

Ecommerce User Guide

How to create a Collect in Store listing for Fixed Price

Please note that the screenshots in this User Guide mostly show the colour blue, but in our live system these colours have now changed to green.

Version 3.0



How to create a CIS listing for fixed price

For a CIS (collect in-store) listing, your buyers place an order through the marketplace(s) where the item is listed. You gather and prepare the item(s) for collection, then notify the buyer when the order is ready to be collected. This type of listing is particularly helpful if you are selling large items, e.g., sofas, which will be difficult to post or if you merely want all purchased items to be collected in store.

You can create a CIS listing so buyers can purchase the item and collect it when it is ready.

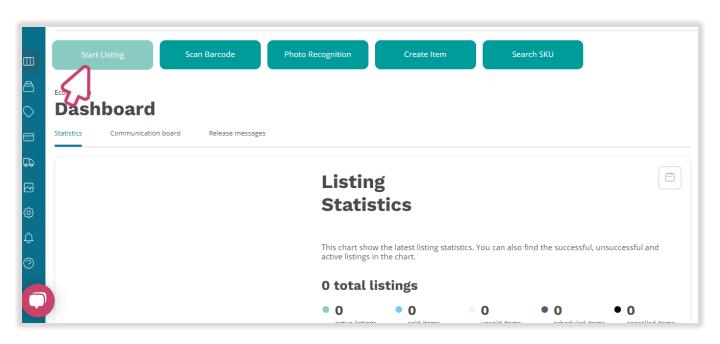
You can offer cash on collection as a payment method if you prefer. To do this, the account owner or administrator has to allow "Cash On Pickup" payment method within their account settings and also add "Collection in person" to the shipping methods.

This guide explains how to create a CIS listing for a non-variants item.

To Begin:

Login to your account.

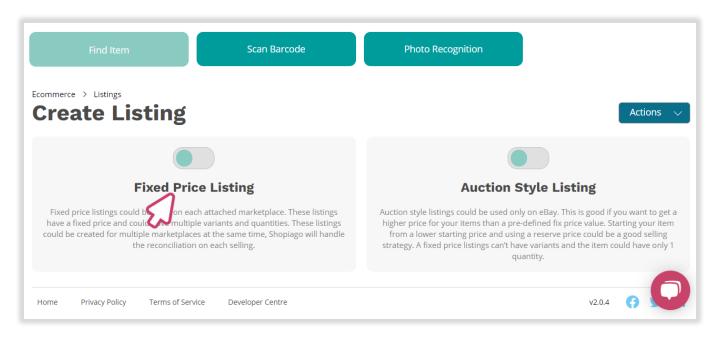
Click the 'Start listing' button, at the top-left corner of the dashboard (large green button).



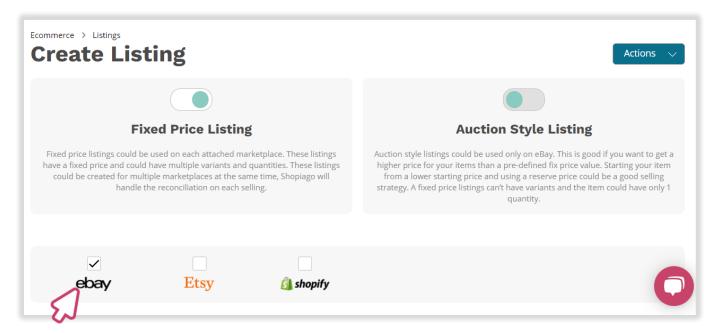


How to create a CIS listing for fixed price

On create listing page, select "Fixed Price Listing" as the buying format.



You can select one or more marketplaces for the listing. As an example, we will only select eBay Marketplace.





Give your listing a title

Type in the full name of the item (no more than 80 characters).

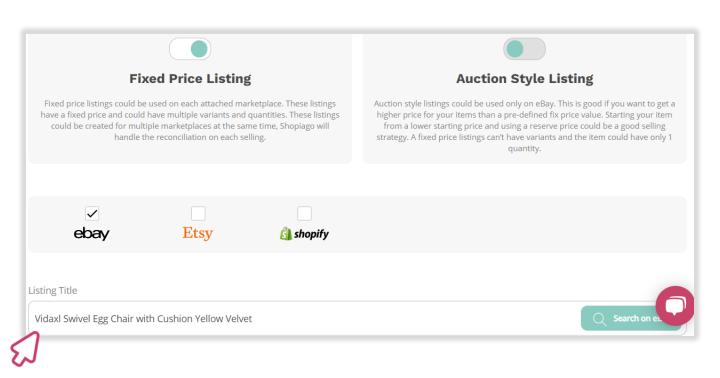
Make it a short, yet attention grabbing name.

Buyers usually find listings based on their titles, please be sure to give your item a good title.

Think of what a buyer would be searching for (brand name, size, colour etc).

Maximise the space with as many key words as possible. It doesn't need to be a sentence.

