appear on this page, including the closed items that you have sent WBNs. After your winning bidders complete Checkout, the items will move out of this page to the Awaiting Payment page and the Items to Ship page.



If you would like to send your winning bidders a reminder WBN, select the checkboxes of the items you want to send a WBN reminder, and click the 'Send WBN Reminder' action button.

Once your winning bidders have completed Checkout, the number 2 in each items' Fulfillment Checklist will turn blue to mark the status of Checkout as complete.

### Awaiting Payment

In the left navigation bar, click on Awaiting Payment. All of your closed items awaiting payment will appear on this page. If your item has been paid for using PayPal, your item will be moved to the 'Items to Ship' page automatically. If your item has been paid for by check, for example, you will have to record the payment manually.



If you would like to mark your items as paid, select the checkboxes of the items you want to mark as paid, and click the 'Mark as Paid' action button.



If you would like to remind your winning bidders to pay for the item they have won, select the checkboxes of the items you want to send a reminder, and click the 'Send Payment Reminder' action button.

Once your items have been marked as paid (either automatically via electronic payment or manually by you), the number 3 in each items' Fulfillment Checklist will turn blue to mark the status of payment received as complete.

### A note about unpaid items

In the event that your buyer does not pay you after a reasonable amount of time, you can file an Unpaid Item Dispute with eBay in this section.



To do this, select the checkbox of the item(s), and click the 'Unpaid Item Dispute' action button. Enter the reason for your dispute on the following page and submit it to eBay. To monitor the status of the dispute, you will have to log into your eBay account, as this is not tracked in Vendio at this time.

### Items to Ship

In the left navigation bar, click on Items to Ship. All of your closed items that have been paid for (i.e. step 3 is checked, but step 4 and 5 are not) will appear on this page. You can conveniently print an invoice and packaging slip for each item based on the buyers' selections during Checkout.



If you would like to print out an invoice and packaging slip for each item, select the checkboxes of the items you want to print invoices and packaging slips for, and click the 'Print Invoice/Packaging Slip' action button. On the following page, choose the correct print mode by selecting the items you want to print (Shipping Label / Invoice Combo, Shipping Label Only, or Invoice Only). When you are ready to print your shipping label and or invoice, click the 'Print Now' button. Make sure that accurate shipping cost information has been updated in each item's fulfillment checklist before invoices are printed.

Once you have printed out an invoice and packaging slip for each item, the number 4 in each items' Fulfillment Checklist will turn blue to mark the status of postage/address labels printed as complete.



After you have shipped each item, select the checkboxes of the items you have shipped and click the 'Mark as Shipped' action button.

Once you click the 'Marked as Shipped' action button for your selected items, the number 5 in each items' Fulfillment Checklist will turn blue to mark the status of item shipped as complete.

Note that you can enter tracking numbers for each shipped item on the Mark as Shipped confirmation page, which appears after you click this button.



After you have shipped each item, select the checkboxes of the items you want to send a shipment notification email, and click the 'Send Shipment Notification' action button.

Once you click the 'Send Shipment Notification' action button, the number 6 in each items' Fulfillment Checklist will turn blue, and a check mark will appear automatically to mark the status of the shipment notifications as sent.

### Expediting the 'Items to Ship' step by exporting shipping details or printing postage

You can streamline your post-sale shipping process by exporting shipping information to USPS Dazzle, UPS Worldship, or FedEx Ship Manager, or by printing postage for USPS shipments using Stamps.com or Endicia. To learn how to do this, follow these steps:



*Exporting shipping information*

Items with steps 1-3 checked off will appear in this section, indicating that these items are ready to ship. A column called Available Formats will display which format your items are in (i.e. what shipping method the buyer has chosen) so you know what you can download. Signups for the software offered by USPS, UPS and FedEx are optional and are done on their websites. We do provide directions on how to import the files to each carrier (these links are visible near the top of the page).

Before clicking the 'Export' button to export your shipping details to your preferred carrier, select the 'Mark Step 5 (Item Shipped) Checked in Post Sale Management' checkbox. This will ensure that number 5 in each item's Fulfillment Checklist automatically turns blue to mark the status of the item shipped as complete.

