LINKING
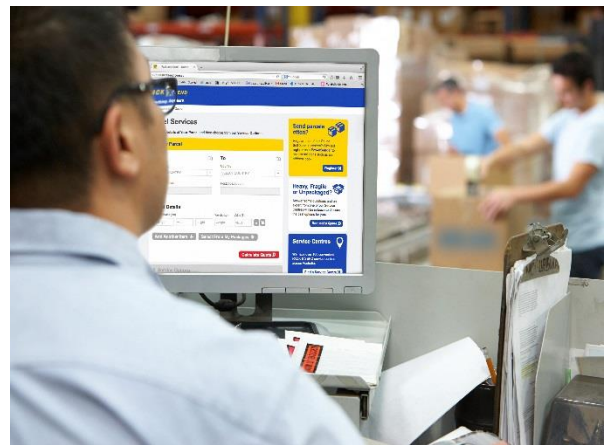# EBAY
WITH POWERSENDER

USER GUIDE
Seamless eBay selling and shipping with PACK & SEND

online.packsend.com.au/Registration

PACK SEND

TABLE OF CONTENTS

Contact Us for Further Help

Please contact us for further help or support relating to the PACK & SEND PowerSender portal at:
Email: powersender@packsend.com.au
Tel: + 61 (0) 2 9822 5622

Version

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Updated/Revised

November 2015

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1. INTRODUCTION

1.1 Seamless eBay selling and shipping with PACK & SEND

- Streamline your parcel shipping process by connecting your eBay store with PACK & SEND.

- Remove the time it takes to enter customer address details.

- Process multiple orders.

- Simplified sending, tracking and label printing.

PACK & SEND is committed to being a vital link to synchronise the exchange of products between buyers and sellers on eBay.

We continuously listen to our eBay customers and based on their needs, invest in the development of innovative eBay online shipping tools to make it easier for them to sell online and deliver parcels.

eBay sellers that register as a PowerSender customer via our website, automatically have free access to use our eBay website integration system. This means that you can link up your eBay account with PACK & SEND's PowerSender portal – and conveniently provide parcel delivery quotes to your customers - and then automatically import your customer orders to PowerSender for easy courier booking and despatch.

The benefits of the system include being able to save significant processing time, enabling you to send your customer shipments faster and with less hassle.

This User Guide is intended to give detailed assistance to our customers – so you can get the most out of this innovative system and efficiently sell more goods online.

Should you require further help or support with linking your eBay account to PowerSender, please contact us at powersender@packsend.com.au or phone the PowerSender support team at +61 (02) 9822 5622.

We also welcome feedback or suggestions to further updates to PowerSender that will help you sell more product online.
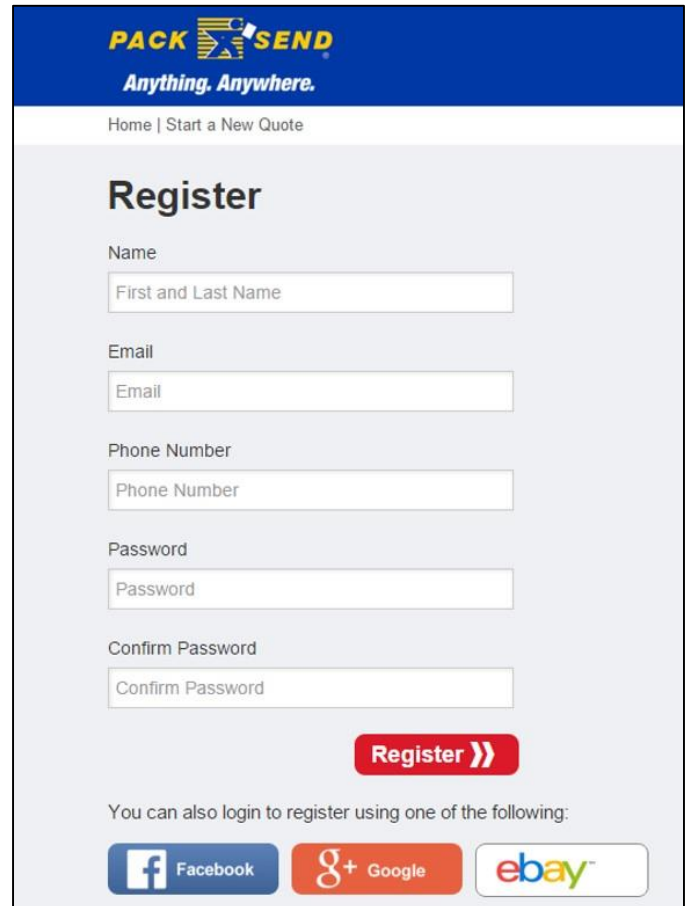
2. GETTING STARTED