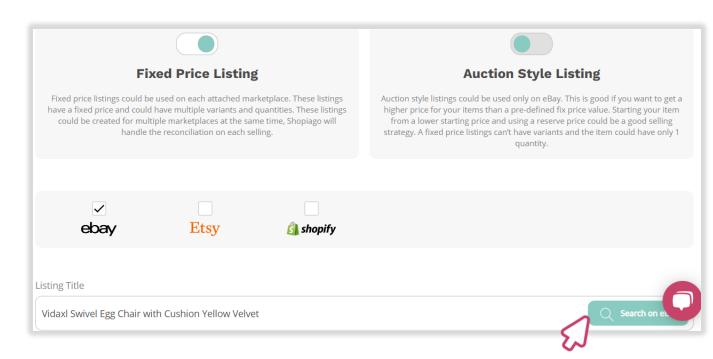
Don't use descriptive words like 'Lovely' or 'Amazing' as buyers wouldn't include such words in their search.



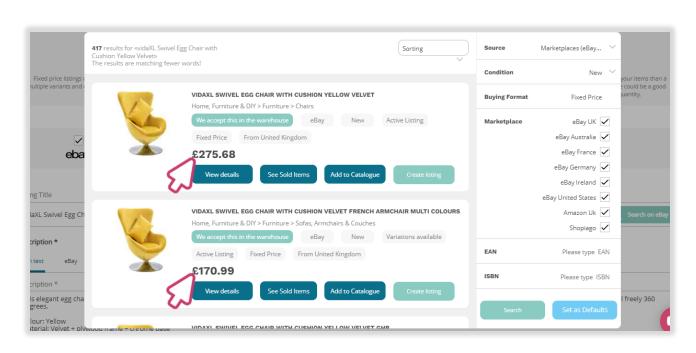


Conducting market research

Once you have entered the item title, you can search for the item price on eBay marketplace, by clicking on the 'Search on eBay' button.



The next screen will show you market prices for your item. Once you are done conducting price research, press the Escape (Esc) key on your keyboard to go back to the listing form.





You need to describe your item. Please add keywords and optional details that may include the item measurements, condition, care instructions, and any damage if necessary.

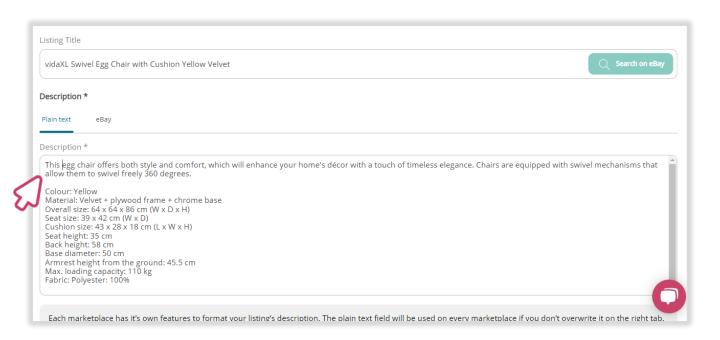
Tips:

The more information you provide, the easier it will be for customers to make a purchasing decision.

Your item description should be comprehensive and accurate.

Don't forget to mention any defects if necessary, to avoid complaints.

You can update the item description at any time.

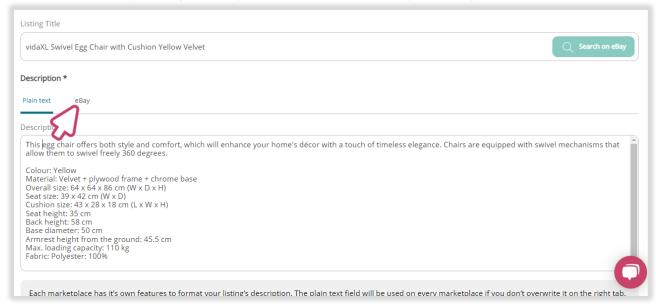




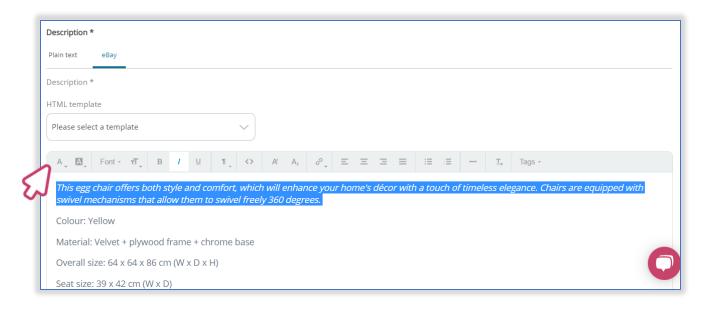
If you are listing to multiple marketplaces, please note that each marketplace has it's own listing description features.

The plain text description field will be used on every marketplace. You can add an HTML template and format the listing description text for eBay only.

To format eBay listing description, click on the 'eBay' description tab.