*Printing postage*

Items with steps 1-3 checked off will appear in this section, indicating that these items are ready to ship.



Select the checkboxes of the items you want to print postage for, and click the 'Print Postage' action button. Verify the pre-filled postage options (such as the shipping carrier), and click the 'Print Postage' button. If you have not yet enabled postage printing from Vendio, follow these steps:

- Create your account either with Stamps.com or with Endicia.
- Download and install the postage printing software for your provider.
- Click on the My Account link at the top of the page.
- Click on the Postage Options link, and select either of the two checkboxes labeled 'Use Stamps.com to print postage' or 'Use Endicia to print postage'.
- If you chose Stamps.com, you must also specify the name of the printer you are using to print postage.
- Click Save.

Once postage is printed for your selected items, the number 5 in each items' Fulfillment Checklist will turn blue to mark the status of item shipped as complete.

**Feedback to Send**

In the left navigation bar, click on Feedback to Send. All of your items marked as paid and needing feedback will appear on this page.



After your items have been paid for, select the checkboxes of the items you want to send feedback for and click the 'Send Feedback' action button.



If you would like to fulfill step 7 of the Fulfillment Checklist for feedback sent, select the checkboxes of the items you sent feedback for and click the 'Mark as Feedback Sent' action button.

Once you click the 'Mark as Feedback Sent' action button, the number 7 in each items' Fulfillment Checklist will turn blue to mark the status of feedback sent as complete.

Note that you can perform this step automatically by enabling automatic feedback. Automatic feedback enables you to send feedback based on your own trigger preferences (i.e. after a winning bidder has paid for your item or left you feedback. Note that automatic feedback is only activated once you set it up in your Feedback Management Preferences. To do this, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Feedback Management link.

### Awaiting Feedback

In the left navigation bar, click on Awaiting Feedback. All of your items marked as shipped will appear on this page.



After your items have been paid for and shipped, select the checkboxes of the items you have not yet received feedback for, and click the 'Send Feedback Reminder' action button.



If you would like to fulfill step 9 of the Fulfillment Checklist for feedback received, select the checkboxes of the items you have received feedback for, and click the 'Feedback Received' action button.

Once you click the 'Feedback Received' action button, the number 8 in each items' Fulfillment Checklist will turn blue to mark the status of feedback received as complete.

### Unsold Items

All of your unsold items appear in this section, where you can either archive them to remove them from the page, or relist them back to the marketplace. Note that by archiving items, you don't delete them. Instead, you store them in a database that you can download later on to view information on past transactions. To learn more about the Sales Archive, please see 'Archiving Items Out of Your Control Panel' in this guide to learn how.



Select the checkboxes of the items you want to archive, and click the 'Archive' action button.

Once you click the 'Archive' action button, the number 9 in each items' Fulfillment Checklist will turn blue, and check marks will appear automatically next to each item to mark the status of archived as complete.



Note that any item that appears on the Unsold Items page can also be relisted. Just select the checkboxes of the items you want to relist, and click the 'Relist' action button.

## VIII. Archiving Items Out of Your Control Panel

The Sales Archive allows you to remove items from the Closed Listings section of the Control Panel once they are closed (i.e. paid for, shipped, feedback left), and no longer need your attention. By archiving items, you don't delete them. Instead, you store them in a database that you can access later on to access information on past transactions. You can also restore items to the Control Panel if you ever archive them by mistake.

### 1. Archiving Items Manually

To move items from the Closed Listings section of your Control Panel, follow these steps:

- Click the Sales Manager tab in the left navigation bar.
- Scroll down to the Closed Listings section.
- Select the items you want to archive and remove from this section.
- Click the 'Archive' button.
- Click the 'Save' button.