2.1 Registering for PowerSender

If you are new to PowerSender, follow these steps to register to use it.

Go to online.packsend.com.au/registration and complete the fields requested in the screen shot on the right and click **Register.**
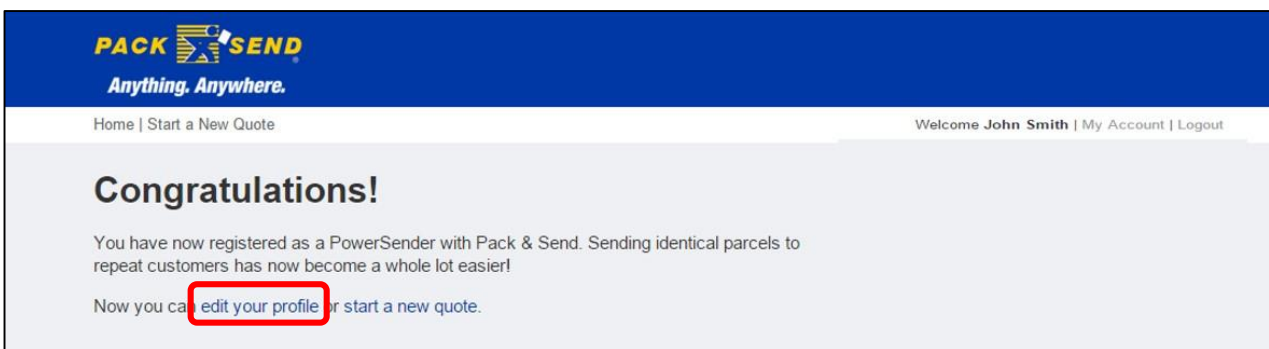
Alternatively, you can login to register using Facebook, Google+ or eBay by clicking the relevant logo button.

A confirmation screen will display congratulating you on your PowerSender registration as shown below.
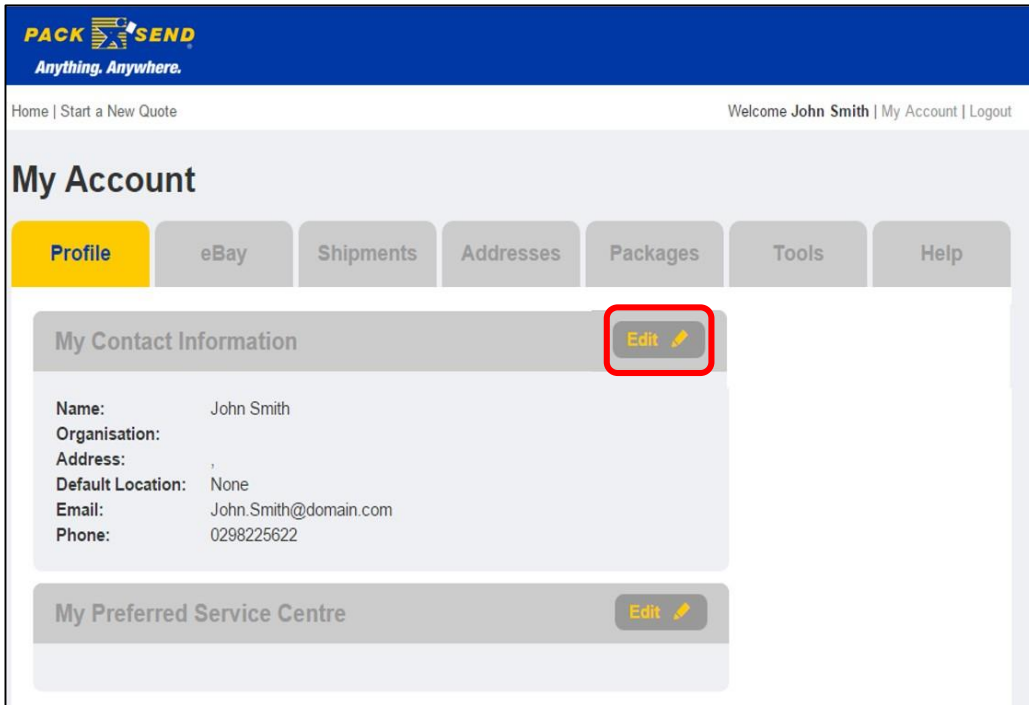
You can now click the **Edit Your Profile** button and add further details to your profile.