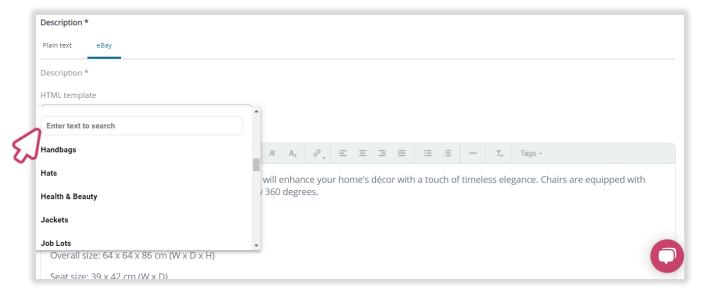


Then use the formatting tools to adjust the description text to how you want it.





Click on the HTML field, and select the correct template.



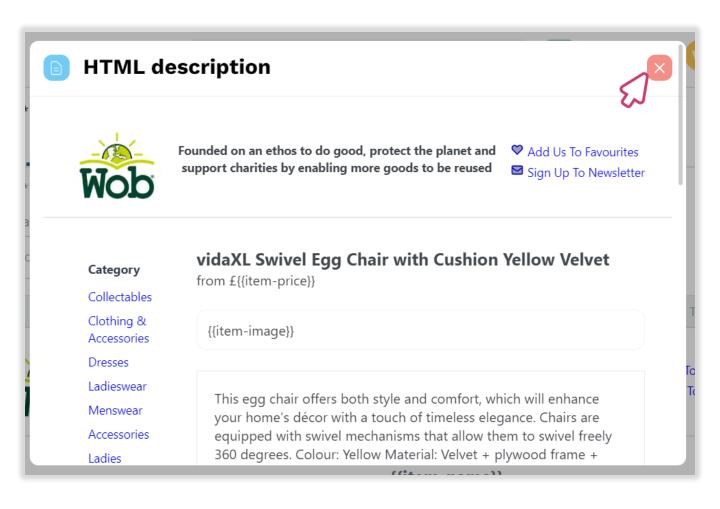
Once selected, the template will drop into the listing description field.

To preview the HTML template, click on the 'Quick view' icon.





Then, press 'ESC' on your keyboard or click on the 'Close' icon to return to the listing form.





Setting up item price, adding tag(s) & location

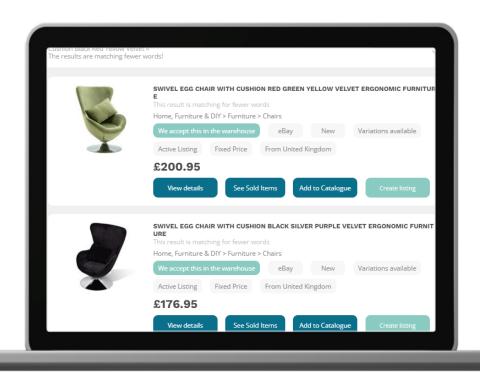
Pricing is one of the top influencing factors. You should think carefully when setting up your price. Most customers will take the item's price into consideration when deciding whether to buy your item.

Tips:

Avoid setting up your price based on what you want to achieve.

Don't presume what a customer might pay for your item.

Use our market research tool, to find out your item price!





Setting up item price, adding tag(s) & CIS

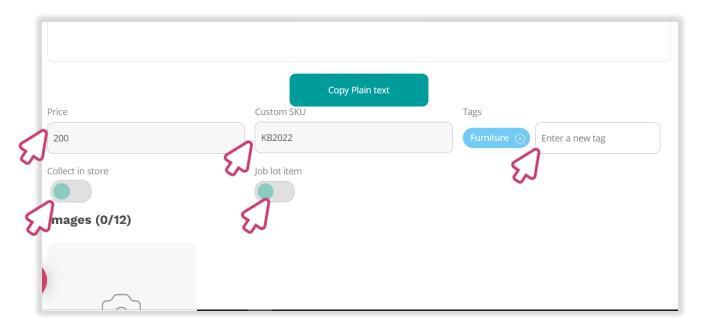
Once you've decided on the item price, click on the 'Price' field and enter the item price.

Add a custom SKU if necessary. Otherwise, leave blank as the system will automatically assign a SKU to the item once it is listed.

You can add tag(s) to the item. This is for internal use for categorising listings - e.g. 'furniture', 'chair' etc.

Switch on the 'Collect in Store' toggle switch.

And turn on the "Job Lot Item" switch if you are selling the item as a group. If not, leave off.





As you can imagine, having high quality photos is one of the best ways to attract customers.

Tips:

Take photos from as many angles as possible.

Our photo uploader makes it very easy to add, edit and move photos of your item.

You can add up to 12 photos.

If possible, your main image should be on a white background (this will improve visibility on Google search) and show the item photo in full.





The minimum photo size should be 500×500 pixels or 800-1600 pixels on the longest side.

Photo must be a PNG, JPEG, BMP or GIF.

Don't use a filter as natural colours are better at showing the buyer what to expect.

Don't add thumbnails as these can affect the clarity of the photo when submitted to marketplaces.

The photo should depict the item being described.

The photo should not contain any watermarks or digital signature.