### 2. Archiving Items Automatically

To remove items from the Closed Listings section of your Control Panel at regular intervals automatically, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Global Preferences link.
- Scroll down to the bottom of the page to the Archiving Options section.
- Using the dropdown menu, select the number of weeks for Vendio to wait until it moves your items from the Closed Listings section of the Control Panel to your Sales Archive.
- Click the 'Save' button.

### 3. Restore Items Back to the Control Panel

To bring items back to the Closed Listings section of your Control Panel, use the restore function. This feature is useful if you have archived an item(s) by mistake and need to restore them back to the Control Panel. For example, if you archived an item by mistake but did not yet ship the item to your customer, you can easily restore the item back to the Control Panel. Note that this option is only available for items that have been archived for two weeks or less. To restore an item(s), follow these steps:

- In the left navigation bar of Sales Manager, select Sales Archive > Restore Items.
- Select the checkbox(s) of the items you would like to restore.
- Click the 'Restore' button.

Important note about restoring items

If your item(s) do not appear in the Closed Listings section of your Control Panel after you attempt to restore them, it means that your item(s) are older than your auto-archiving

setting. You will need to go into your Global Preferences and increase your auto-archiving setting (i.e. the number of weeks) to be greater than the time your item(s) were in the Closed Listings section of your Control Panel. To do this, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Global Preferences link.
- Scroll down to the bottom of the page to the Archiving Options section.
- Using the dropdown menu, increase the number of weeks to the maximum allowed (12).
- Click the 'Save' button.
- Repeat the steps to restore your item(s) as described above.
- Click on the My Account link at the top of the page.
- Click on the Global Preferences link.
- Scroll down to the bottom of the page to the Archiving Options section.
- Using the dropdown menu, change the number of weeks back to the original number.
- Click the 'Save' button.

Your item(s) should now appear in under the Closed Listings section of your Control Panel.

## IX. Managing Your Inventory

Sales Manager Merchandising Edition provides an inventory system to help you keep track of your items and quantity available, as well as reuse items for repeated launches. As you create items, you can organize them into folders so they are easier to find and launch later on. The inventory function is helpful if you have multiple quantities of the same items and want to launch them repeatedly until you have sold out of your available quantity.

### The Inventory Page

Once you enter an inventory folder, you will notice a series of action buttons that appear above the items in your folder. Please get familiar with these buttons by reviewing their descriptions below:

**Launch**

Launch an inventory item to the venue of your choice.

**Recur**

Set up recurring listings for any inventory item, which means you launch multiple listings of the same item and spread out the listings so they don't all end at the same time.

**New**

Create a new listing from scratch.

**Move**

Move an item into a different folder.

**Edit**

Edit your selected inventory item. Note you can also edit an inventory item by clicking on the title of the item itself.

**Delete**

Delete an inventory item.

**Refresh**

Refresh your inventory folder to view any updates to quantity status.

**Promote**

Select an item, then set up as many as four Vendio Store items to cross-promote when a customer purchases it using Vendio Checkout.

## 1. Creating Inventory Folders

Inventory folders help you organize your inventory items so they are easier to find, edit, or launch after you create them. To create an inventory folder, please follow these steps:

- In the left navigation bar of Sales Manager, click on 'Inventory'.
- Click on the 'Edit your Inventory Folders' link at the top of the page.
- Click the 'New' action button.
- Enter a name for your folder and click 'Create'.

Note that you can also delete and rename folders on this page using the appropriate action buttons at the top of the page. If you delete a folder, you will also delete the items in that folder as well.

## 2. Creating Inventory Items

There are two ways to create a new inventory item. The most convenient way is to create an inventory item while you are creating a listing on the Create Listing page:

- On the Create Listing page, scroll down to the 'Inventory and Store' section.
- Select the 'Save this item in my inventory' checkbox.
- Finish your listing.

You can also create an inventory item from scratch:

- In the left navigation bar of Sales Manager, select Inventory > All Folders.
- Click the 'New' action button.

Note that this page is divided into three tabs; one for basic information, one for Vendio Store information, and one for Auction information. Each of these sections and what they mean are outlined in detail below:

### Basic Information

Select the folder you want to organize your new item, or create a new folder by entering its name in the appropriate field. You can also enter the item's SKU number and the UPC or ISBN numbers if applicable. Enter the item's title and specify the quantity available in your inventory. Optionally, enter the item's cost if you want to keep track of it.

