World of Books

Ecommerce User Guide

How to create a Collect in Store listing for Auction

Version 3.0

How to create a CIS listing for auction

By creating an auction-style CIS (Collect in-store) listing, buyers bid on your item through eBay, and you gather and prepare the item for collection, notifying the highest bidder when the item is ready for pickup. On the other hand, if you are selling large items, e.g., sofas, which will be difficult to post, you might want to 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 must allow "Cash On Pickup" payment method within their account settings and add "Collection in person" to the shipping methods.

To create CIS listings, your account role must include these privileges.

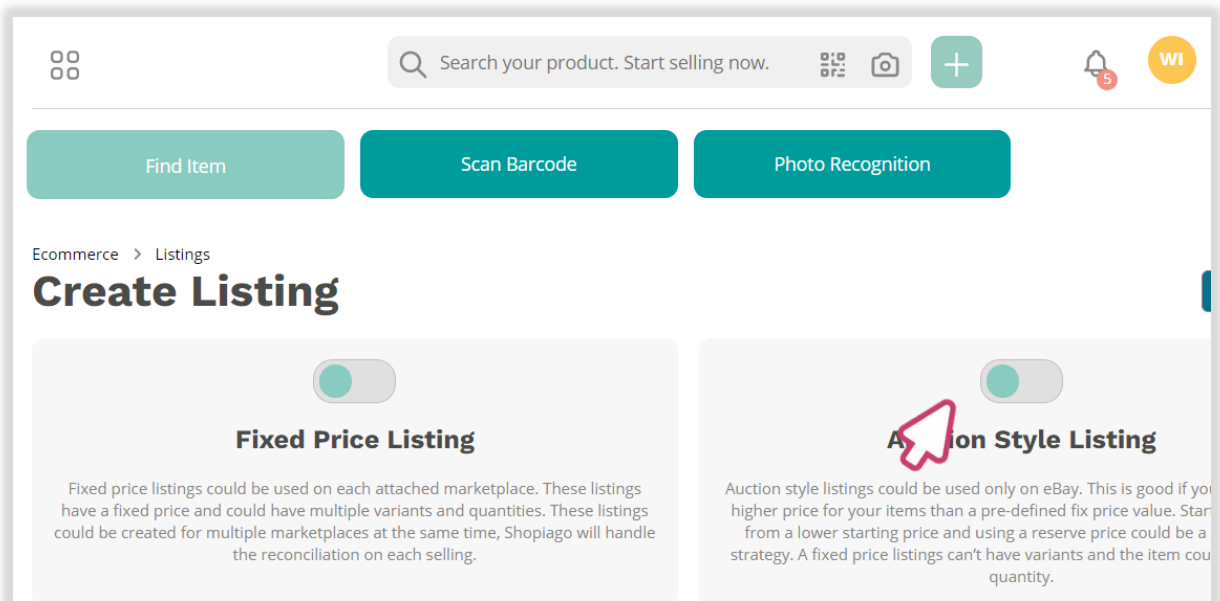To create auction-style CIS listing;

Login to your account.

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

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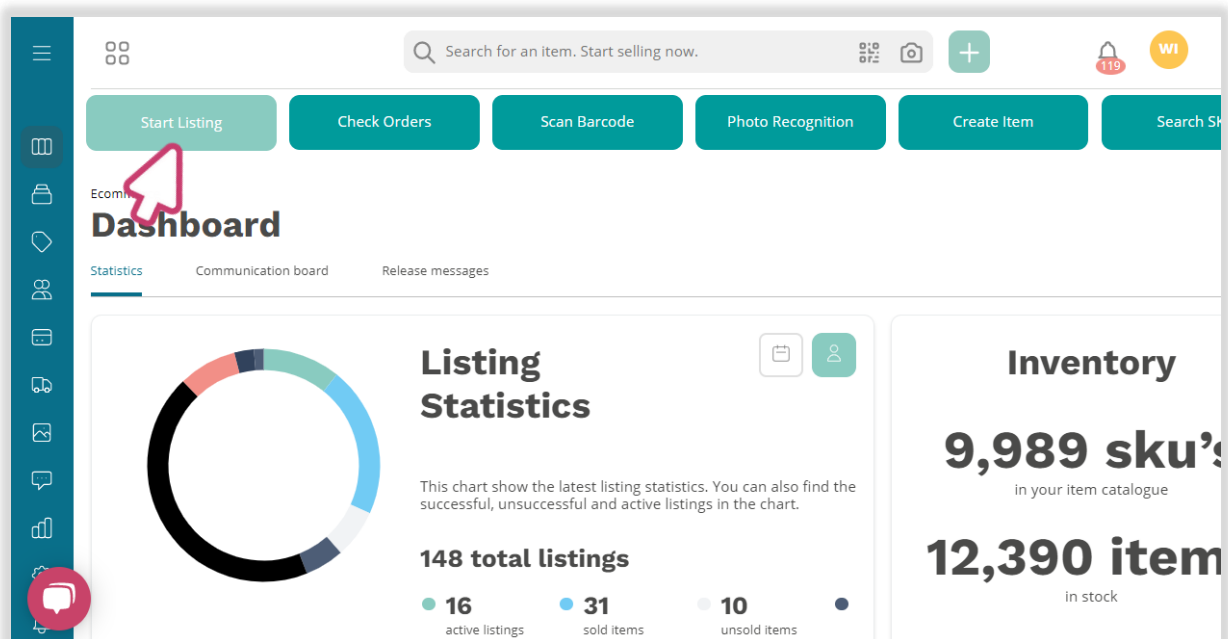
How to create a CIS listing for auction

On create listing page, select ''Auction Style Listing'' as the buying format.

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.

Ecommerce > Listings

Create Listing

Actions ⌄

Fixed Price Listing

Fixed price listings could be used on each attached marketplace. These listings have a fixed price and could have multiple variants and quantities. These listings could be created for multiple marketplaces at the same time, Shopiago will handle the reconciliation on each selling.

Auction Style Listing

Auction style listings could be used only on eBay. This is good if you want to get a higher price for your items than a pre-defined fix price value. Starting your item from a lower starting price and using a reserve price could be a good selling strategy. A fixed price listings can't have variants and the item could have only 1 quantity.

Listing Title

Vidaxl Swivel Egg Chair with Cushion Yellow Velvet   🔍 Search on eBay

cription *

Conducting market price research

Once you have entered the item title, you can conduct a market research by clicking on the 'Search on eBay' button.

On the next screen, you will see how much your item is selling for. Once you have finished searching for the item price, press the Escape (Esc) key on your keyboard to go back to the listing form.

Item description

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.

The item description should be comprehensive and accurate.

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

You can update the description at any time.

Vidaxl Swivel Egg Chair with Cushion Yellow Velvet

🔍 Search on eBay

Description *

Plain text   eBay

Description *

This egg chair is both stylish and comfortable, adding a touch of timeless elegance to your home's decor. Turn mechanisms are built into chairs, allowing them to spin freely 360 degrees.