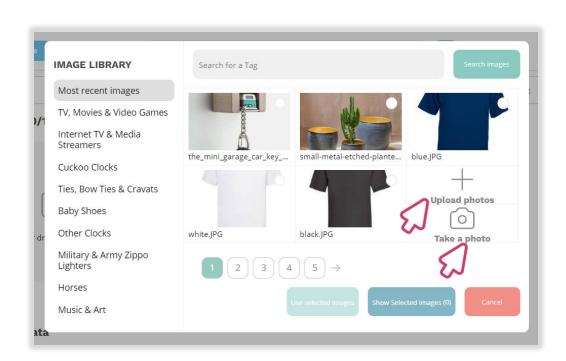
To add photo(s):

Click on the 'Photo icon' to select item photo(s) from your image library, PC or mobile device. You can also drag & drop item images into the centre of the photo icon area.



From the next screen, click on the 'Upload photos' icon to upload photo(s) already stored on your pc or mobile device.

You can also take photo(s) directly from your mobile device or PC camera by clicking the 'Take a photo' icon.

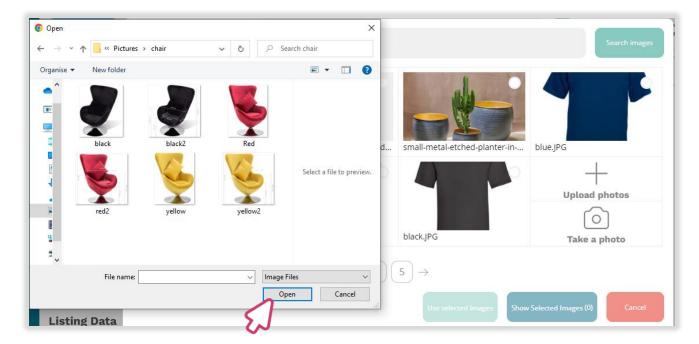




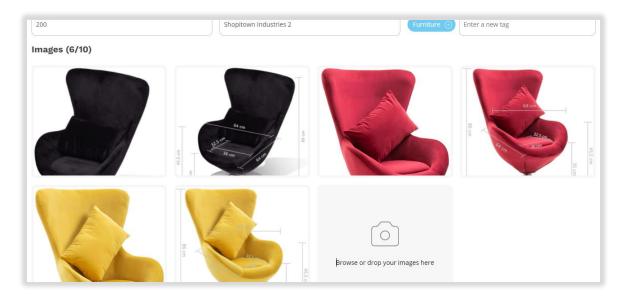
Once you've clicked on 'upload photos' icon, you will be prompted to select the item photo(s).

To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

After selecting photo(s), click on the 'Open' button.

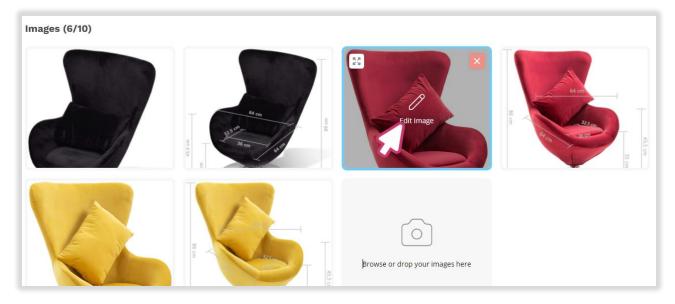


Once uploaded, the photos should appear on the listing form. Below is an example.





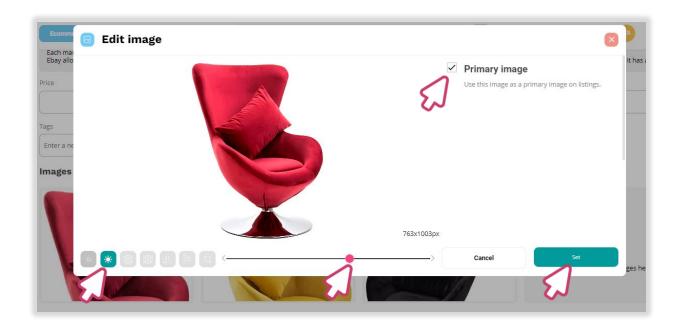
To edit item image, hover your mouse around the center of the photo and click on the appearing 'Edit Image' icon.



From photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.

To use image as primary listing photo, tick the 'Primary image' box at the top right-hand side of the screen.

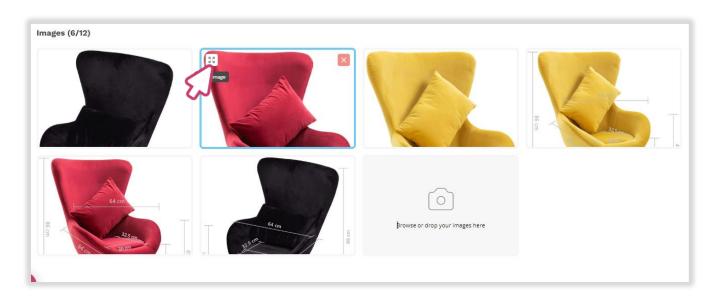
To crop image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, then, click 'Save' button.