### Item Description

To use the HTML Editor, select the 'use HTML Editor' checkbox. This allows you to enhance your description using different colored fonts, styles, and sizes, as well as features like bold, underlining, indenting, paragraph alignment, and more. When you are finished writing your description, click the 'ABC' icon in the right hand corner of the HTML editor to check your description for spelling errors.

Note: If you are pasting an item description with HTML, make sure the 'use HTML Editor' checkbox is **not** selected. This will ensure your HTML is formatted correctly.

### **Attach Images**

If you have not yet uploaded images to Vendio, click the 'Upload Images' button. Once you are finished uploading images, you will return to the Create Listing page where you can then attach them following these steps:

By default, your Standard images appear in the Images Window, but you can select the ZoomStream radio button if you would like to add a ZoomStream image(s) to your listing. Use the 'Folder' dropdown menu to select the folder where your image(s) are located (For Standard images only). You can use Quick Find to search within a page for an image, or you can click the Search tab and search all of your folders for an image.

Once you have found the image you want to attach to your listing, click on the image name to display a preview of the image in the Preview Images pane. To attach the image displayed in the Preview Images pane, click the 'Attach' button. Your attached image will now appear in the Attached Images pane. You can detach the image by clicking the red 'X' icon, which appears below the image. Follow this process until you have attached all of the images you want in your listing.

After attaching all the images to your listing, you can optionally select your eBay Gallery image by clicking the 'eBay Gallery Image' button. Note that the eBay Gallery image is the small image displayed to the left of your listing title in eBay search results.

### **Shipping and Handling**

The Shipping & Handling section is where you specify shipping and handling for your items, shipping insurance, sales tax, and calculated shipping options. Because many of the details you enter in this section remain the same for the majority of your listings, you can enter them once in your Global preferences to avoid entering them repetitively for new listings. See 'Setting up Your Global Preferences' in this guide to learn how.

### **Shipping Carriers**

Select the domestic shipping carrier options you would like to offer your buyer. If you ship internationally, select the 'Offer international shipping' checkbox to display the international fields. The options you specify here, both domestic and international, will be visible in your listings and Checkout. Note that each shipping carrier selection has a fixed or calculated option. Read the information below to learn what each one means so you can set up your shipping options.

Use the available fields to select the domestic shipping carriers you use to ship items to your customers. If you ship internationally, select the 'Offer international shipping' checkbox to display the international fields. Note that you cannot put international shipping options in the domestic shipping area or your international customers will not be able to check out properly.



Shipping Carriers

US Shipping		Cost	Cost when combined <span>?</span>
<input checked="" type="checkbox"/>	UPS Ground (fixed)	\$ 5.00	\$ 5
<input checked="" type="checkbox"/>	UPS 3 Day Select® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS 2nd Day Air® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS Next Day Air® (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	- select US carrier -	\$	\$
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
<input type="checkbox"/>		\$ 0.00	\$ 0
International Shipping		Cost	Cost when combined <span>?</span>
<input type="checkbox"/>	UPS Worldwide Expedited (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	UPS Worldwide Express Plus (calculated)	\$ (calc)	\$ (calc)
<input type="checkbox"/>	- select international carrier -	\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input type="checkbox"/>		\$	\$ 0
<input checked="" type="checkbox"/> Offer international shipping			

The options like shown in the illustration above, both domestic and international, will be visible in your listings and Checkout. Note that each shipping carrier selection has a fixed or calculated option. Read the information below to learn what each one means so you can set up your shipping options.

**When choosing a fixed shipping carrier option:**

When choosing a shipping carrier with a fixed option, you must enter the amount you want to charge using that option. In the illustration above, the first shipping carrier field is set to UPS Ground (fixed). Our listing will illustrate a \$5.00 shipping charge for UPS Ground shipping, and if the customer completes our Checkout process, they will pay \$5.00 if they choose UPS Ground. Note there is an optional ‘cost when combined’ amount you can enter in the field to the right of the shipping cost. The amount you enter here will be the amount a customer pays for shipping for additional items if they purchase more than one item from you and the item is combined into an order.