Colour: Yellow
Material: Velvet + plywood frame + chrome base
Overall size: 64 x 64 x 86 cm (W x D x H)
Seat size: 39 x 42 cm (W x D)
Cushion size: 43 x 28 x 18 cm (L x W x H)
Seat height: 35 cm
Back height: 58 cm
Base diameter: 50 cm
Armrest height from the ground: 45.5 cm
Max. loading capacity: 110 kg
Fabric: Polyester: 100%

![World of Books logo]

Item description

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

Vidaxl Swivel Egg Chair with Cushion Yellow Velvet 🔍 Search on eBay

Description *

Plain text   eBay

Descrip

HTML template

Please select a template ▼

A ▾ | A ▾ | Font ▾ ⫟T ▾ | B I U | ¶ ▾ | <> | A² A₂ | 𝒫 ▾ | ≡ ≡ ≡ ≡ | ⫶≡ ⫶≡ | — | T×ₓ | Tags ▾

This egg chair is both stylish and comfortable, adding a touch of timeless elegance to your home's decor. Turn mechanisms are built into chairs, allowing them to spin freely 360 degrees.

Colour: Yellow Material: Velvet + plywood frame + chrome base Overall

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

Description *

Plain text   eBay

Description *

HTML template

Please select a template ▼

A ▾ | A ▾ | Font ▾ ⫟T ▾ | B I U | ¶ ▾ | <> | A² A₂ | 𝒫 ▾ | ≡ ≡ ≡ ≡ | ⫶≡ ⫶≡ | — | T×ₓ | Tags ▾

This egg chair is both stylish and comfortable, adding a touch of timeless elegance to your home's decor. Turn mechanisms are built into chairs, allowing them to spin freely 360 degrees.

Colour: Yellow Material: Velvet + plywood frame + chrome base Overall

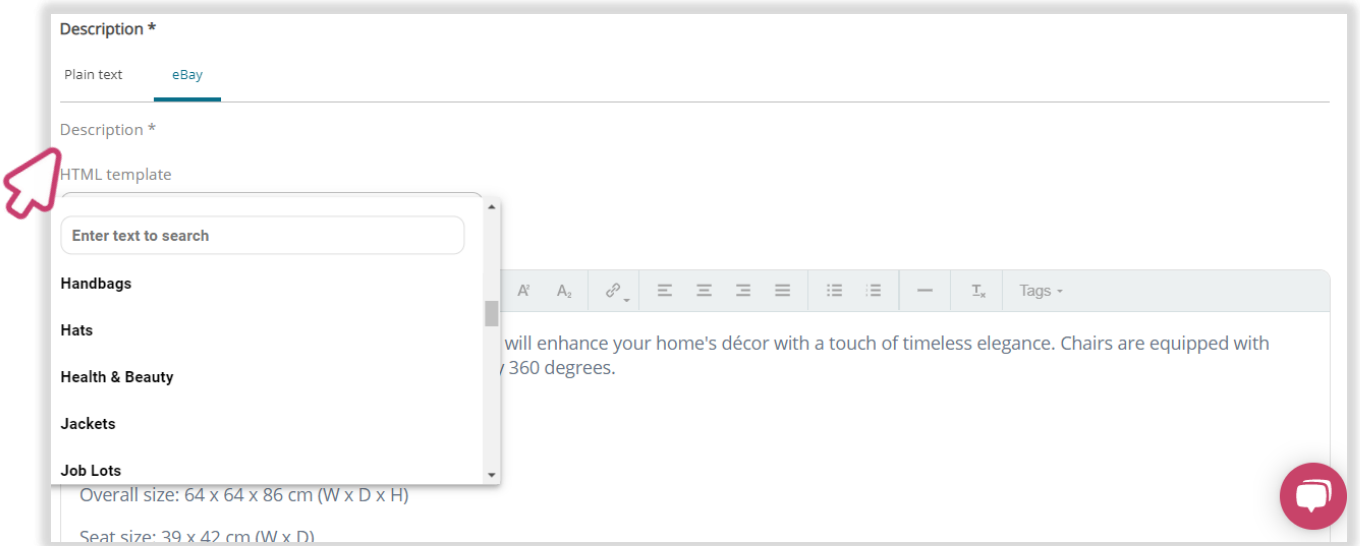size: 64 x 64 x 86 cm (W x D x H)

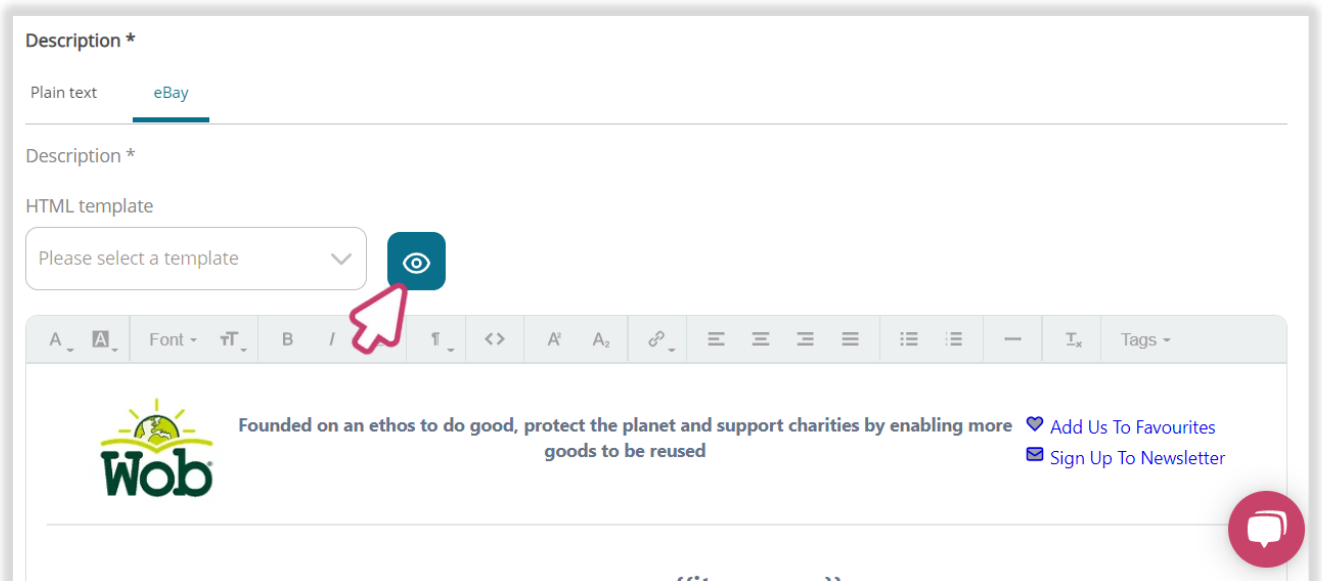Seat size: 39 x 42 cm (W x D)

Item description

To add HTML template to the listing description;
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.