2.2 Editing your Profile
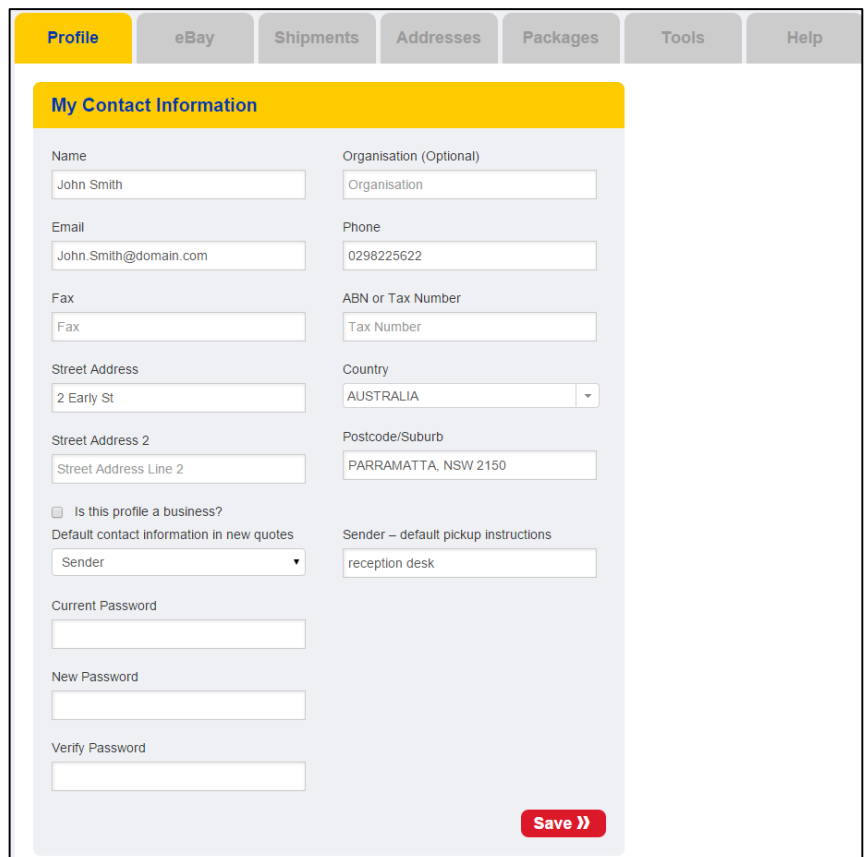
Click the **Edit** button as per the screen shot below.

Then complete the relevant fields as shown in the screen shot to the right.

Click the **Save** button to update your contact information.

*January 2016*

2.3 Selecting your Preferred Service Centre

A key benefit of registering as a PowerSender is that you are assigned a Key Account Manager at one of our PACK & SEND Service Centres to handle your customer service.

Customer Service of your parcel deliveries is automatically assigned to your nearest PACK & SEND Service Centre. You may however, nominate a preferred Service Centre to be responsible for managing your online bookings.