**When choosing a calculated shipping carrier option:**

When choosing a shipping carrier with a calculated option, you don’t have to enter a shipping cost or cost when combined amount because they are calculated automatically based on the carriers’ rates. Simply select the calculated shipping carriers you want to offer your customers. When you create listings you will enter the item’s weight. A shipping calculator will then appear in your listings and Checkout to help customers calculate the shipping cost based on their location and the item’s weight (you must make sure the option to “Include a Shipping Calculator in listing whenever calculated shipping options are displayed” is checked off).

### **Shipping Insurance**

If you do not offer shipping insurance, select 'Not Offered' from the US and International Insurance dropdown menus. If you do offer shipping insurance, specify if it is optional, recommended, required, or included in shipping and handling for both the US and International Insurance dropdown menus. Optional allows the buyer to select insurance in Checkout if they want it for their item(s). Recommended will ensure that insurance is pre-selected in Checkout, although the buyer can deselect it. Required ensures that the insurance amount is already applied to the item in Checkout. Included in Shipping and Handling ensures that the insurance amount is part of the shipping and handling amount in Checkout.

### **Sales Tax**

If you do not charge sales tax, select 'No Sales Tax' from the Sales Tax dropdown menu. If you do charge sales tax, select 'Custom' from the dropdown menu.

The next step is to choose the state in which you charge tax from the State dropdown menu. Enter the rate in the appropriate field, and use the selection boxes to specify if tax is also calculated off shipping and handling, shipping insurance, or both. You can add additional states by clicking the 'Add another state or province' link or show all states by clicking the 'Show all states and provinces' link.

Follow this process until you have entered the tax rates for the remaining states in which you collect tax. Once your selections are made, anyone who purchases your item using Vendio or eBay Checkout will be charged tax if they live in one of the states you charge tax in.

### **Calculated Shipping Options**

If you do not offer calculated shipping, you can ignore this section. Your calculated shipping options are pre-populated from your Global preferences. If you need to make a change to your calculated shipping options for an individual item, you can do so on the Create Listing page. If you have not set your calculated shipping options in your Global preferences, you will first need to enter the Zip Code you ship from. Optionally, you can offer a fixed or percentage of shipping cost markup to account for handling. This amount is automatically added to the total shipping amount in your shipping calculator and is not visible to the buyer as a separate charge.

The next step is to determine how you will calculate the shipping on combined orders. You can calculate shipping on the total weight of both items (assuming they are shipped in one package), or calculate shipping on the total weight of each individual item (assuming they are shipped in separate packages). If you have entered a fixed or percentage of shipping cost markup to account for handling, you can calculate the combined markup as the highest markup of all the items in the order or as a sum of the markup of all items.

### **Vendio Store Information**

If you have a Vendio Store, you can use this section to list your item as described below:

- Enter the quantity you want to make available in your store. Note that you must have quantity available to add an item to your Vendio Store.
- Enter the price for the item to be displayed in your store.
- Choose the category that your item will appear in your store.
- Choose your cross promotional options as described below:

The “Promote More Items” option allows you to cross promote complimentary items from your store when buyers purchase an item and use Vendio Checkout. For example, if you are listing a printer, you can offer toner, paper, and extra ink cartridges from your Vendio Store while the buyer is checking out through Vendio Checkout. These items are seamlessly inline with the Checkout flow to make them both visible and easy to add to the shopping cart.

To choose the items to cross promote from your Vendio Store, follow these steps:

- Click the ‘Choose Items’ button.
- Find your item by browsing your store categories or inventory folders.
- Once you have found an item, click the ‘+’ icon to the left of the item’s title.
- Enter the discount as a dollar or percentage amount, if any.
- Follow this process until you have added all of your promotional items (up to four).
- Click the ‘Ok’ button.