Item description

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

HTML description

Founded on an ethos to do good, protect the planet and support charities by ♥ Add Us To Favourites
enabling more goods to be reused ✉ Sign Up To Newsletter

Category

Collectables

Clothing & Accessories

Dresses

Ladieswear

Menswear

Accessories

Ladies shoes

Mens shoes

Furniture

Vidaxl Swivel Egg Chair with Cushion Yellow Velvet
from £{{item-price}}

{{item-image}}

This egg chair is both stylish and comfortable, adding a touch of timeless elegance to your home's decor. Turn mechanisms are built into chairs, allowing them to spin freely 360 degrees. Colour: Yellow Material: Velvet + plywood frame + chrome base Overall size: 64 x 64 x 86 cm (W x D x H) Seat size: 39 x 42 cm (W x D) Cushion size: 43 x 28 x 18 cm (L x W x H) Seat height: 35 cm Back height: 58 cm Base diameter: 50 cm Armrest height from the ground: 45.5 cm Max. loading capacity: 110 kg Fabric: Polyester: 100%

Custom SKU, tags, collect in store & job lot

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 etc'.

Switch-On 'Collect in Store' toggle switch.(To use this feature, the account owner or administrator must add these to the shipping methods).

Turn-on 'Job Lot Item' switch, if you are selling the item as a group. If not, leave Off.

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Adding image(s) to your listing

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) and show the item in full.

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Adding image(s) to your listing

The minimum photo size should be 500 x 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.

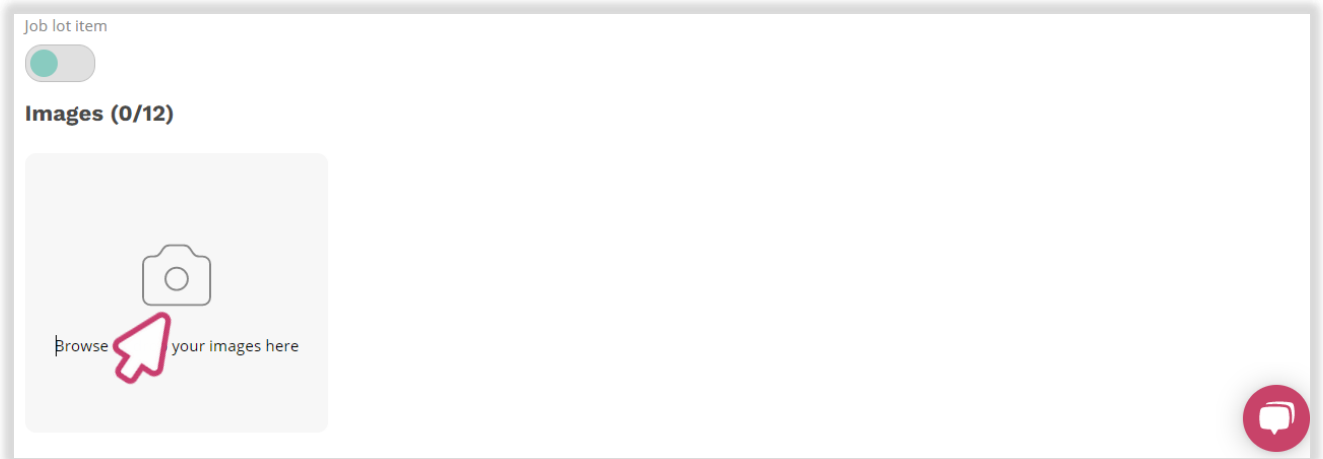The photo should depict the item being described.

The photo should not contain any watermarks or digital signature.

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Adding photo(s) to your listing

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 upload 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.

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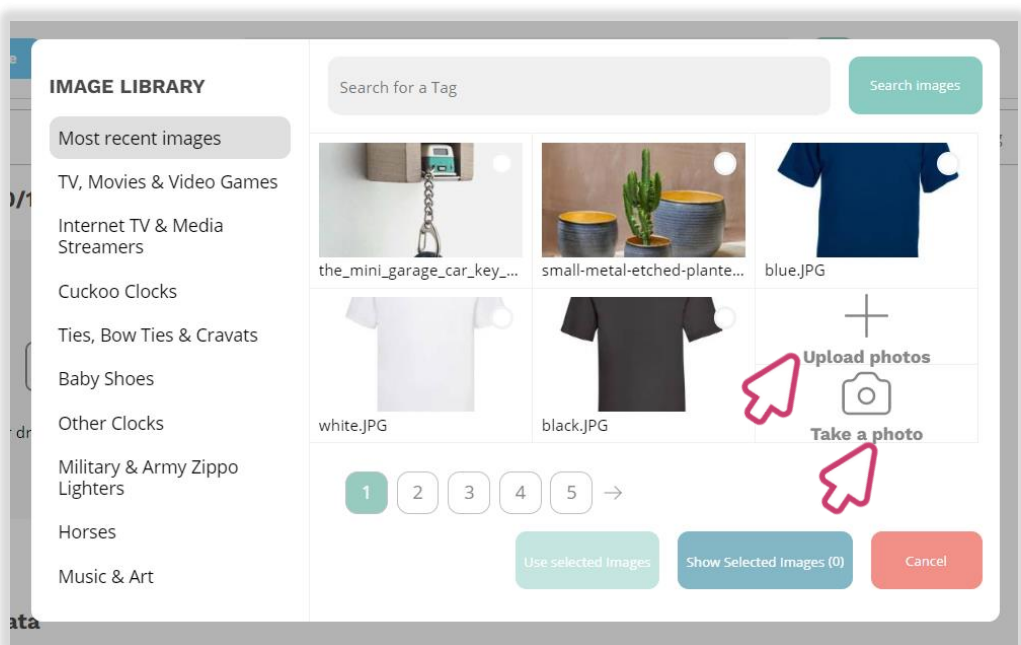
Adding photo(s) to your listing