To rearrange photo(s), hover your mouse to upper-left of the image, click on 'Move image' icon, and drag the image to a suitable position.

To change the primary listing image, move your mouse to upper-left of the image and click on the 'Move image' icon then, drag the image to the main position.



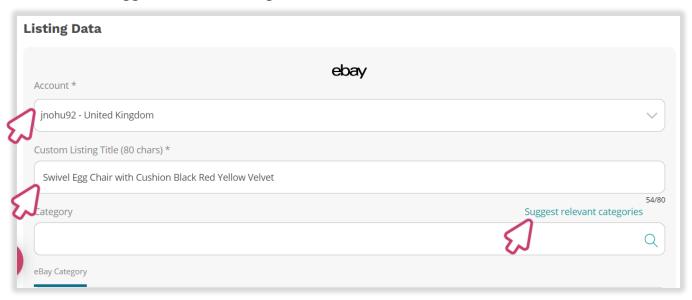


Adding listing information

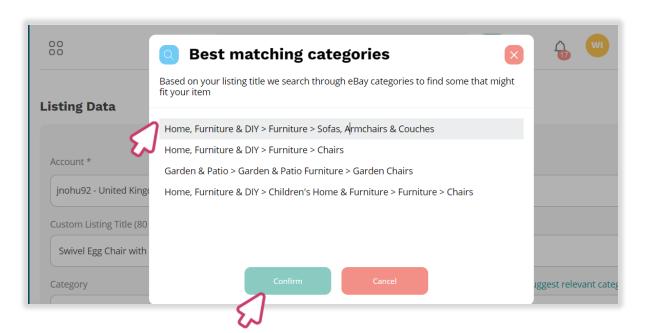
For this example, select the right eBay account.

Click on the 'Custom Listing Title' field to modify the title if necessary. (The title shouldn't be more than 80 characters).

Click on 'Suggest relevant categories' tab.



And, select the best matching item categories from the pop-up screen, then click on the 'Confirm' button.



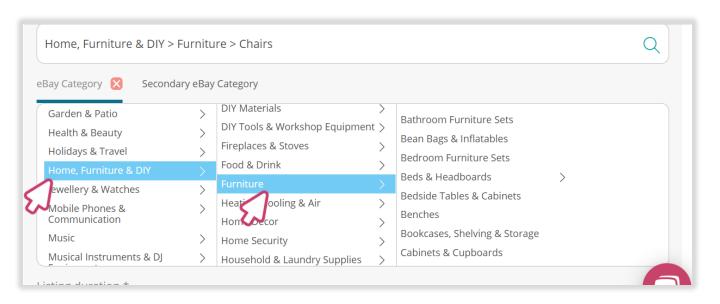


Adding listing information

You also can manually type in the item category in the search field and select the closest match. Make sure you find the best fitting category.



If you can't find the right item category, use the 'category selector' and work through the different categories to find the best fit.



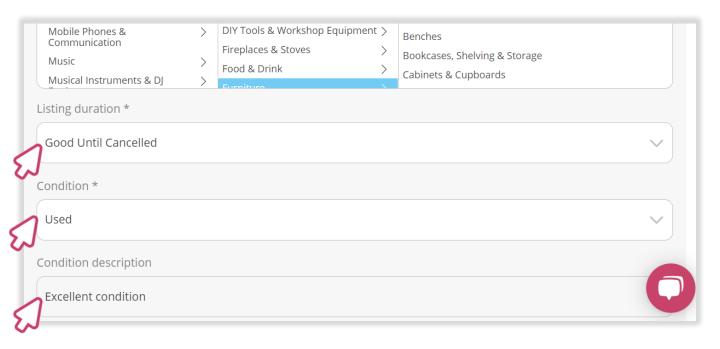


Adding listing information

Listing duration will automatically be selected.

Select the item condition from the drop-down menu.

And manually type in the item condition into the description field.





Item specifics

Item specifics are required when listing to eBay and once you get it right, it can boost sales. Below are 3 categories for item specifies;

Required

eBay requires mandatory attributes for this category. It will help customers to find items when they perform a search.

On the Marketplace, buyers usually filter their search by using item specifics. Making it easier for them to find what they are looking for.

If you haven't entered one of these specifics, the item will drop off the search and therefore it won't be visible to customers.

Recommended

Your listing will perform better if you fill in these recommended attributes.

It could reach a higher search position and will show up in more search results.

This is not mandatory but if you have these details, please enter them.

Optional

You can add additional attributes to your listing but this is not mandatory.

These attributes will be shown on the listing but may not be used during eBay search.

This doesn't affect buyer's search but could improve customers experience.