### **Auction Information**

If you ever plan to list your item in an auction type format, this section will help you set up your site specifics for each auction venue as described below:

- Enter the Starting Bid price, Reserve Price, and an Instant Buy price. Note that Instant Buy is another name used for eBay Fixed Price and eBay Store items.
- Enter the site specifics for all the sites in which you plan to list your item (i.e. eBay, Amazon, and Yahoo). To do this, click on the ‘setup’ link under the Site Specifics heading.
- When you are finished, click the ‘Add Item’ button.

Note that once you click the ‘Add Item’ button, this will not launch your item to auction. If you have assigned your item to a Vendio Store category, however, it will appear in your Vendio Store immediately.

## **3. Creating Profile Items**

An inventory profile is a template you can create to save time creating listings. Profiles store information like titles, prices, descriptions, images, site specifics, and more, so you don’t have to enter them repetitively for each new listing. Note that inventory profiles are different than Global Preferences because they store information that Global Preferences do not (i.e. titles, images, descriptions).

To create a profile item, follow these steps:

- Create your inventory item as normal.
- Check the 'Profile Item' checkbox at the top of the page before clicking the 'Add Item' button. This will highlight your item in yellow on the inventory page to differentiate your profile item from inventory items.

Note that the site specifics for each item need to be setup correctly or the profile will not launch to the appropriate venue.

#### **4. Launch Inventory Items**

Once you create an inventory item, it is stored in your Inventory so you can reuse the item for repeated launches. Before launching an item, you can use the 'Find' feature to locate your item quickly as described below:

- In the left navigation bar of Sales Manager, click on 'Inventory'.
- In the field on the right hand side of the page, search for your item by narrowing your search to a particular folder, or by searching all of your folders.
- Once you have found the item, select its checkbox and click the 'Launch' action icon.
- On the following page, enter the quantity of items you want to list.
- Schedule the date and time you want your items to launch.
- From the 'Choose a site' dropdown, select the site where you want to launch your item.
- Click the 'Launch' button.

## X. Setting up Vendio Custom Templates

Vendio Custom Templates help you enhance the appearance and professionalism of your listings without having to build your own using HTML. You can choose from hundreds of pre-designed templates or customize any of them to match your unique brand. Any template you create and save can be selected on the Create Listing page.

### 1. Creating Custom Templates

To select a pre-designed template or create your own, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Custom Templates link.

The first step is to upload a company logo (if you have one), which can be used in one of six different locations of your template. You can also upload a graphic or other small image to use in one of these six locations. To do this:

- Click a 'Browse' button
- Select the image (500KB or less) from your local directory.
- Click the 'Ok' button.
- Click the 'Upload Logos' button.

The next step is to scroll down the page to your list of Saved Templates and highlight a template in the Saved Templates box. This brings up a preview of the template in the Template Preview window. To enter the Template Workshop and begin editing this template, click the 'Template Workshop' button at the bottom of the page. Note that templates with an asterisk \* are not fully customizable (they will not contain Custom Listing text sections).

Once inside the Template Workshop, you will notice the page divided into two windows:

#### Preview Window

The Preview window is on the right hand side of the page and has clickable buttons for each of the template's customizable elements. Any change you make to your template in the Settings window (described below) is reflected instantly in the Preview window.

#### Settings Window

The Settings window is on the left hand side of the page and allows you to make the changes to any of the template's customizable elements. When you first enter the Template Workshop, the settings window is defaulted to display the Style and Layout settings. Use them to get your baseline template set up (i.e. settle on a basic theme and layout, which determines the overall look of your template and the organization of your description section, images, and standard and custom sections). Once you have done this, you can begin customizing the smaller elements of your template, such as the border and background colors, text style and size, and more. To help assist you with this, please read the description of each of the customizable elements below:

**Edit Overall Properties**

While other buttons help make changes to only one element of your template, this button helps you make changes to many elements of your template at once.

**Edit Frame**

This button helps you decide the color or pattern of your template frame.