To nominate a preferred Service Centre, click the **Edit** button as shown in the screen shot below.
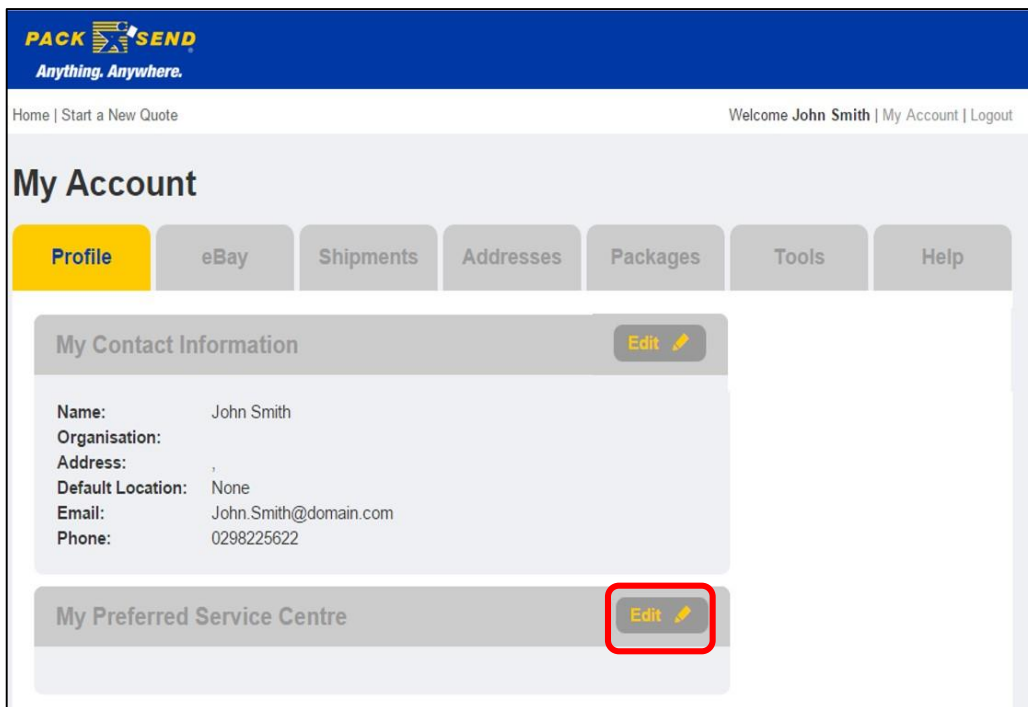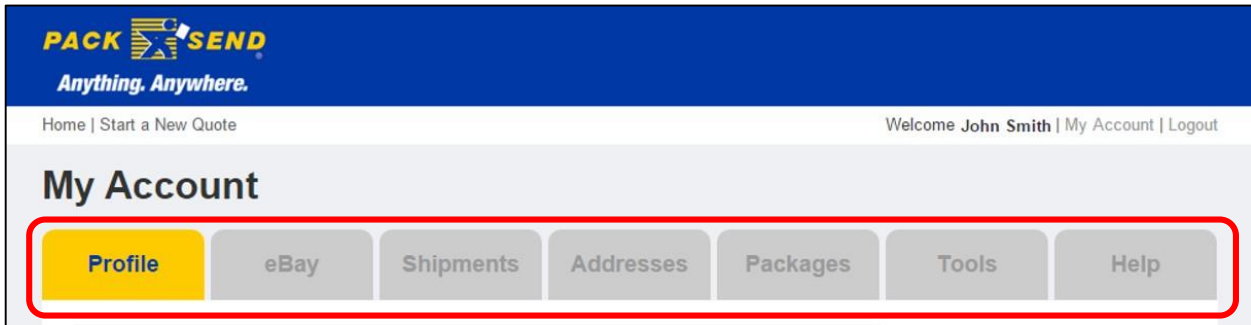

The next step is to review the PACK & SEND Service Centre locations as shown in the screen shot to the right and select your preferred centre.