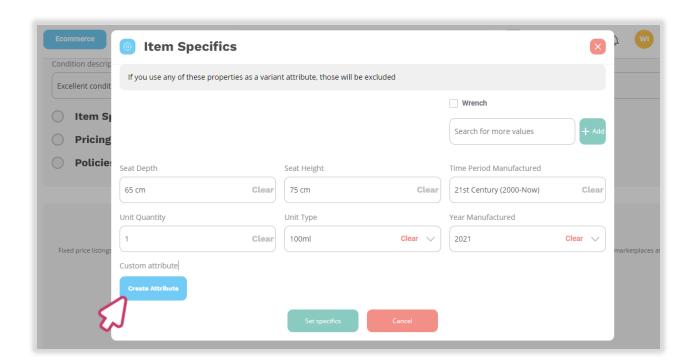
Item specifics

To add 'Specifics' that applies to the item, click on the 'Edit' button.



And enter all item specifics that are required and any optional attributes from the next screen.

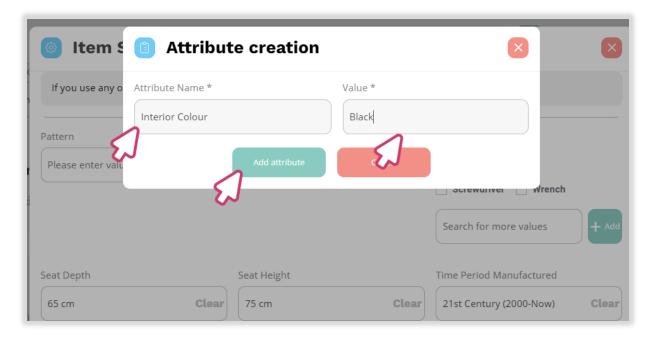
To add custom attribute(s), click on the 'Create Attribute' button.



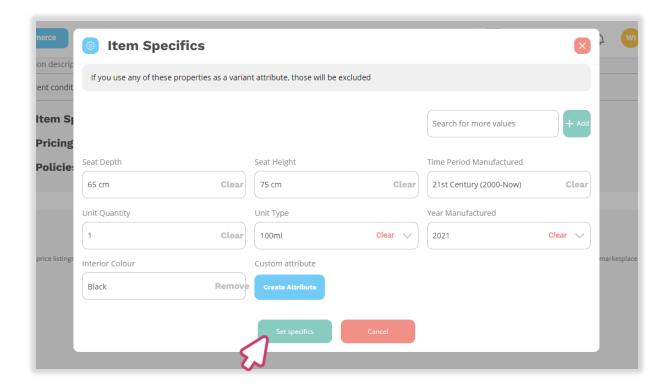


Item specifics

And enter the attribute name and value. Click on the 'Add attribute' button once you are!



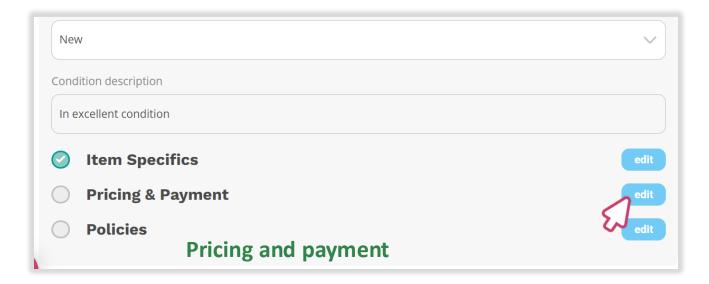
Once all required item specifics are entered, click on the 'Set specifics' button.





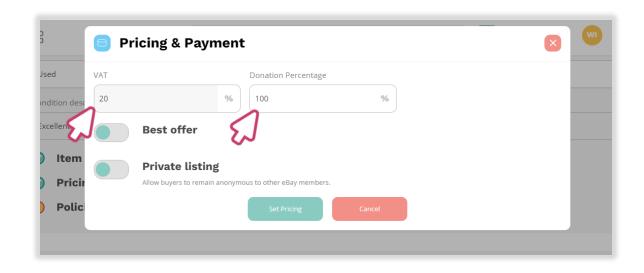
Pricing and payment

To set 'Vat %' for the item and 'listing donation percentage', click on the Pricing & Payment 'edit' button.



From the pop-up screen, key-in item VAT %. If necessary. (This only applies to 'new' goods. Leave it blank if the item is not new).

Click on the 'Donation percentage' field and select a 'Listing Donation Percentage' for the item. This is the amount you are donating for the item. If you are a charity then this should automatically be set to 100% in your settings.





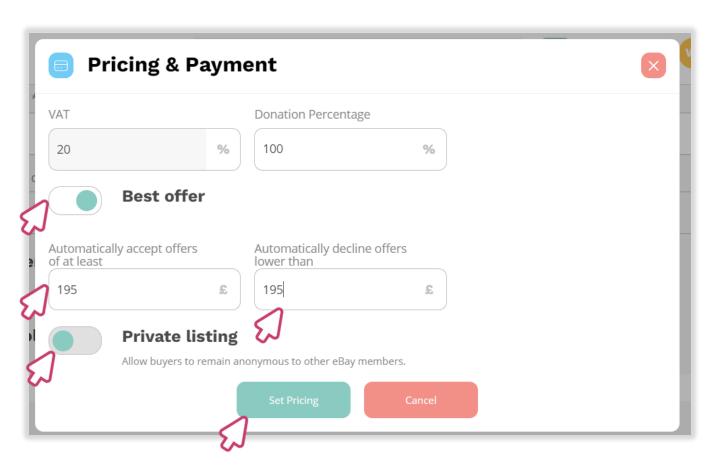
Pricing and payment

Switch on the 'Best Offer' toggle switch if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

Enter the amount you are willing to automatically accept as well as the lowest amount to automatically decline.