**Edit Navigation Links**

This button helps you choose the font, style, and color of your navigation links, as well as the color or pattern behind them.

**Edit Accent Graphics**

This button helps you choose where to place the logos or graphics you uploaded in Template preferences. You can add an accent graphic in up to six locations in your template.

**Edit Description Box**

This button helps you choose the background color of the description section, as well as the layout of your images and standard and custom sections of your listings.

**Edit Listing Title**

This button helps you choose the font, style, and color of your title, as well as the background color or pattern of the listing title box behind your title.

**Edit Description Text**

This button helps you choose the font, style, and color of your description text.

**Edit Standard Heading**

This button helps you choose the font, style, and color of your standard heading, as well as the background color or pattern behind your standard heading.

**Edit Standard Text**

This button helps you choose the font, style, and color of your standard text.

**Edit Custom Info Box**

This button helps you choose the background color of the custom listing text sections of your listing. Note that the custom listing text sections are defined in your Custom Listing Text preferences.

**Edit Custom Info Box Title**

This button helps you choose the font, style, and color of your custom listing text section titles, as well as the background color or pattern behind your titles.

**Edit Custom Heading**

This button helps you choose the font, style, and color of your custom headings, as well as the background color or pattern behind you headings.

### **Edit Custom Text**

This button helps you choose the font, style, and color of your custom listing text.

## **2. Saving Your Custom Template**

Once you are finished creating a template you are happy with, enter a name for it at the bottom of the Template Workshop and click the 'Save' button. This will add your template to your saved list and make it available to select for future listings.

## **3. Adding Custom Templates to Your Listings**

There are two ways to add a Custom Template to your listing:

Specify your template globally

If you only use one or a few templates, you can select it once in your Template preferences so you don't have to select it manually on the Create Listing page each time you create a new listing. Note that you will be able to select another saved template on the Create Listing page and overwrite your global template if you ever want to.

- Click on the My Account link at the top of the page.
- Click on the Template Preferences link.
- Click to highlight your template from the 'Saved Templates' box.
- Select the 'Set as Default' checkbox.
- Click the 'Save' button.

Specify your template for an individual listing

- Make sure you are on the Create Listing page.
- Scroll down to the 'Duration, Counter Type, and Template Style' section.
- Click to highlight you template from the 'Saved Templates' box.
- Continue with your listing.

## **XI. Setting up Custom Listing Text for Your Listings**

If you have specific terms and conditions, fine print policy statements, or personal messages that you want to include in all of your listings, you can create and organize custom sections of information that will allow you to communicate more effectively to buyers.

### **1. Adding Custom Listing Text**

To add custom listing text to your listings, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Custom Listing Text link.

If you only have a brief policy statement to make, we recommend entering it in the Default Listing Text box. This section appears after the last paragraph of your Description and before the Standard or Custom Information sections.

If you want to add additional sections, scroll down the page to the Custom Listing Text section and enter a title, which is displayed at the top of your listing as a navigation link. Buyers can click the navigation link to jump directly to the information further down your listing. You can add up to five custom sections, but remember to click the 'Save' button at the bottom of the page. Please note that the Custom Listing text sections only work with fully customizable templates, while the Default Listing Text works with all templates.

### **2. Previewing Custom Listing Text**

To preview the custom listing text you have added to your listings, follow these steps:

- Click on the My Account link at the top of the page.
- Click on the Custom Templates link.
- Scroll down to the Saved Templates box and highlight one of your saved templates.
- Click the 'Template Workshop' button.

Your custom listing text should now be visible at the bottom of your listing template. Note that you can change the Custom Listing Text area by customizing the headers, text, accent graphics, and more. To learn how to do this, please see 'Setting up Vendio Custom Listing Templates' in this guide to learn how.



## **XII. Organizing Your Customers Into Mailing Lists**

The Customers page is where all of your winning bidders are stored. Each customer record stores their name, email address, mailing address, the item they purchased, and the purchase price of the item. Optionally, you can add additional information about each customer.