Then click the **Save** button.
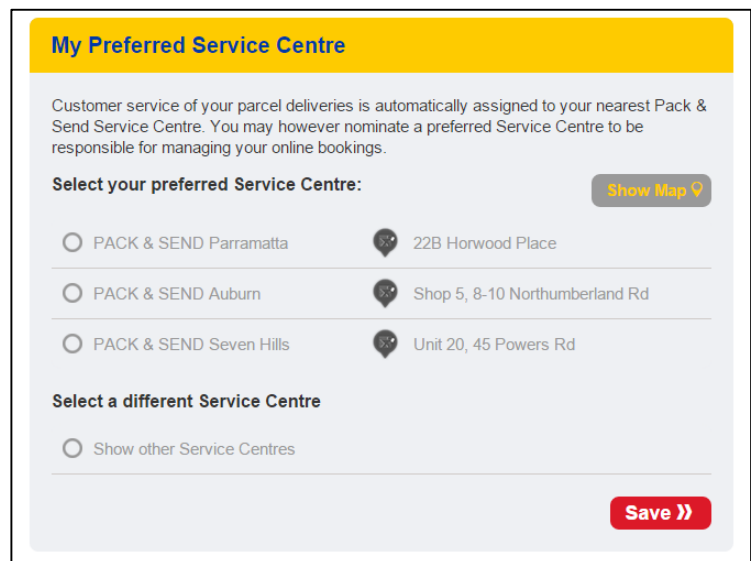
3. NAVIGATING AROUND POWERSENDER

3.1 Finding your way around the site

The table below explains the meaning of each link at the top of the PowerSender portal page.

Section	Function	Brief description/usage
Profile	My Contact Information	Edit your contact details
	My Preferred Service Centre	Select your preferred PACK & SEND Service Centre for customer service
eBay	Link your eBay account to PowerSender	This links your eBay account to PowerSender and imports eBay items that are ready for shipment.
Shipments	Shipment history and status	Review completed, in progress and incomplete shipments
	Send a repeat shipment	Allows you to click on a shipment you wish to resend in your My Shipments list
Addresses	Address Book	Manage and keep contacts up-to-date
	Import My Contacts	Import address book contacts from text files in the csv format.
	Export My Contacts	Creates a csv file containing all the contacts in your address book.
	Send 'to' or 'from' a Contact	Allows you to start a quote or booking from a contact in your address book.
Packages	Add a Package	Add parcel details (product name, weight, dimensions and value) for products you regularly send to your customers.
	Send a Package	Allows you to start a quote or booking from one of your packages in your database.
Tools	Online Postage Calculator	Build a price calculator that can be added to any website or eBay listing to provide 'real time' parcel delivery price quotes.
Help	Support	FAQ's to support your use of the PowerSender portal

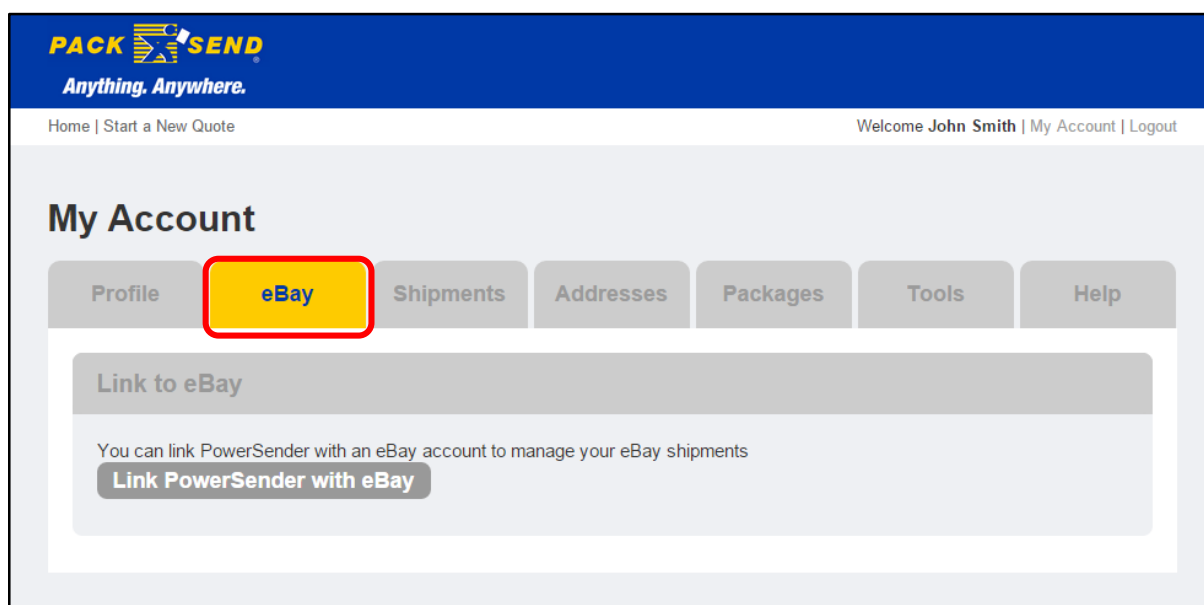# 4. LINKING YOUR EBAY ACCOUNT TO POWERSENDER