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.
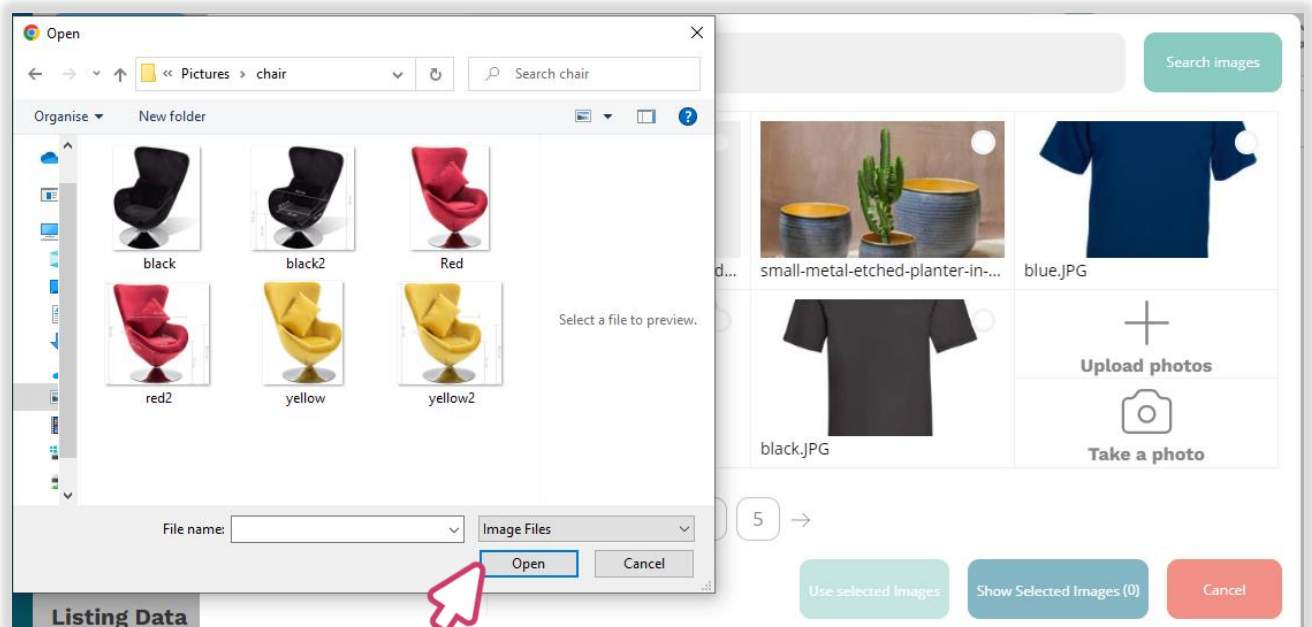
Uploaded photos should then appear on the listing form.
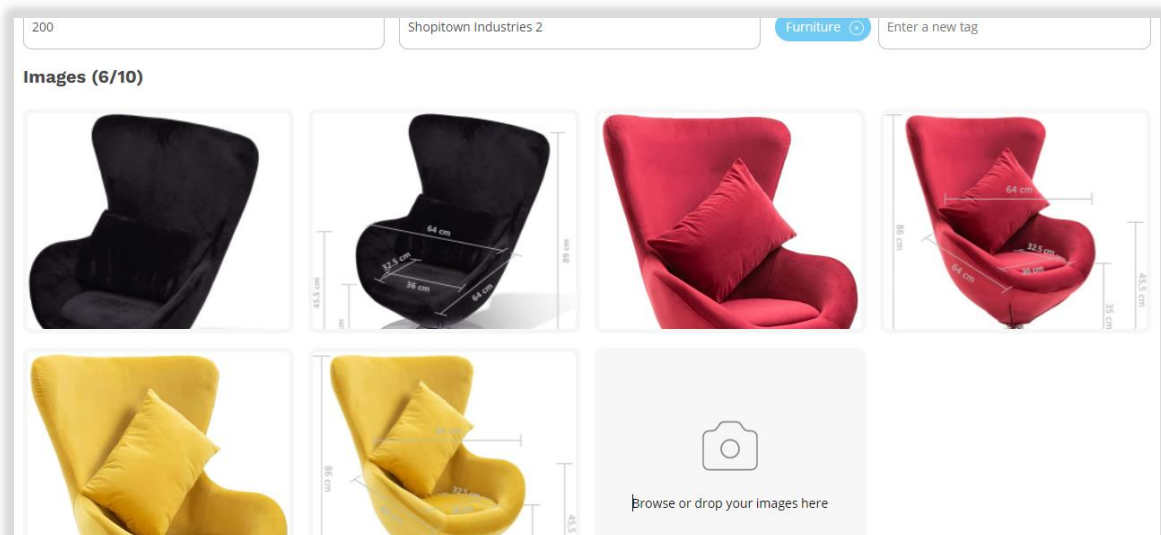
Adding photo(s) to your listing

To edit item image, hover your mouse around the center of the photo and click on the appearing 'Edit Image' icon.
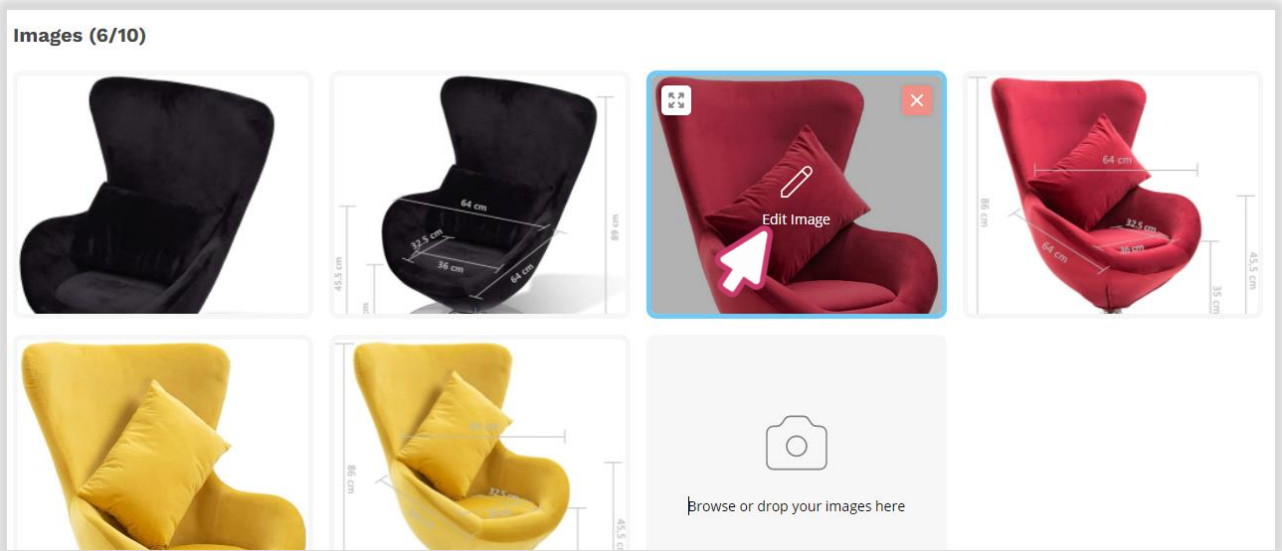
From photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.

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.
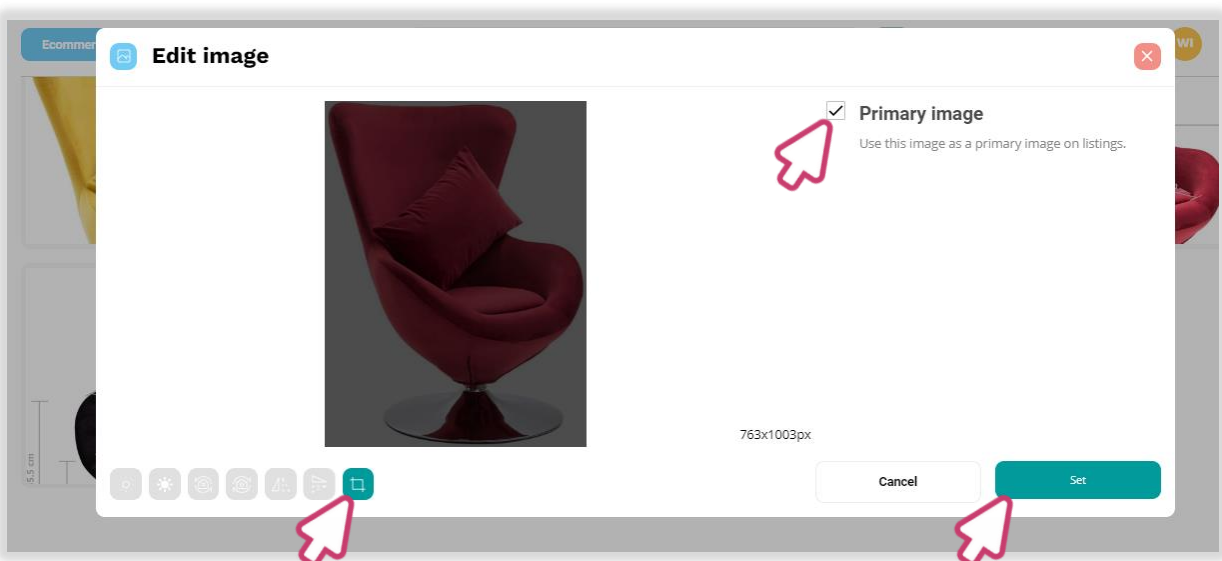
Adding photo(s) to your listing