Note that when your auctions end with a winning bidder, they are automatically placed into the appropriate contact list, where you can then contact them by sending customized emails later on. The tool is extremely helpful in encouraging repeat sales through direct email marketing. To organize customers into categories, we recommend you create contact lists as soon as you register for Sales Manager so you can specify which contact list to organize your winning bidders as you create new listings. The contact lists you create usually correspond to the categories in which you sell.

### **1. Creating Contact Lists**

To create a contact list, please follow these steps:

- Click on 'Customers' in the left navigation bar of Sales Manager.
- Click on 'Edit Contact Lists' in the Display Options section.
- Click the 'Add New' button.
- Enter the name of your new contact list and click the 'Add New' button.
- Follow these steps until you have created all of the contact lists you need.

### **2. Organizing New Customers Into Contact Lists**

Organizing customers into contact lists will help you target them with special messages, offers, or promotions later on. The easiest way to organize your customers into contact lists is to specify the appropriate contact list as you create a listing as described below:

- On the Create Listing page, scroll down to the bottom of the page.
- Under the 'Increase Sales! Try Vendio Promotional Options' section, select the contact list you would like to organize the winning bidder.
- Complete your listing as normal.

When the listing closes with a winning bidder, your customer will be imported into the appropriate contact list, giving you the opportunity to send messages to them on the Customers page.

### **3. Organizing Past Customers into Contact Lists**

If you are new to Sales Manager, you may want to import all of your past customers and organize them into contact lists using the Import function. This will allow you to communicate with buyers who have purchased from you in the past – even before you began using Vendio Sales Manager. To import previous customers, follow these steps:

- In the left navigation bar of Sales Manager, select Import > Import.
- Click the 'Import my eBay Listings' link.
- Click on Customers in the left navigation bar of Sales Manager.
- Click the 'Import' button.
- Select the checkbox(s) of the customer(s) you want to organize into a contact list, and select the contact list from the dropdown menu in the Action Panel section of the page.
- Click the 'Go' button.

#### 4. Sending Email to Customers in Contact Lists

Once you have created contact lists and organized your winning bidders into them, you can email your customers at any time from the Customers page:

- Click on 'Customers' in the left navigation bar of Sales Manager.
- Select a contact list by highlighting it in the Display Options section of the page. Alternatively, you can hold down the Shift key and click on more contact lists to select more than one.
- Click the 'Display Results' button.
- Select the checkboxes of the customers you want to email (or select them all using the Select All button).
- Select 'e-mail' from the first dropdown menu in the Action Panel section of the page, and then click the 'Go' button.
- Compose your message and click the 'Send E-mail' button.

#### 5. Managing Contact Lists

##### Find your customer's sales history and contact information

If you want to learn more about each of your customers, you can click on an email address on the Customers page to reveal or edit their eBay ID, email address, as well as add extra customer information such as their name, address, bid date and amount, auction title and customer comments. To do this, simply click on a customer's email address on the Customers page. If you make any changes to their contact record, click the 'Update Record' button at the bottom of the page.

##### Copy customers to another contact list

To copy a customer to another contact list, follow these steps:

- Click on 'Customers' in the left navigation bar of Sales Manager.
- Select the checkbox(s) of the customer(s) you want to copy.
- In the Action Panel section of the page, keep 'Copy' selected in the first dropdown menu, and select the appropriate contact list in the second dropdown menu.
- Click the 'Go' button.

**Move customers to another contact list**

To move a customer from one contact list to another, follow these steps:

- Click on 'Customers' in the left navigation bar of Sales Manager
- Select the checkbox(s) of the customer(s) you want to move.
- In the Action Panel section of the page, choose 'Move' in the first dropdown menu, and select the appropriate contact list in the second dropdown menu.
- Click the 'Go' button.

**Delete customers from a contact list**

To delete a customer from a contact list, follow these steps:

- Click on 'Customers' in the left navigation bar of Sales Manager
- Select the checkbox(s) of the customer(s) you want to delete.
- In the Action Panel section of the page, choose 'Delete' in the first dropdown menu.
- Click the 'Go' button.