4.1 Navigate to My Account Page

Once logged-in to PowerSender, navigate to My Account Tab by clicking the link **My Account** link in the global menu shown in red rectangle in the screen shot given below.
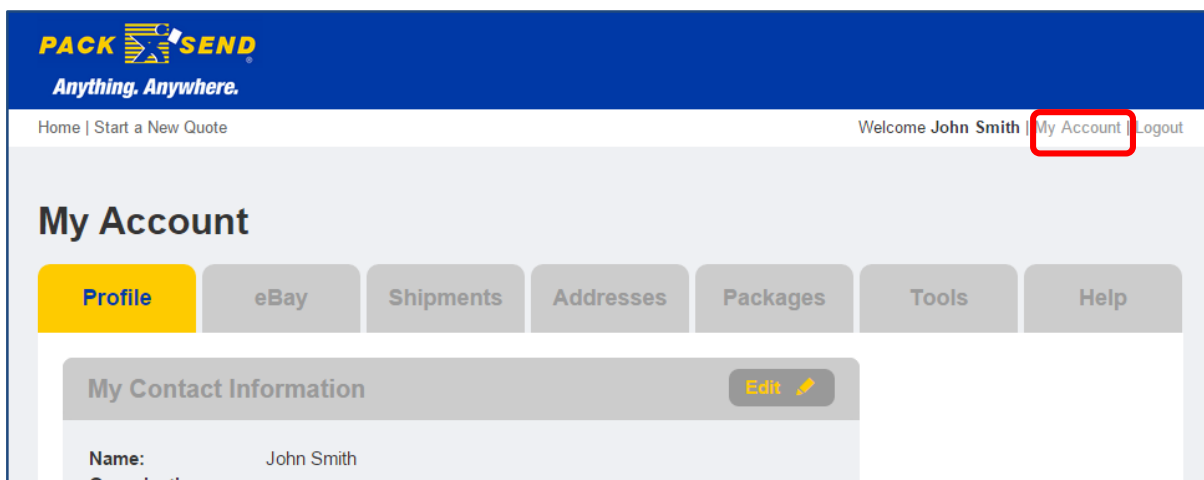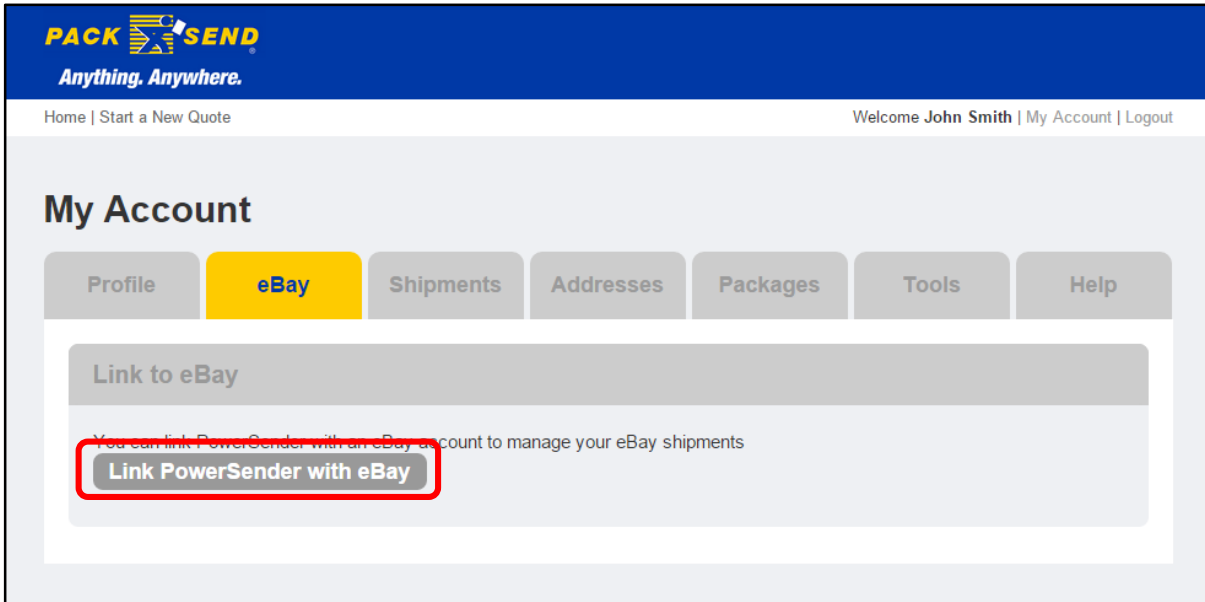