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.
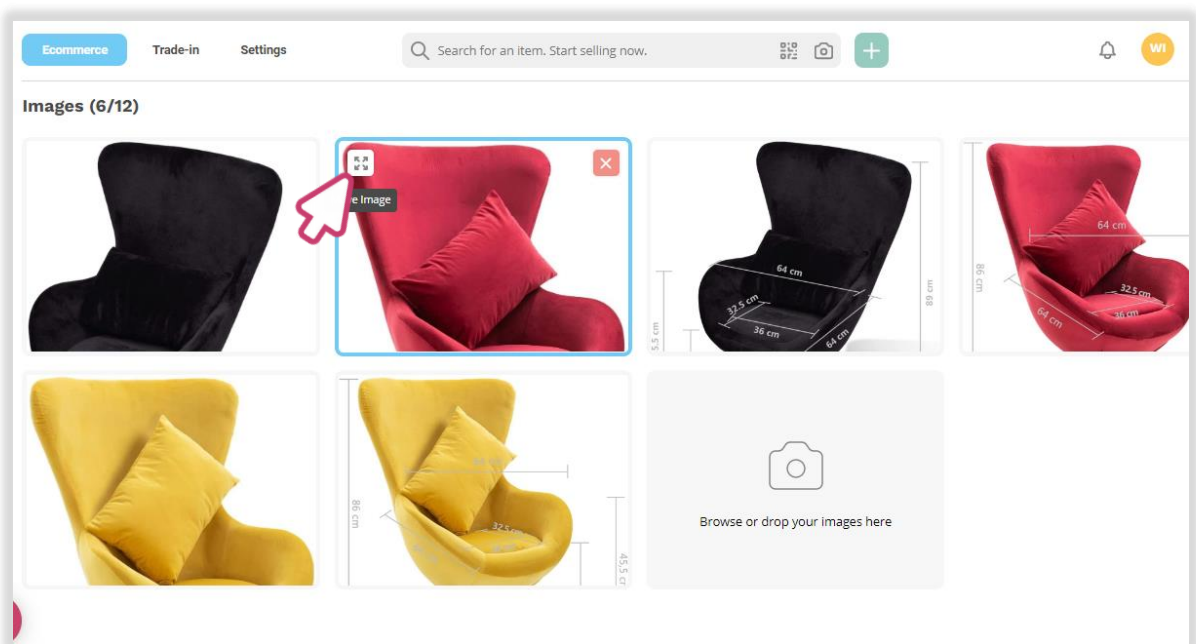
Adding listing information

Select the right eBay account.

Click on the 'Custom title field to modify the title if necessary.

Click on 'Suggest relevant categories'.

And, select the best matching categories from the pop-up screen, then click 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.

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Adding listing information

Next, select a 'Listing duration' from 3 – 10 days.

Select the item condition from the drop-down menu.

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

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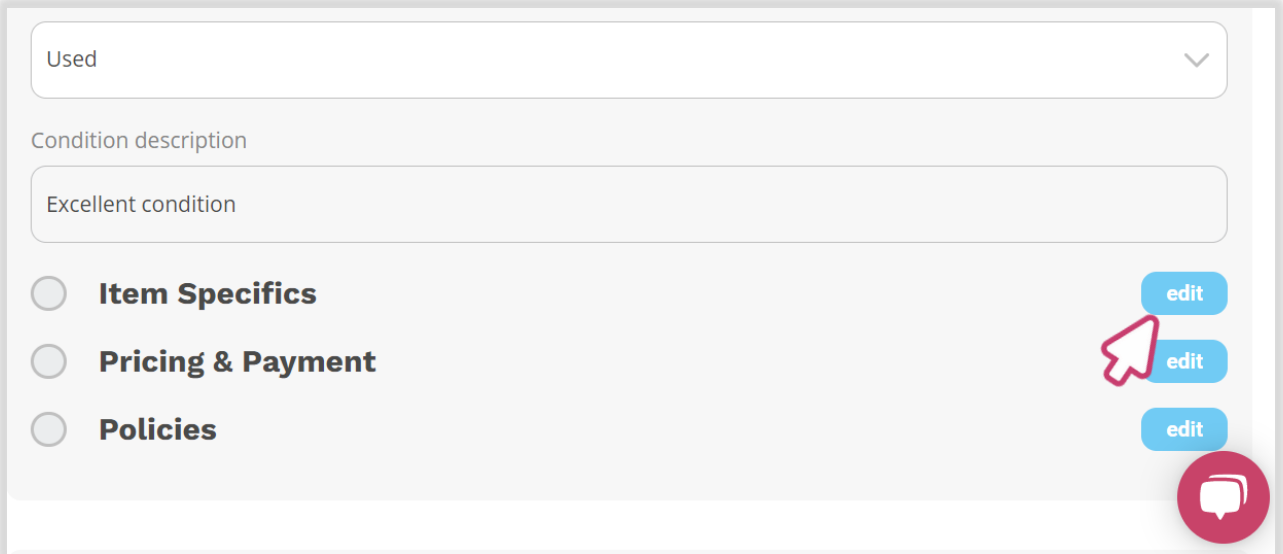
Optional
You can add additional attributes to your listing but this is not mandatory.