Switch on 'Private Listing' if necessary, to keep buyers identities hidden from other eBay members.

And then, click on the 'Set pricing' button to save changes.



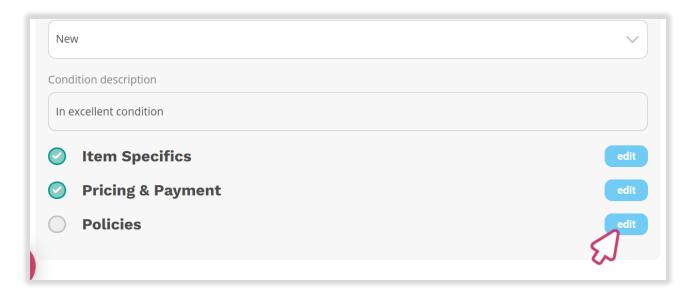


Policies

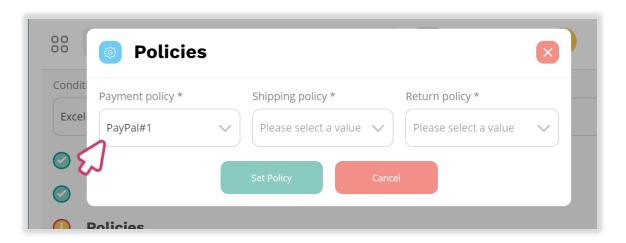
When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship an item, and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your World of Books Ecommerce account, making it easier to select them when listing. To sync your eBay policies, navigate to 'Marketplace Accounts & Integrations'.

To set policies;

Click on the 'Edit' button.



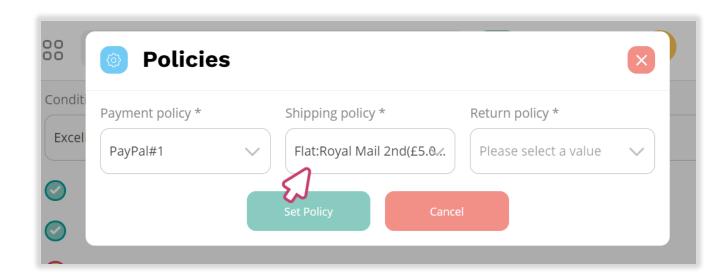
From the pop-up screen, click on 'Payment policy' field and select a preferred payment policy.





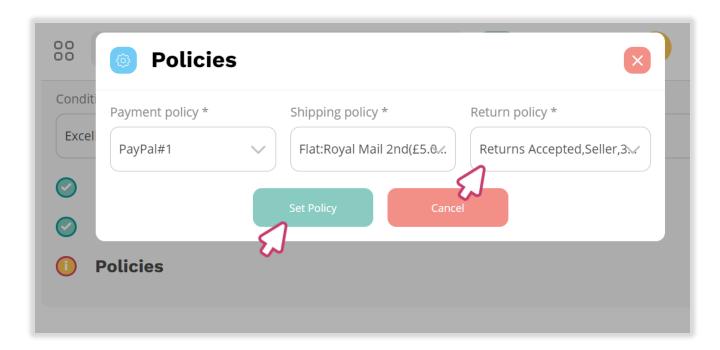
Policies

Click on 'Shipping policy' field and select the relevant postage service provider.



Click on 'Return policy' field and select a relevant return policy.

Then, click on the 'Set Policy' button.

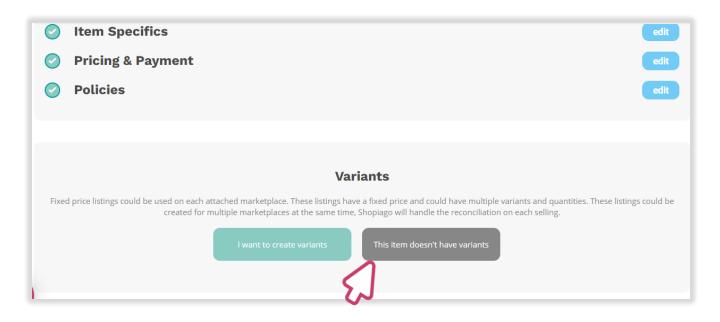




Variations

A variation is a set of items that are related but differ in their characteristics, such as size, colour, etc. Non-variant items, on the other hand, do not need variations.

We can skip adding variations in this case by clicking on the "This item doesn't have variants" grey button.