4.2 Navigate to eBay Tab

Click on **eBay** tab as mentioned in the screen shot below in red rectangle.

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4.3 Link PowerSender with eBay

To link PowerSender with eBay, you have to click the button **Link PowerSender with eBay** button as shown in the red rectangle in the screen shot below.

Upon clicking on the **Link PowerSender with eBay** button – it will redirect you to the eBay website with the following details as shown in the screen shot below.

January 2016
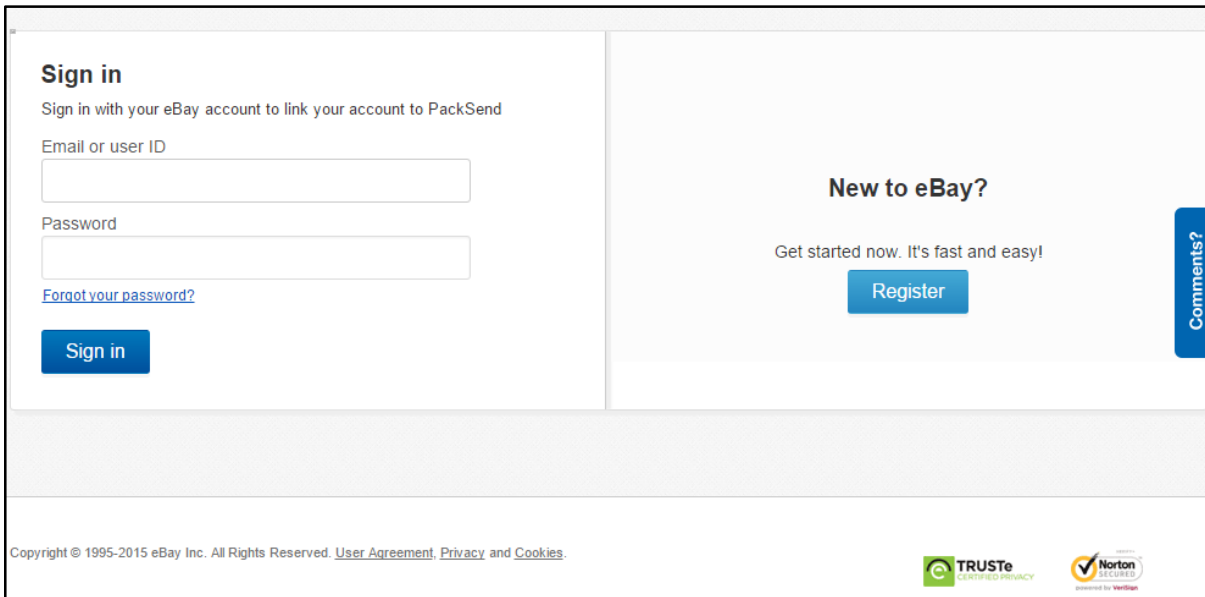
Once you signed-in to eBay with your eBay Seller account credentials, you will be redirected to the following page as shown below for your consent to share your eBay data:

You will need to click **I agree** button to allow us to link your ebay account with PACK & SEND. When you click on **I agree** button, you will be redirected to PACK & SEND online portal with the following screen:

Please note that when we link your eBay account with PACK & SEND, we do not get your eBay orders into the PowerSender portal at the same time. You will need to follow the steps in section 6 (page 18) to import eBay Orders.