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.
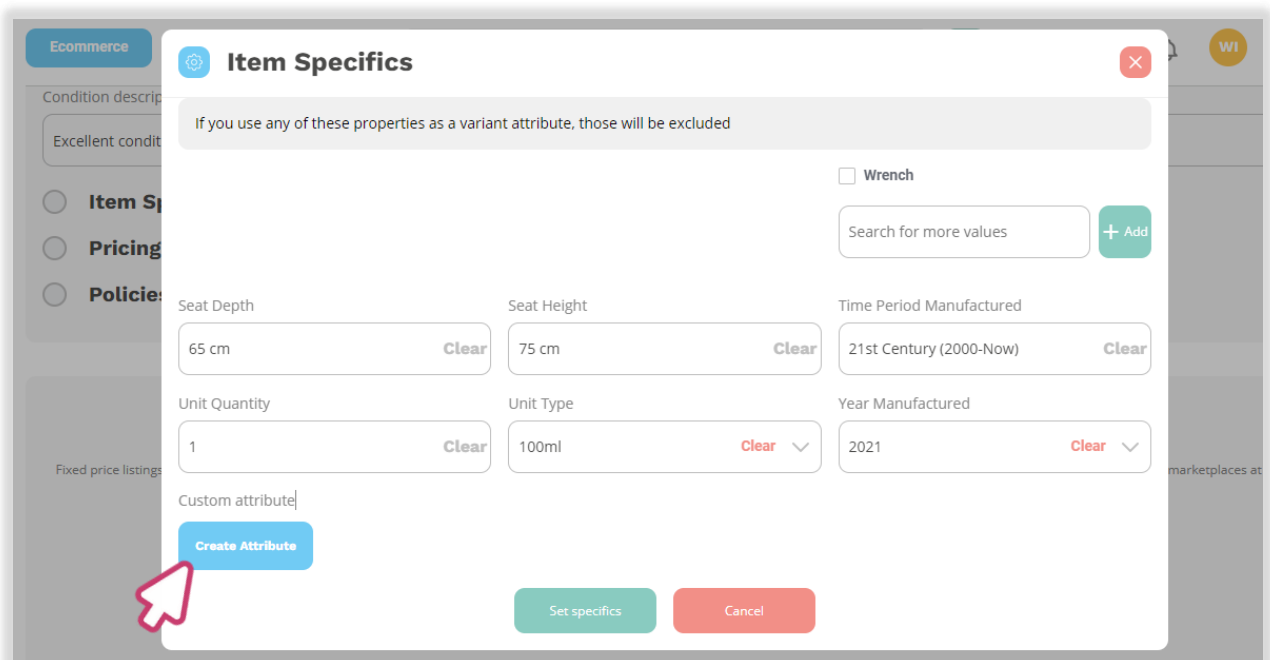
Item specifics

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

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.
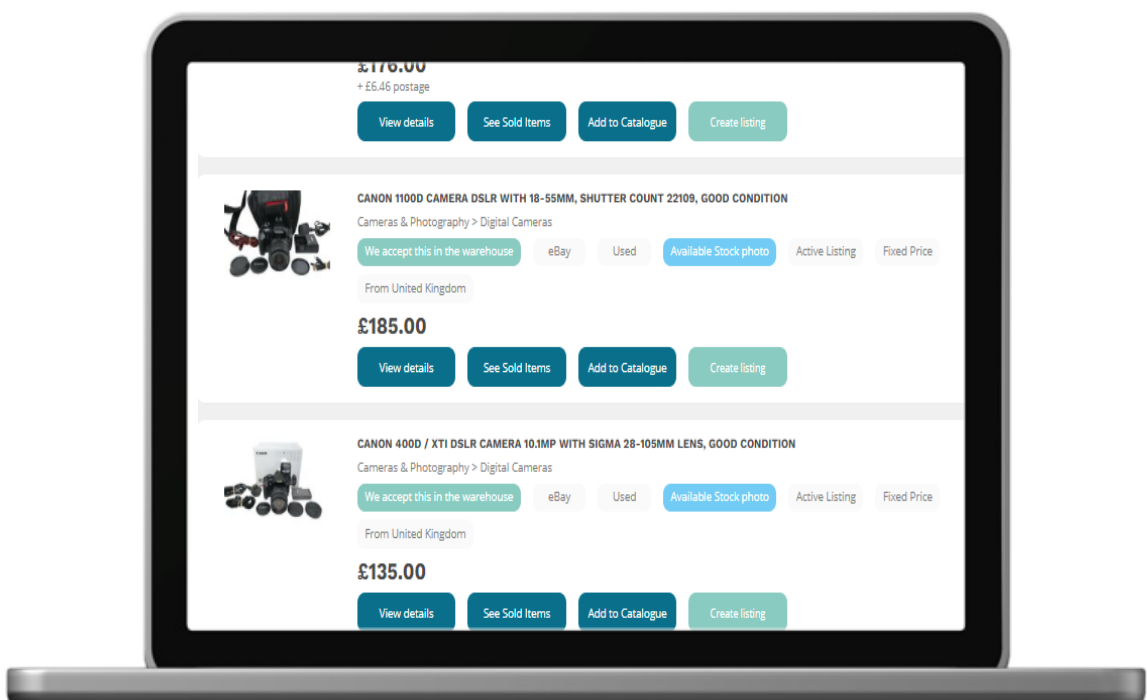
Customers will bid on your item during a set period of 3 to 10 days, and the highest bidder at the close of the auction buys your item.

Tips:

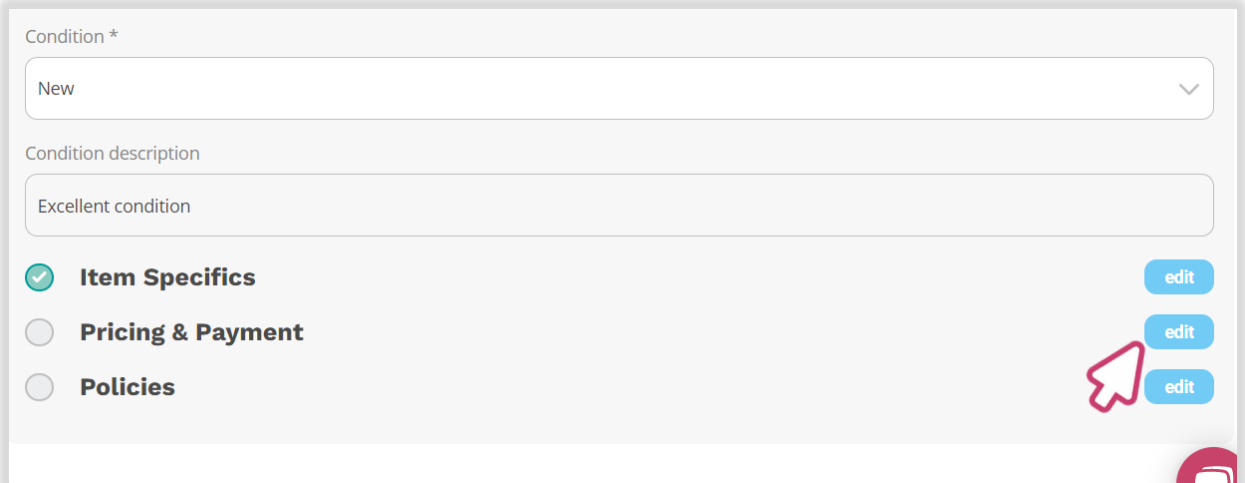Avoid setting up your price based on what you want to achieve.