Add the item's information and submit the listing

And enter the 'Tote/Box ID' where the item would be stored. This can be box or shelf number. Or select 'Does not apply' if it is not applicable.

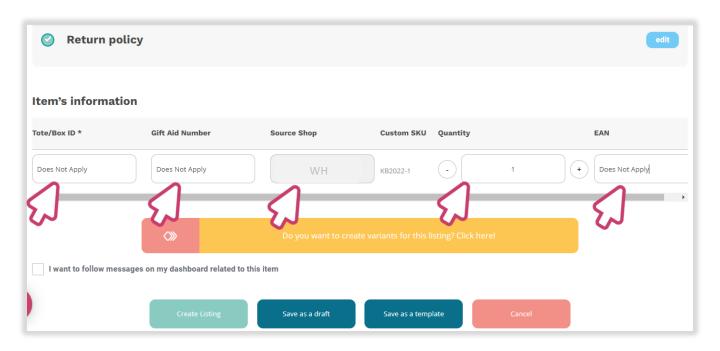
Enter item Gift Aid number or Select 'Does Not Apply' from the drop-down if you don't have it.

The "source shop" will be prepopulated. If not, select a source shop from the drop-down menu. This is a location where the item is stored.

If you have initially assigned a custom SKU (Stock Keeping Unit) to the item, this will automatically be populated.

Enter variant quantity. You can use the 'Quantity adjustment button' to increase or decrease the variant quantity.

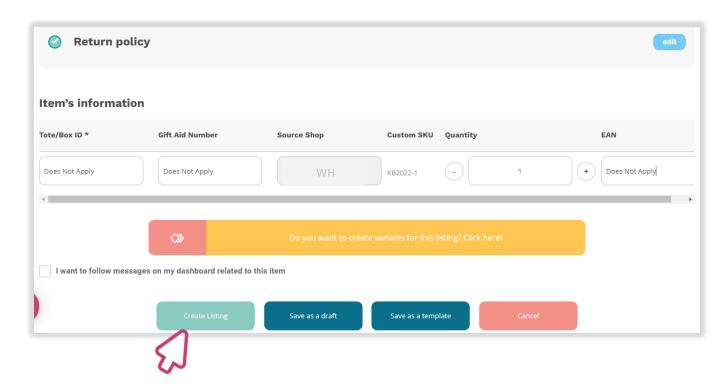
Enter the product identifier number. Product identification number makes it easier for customers to find your item. Or click the text field and select Does Not Apply. If your item doesn't have EAN.





Submit your listing

Once all the item information has been correctly entered, click on the 'Create listing' button to list the item.





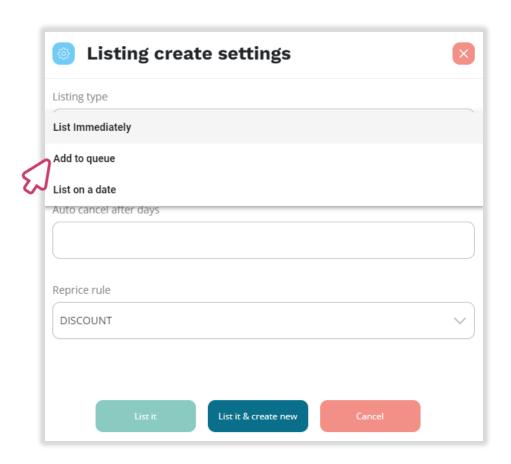
Listing options

Once you've clicked on the 'Create listing' button, you will be prompted to select one listing option:

List immediately – select this option if you want the item to go live instantly.

Add to queue - means the item will be sent to eBay at a scheduled time that you have determined within your settings.

List on date – a set date that you want the item to go live on eBay.





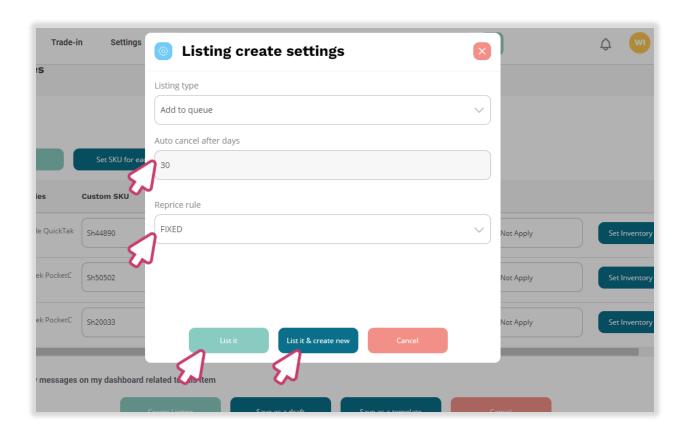
Listing options

If you've selected 'Add to queue' as your listing type:

Enter a value for 'Auto-cancel after days'.

Click on the 'Reprice rule' field and select a rule if necessary, or leave as default if it is not applicable.

Finally, click 'List it' Or 'List it & create new' button.





Happy Selling

If you need further help or support, please speak to your Customer Success Manager or access Live Chat when logged in.