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

Do your research!
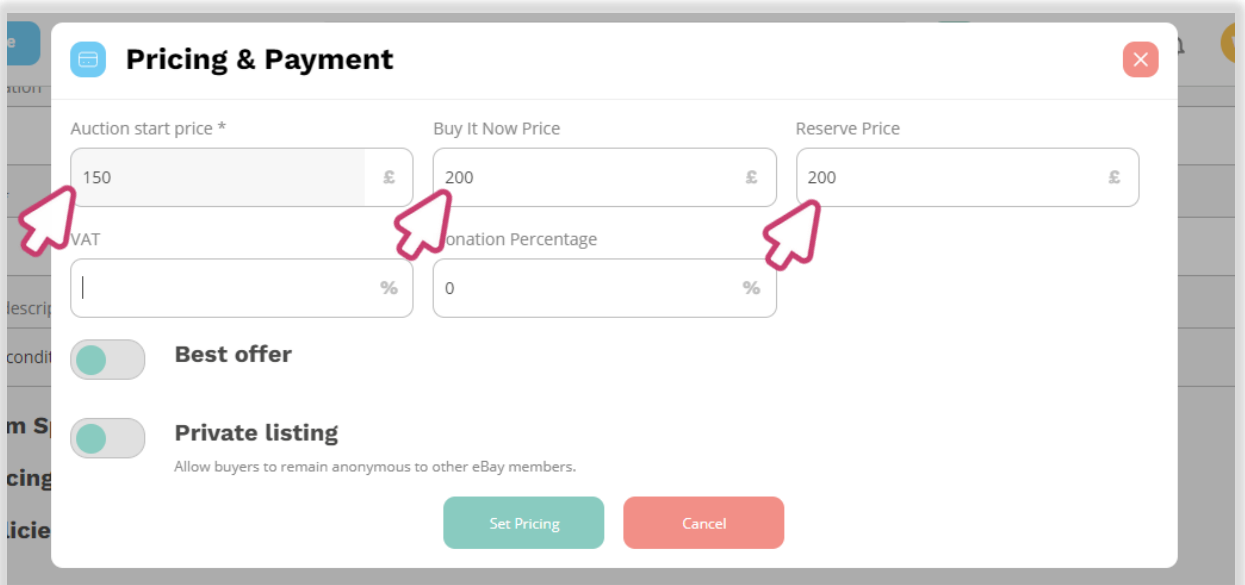
Pricing and payment

To set item 'Price and payment' click on the 'Edit' button.

From the pop-up screen, enter a reasonable amount as a start price. If you set your price too low, the buyer may not think that the item is genuine.
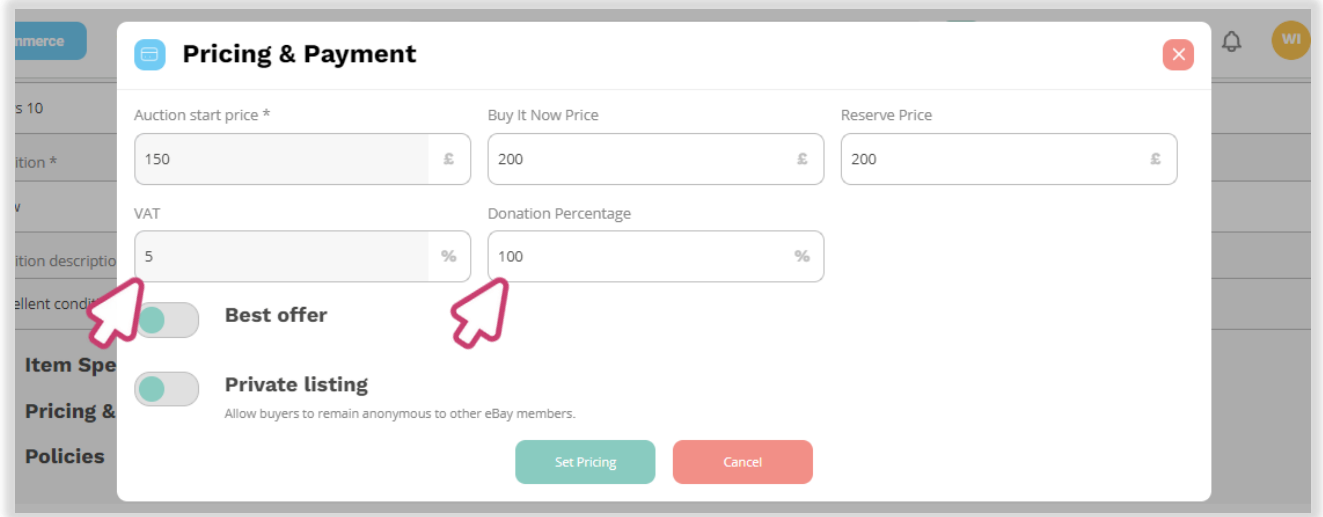
You may want to set a 'Buy it Now' price as a backup, to give customers the option to buy the item immediately rather than bidding. Please research the market if you are not sure how much to price your item.

Set a 'Reserve Price' - a minimum amount that you would want the item to sell for. Leave it blank if you do not want a reserve price.

Pricing and payment

Key-in item VAT %. (This applies only to 'new bought' items. Leave it blank if it does not apply). Select your 'Listing Donation Percentage' (this is the amount you are donating for the item). If you are a charity, this should automatically be 100% in your settings.
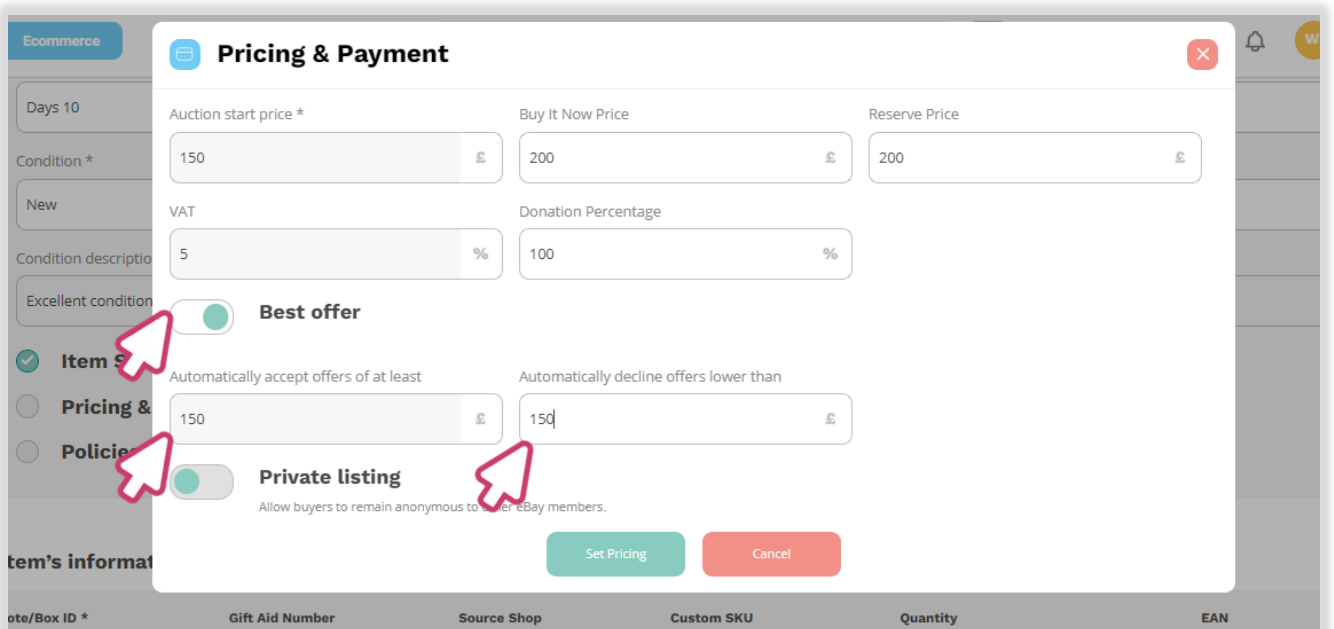
Switch - On 'Best Offer' if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

And enter the amounts that you are willing to accept and the lowest amounts to automatically decline.

Pricing and payment

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

And also select single or multiple payment methods.

Click on the 'Set pricing' button once all properties are set.

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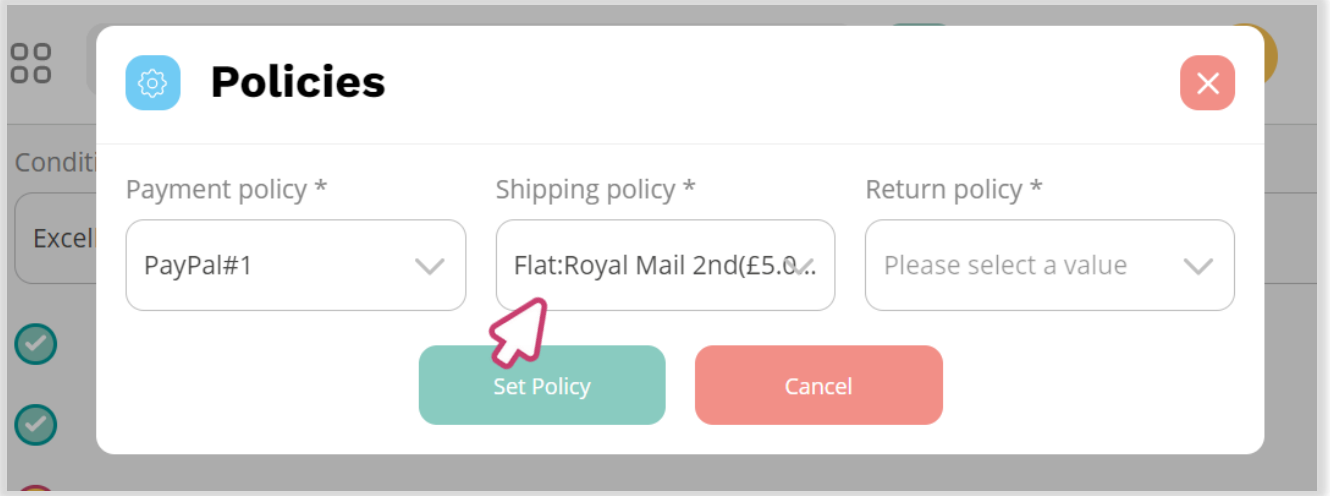
Policies
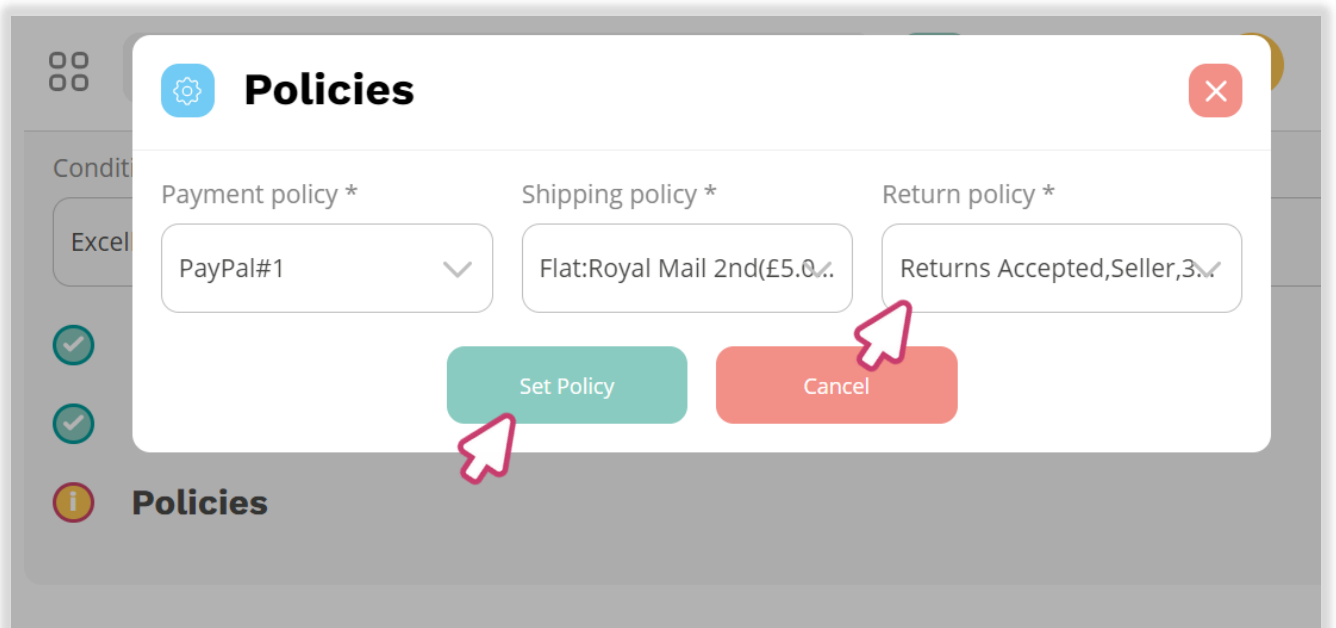
Click on 'Shipping policy' field and select the relevant postage service provider.

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

Then, click on the 'Set Policy' button.

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Item's Information

Next, enter the 'The Tote/Box ID' where the item is stored. This can be a box or shelf number. Or select 'Does not apply'.

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

Click on 'source shop' field and select where the item is stored.

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

Item 'Quantity' will automatically be set to 1 for auction-style listing.

Enter item identifier number (EAN). Identification number makes it easer for customers to find your item, so please be sure to fill in this field). If your item doesn't have an EAN, click the text field and select Does Not Apply.

And click on the "Create Listing" button once all the item information is completely entered.

✅ **Pricing & Payment**   edit

✅ **Policies**   edit

Item's information

Tote/Box ID *	Gift Aid Number	Source Shop	Custom SKU	Quantity	EAN
Does Not Apply	Does Not Apply	Shopitown Industries	SH0043-1	1	Does Not Apply

☐ want to follow message on my dashboard related to this item

[Create Listing]   [Save as a draft]   [Save as a template]   [Cancel]

Home   Privacy Policy   Terms of Service   Developer Centre   v2.0.6

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Listing options

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

List immediately - when 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.

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Listing options

Tick the 'Relist automatically' box, so if the item doesn't sell after the listing period, the system will automatically relist the item for another chance of a sale.

Enter value(s) for auto-relists.

Select a 'Reprice rule' from the drop-down menu or leave blank if it is not applicable.

Finally, click the 'List it' or 'list it & create new' button.

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Happy Selling

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