5. SPECIFYING POSTAGE COSTS IN YOUR EBAY LISTING

When you list an item on eBay, you need to tell the buyer how much the postage will cost. You enter your postage options and costs for the item you are selling in the **Add postage details** section of the eBay listing form.

The postage costs you enter are shown in your eBay listing, allowing buyers to work out the total cost to buy your item. Your buyers will be charged the cost you specify when they pay for the item.

Therefore, before listing on eBay, you need to determine your pricing strategy for shipping costs and also to understand how to specify your choice of postage options on your eBay listing. The shipping cost options include:

1. **Free Postage** offered to all buyers
2. **Flat Postage cost** charged to all buyers
3. **Calculated Postage cost** based on buyers location using PACK & SEND's Online Postage Calculator
4. **Buyer to contact Seller** for postage costs

You may also choose to use a combination of these pricing strategies, depending on the type of item being sold.

Each of the four postage options are described below, with instructions on how to include each option when listing your product on eBay.

5.1 Free Postage

No courier company of course ships goods for free. However, eBay widely promotes the promotional benefit of sellers listing products with 'free postage' as a great way to attract more buyers and get a higher placement in search results.

This means your shipping costs need to be included in the cost of your product. This strategy works well if your eBay store has a limited number of products that you sell, and where the shipping cost is no more than 20% of the product price.

Here's how to offer free postage when listing your product on eBay:

The following screen shot shows the **Add postage details** section of the eBay listing form and the 4 steps for 'free postage' listing.

1. Choose from the drop-down menu **Flat: same cost to all buyers.**

2. In the 'service' drop-down menu, choose **Courier (1 to 3 business days)**

3. Select the **Free postage** checkbox

4. In the 'Handling time' drop-down menu, choose the number of days handling time. This is the number of days from the time the buyer pays for the item until the courier collects the parcel from you.

The screen shot below shows how the 'free postage' offer will be seen by your buyers after completing your eBay listing (as shown in the red rectangle).

Description	Postage and payments			Print	Report item

Seller assumes all responsibility for this listing.

Postage and handling

Item location: Eagle Vale, NSW, Australia

Posting to: Australia

Change country: Australia

Postage and handling	To	Service	Estimated delivery*
Free postage	Australia	Express Shipping (Courier)	Within 3-5 business days

* Estimated delivery dates include seller's handling time, and will depend on postage service selected and receipt of cleared payment . Delivery times may vary, especially during peak periods.

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5.2   Flat Postage cost

Flat rate postage to all buyers does share similar advantages of a free postage strategy – in that customers know exactly what they will be charged and it is relative easy for you to setup. You should consider this approach if all of your products have similar shipping costs.

Here's how to offer flat postage cost to all buyers when listing your product on eBay. The following screen shot shows the **Add postage details** section of the eBay listing form and the 4 steps for having 'flat postage cost to all buyers' on your eBay listing.

The screen shot below shows how the 'flat postage' offer will be seen by your customers after completing your eBay listing (as shown in the red rectangle).

5.3   Calculated Postage cost

A 'Calculated postage' pricing strategy works on the basis of charging your customers a different shipping rate based on the buyers location. In other words, your shipping cost can vary from customer to customer.

This pricing strategy is generally favoured by eBay sellers because for most products the actual courier cost varies depending on the destination. For example, it costs more to deliver a parcel from Sydney to Perth than from Sydney to Melbourne. If you sell products of relative high weight or size and/or your customers buy more than one item at a time, you should probably favour a 'calculated postage' pricing strategy.

To accommodate a variable pricing strategy, PACK & SEND offers an *Online Postage Calculator* for eBay listings. By using this calculator on your listing, your buyers simply need to enter their delivery postcode or suburb and they will then have displayed the range of parcel delivery price options.

Here's how to include PACK & SEND's *Online Postage Calculator* when listing your product on eBay.

If you require more help on building your *Online Postage Calculator* and inserting it into your eBay listing, then you may refer to page 35 of this User Guide for more details.

The screen shot below shows how the *Online Postage Calculator* will be seen by your buyers after completing your eBay listing (as shown in the red rectangle).
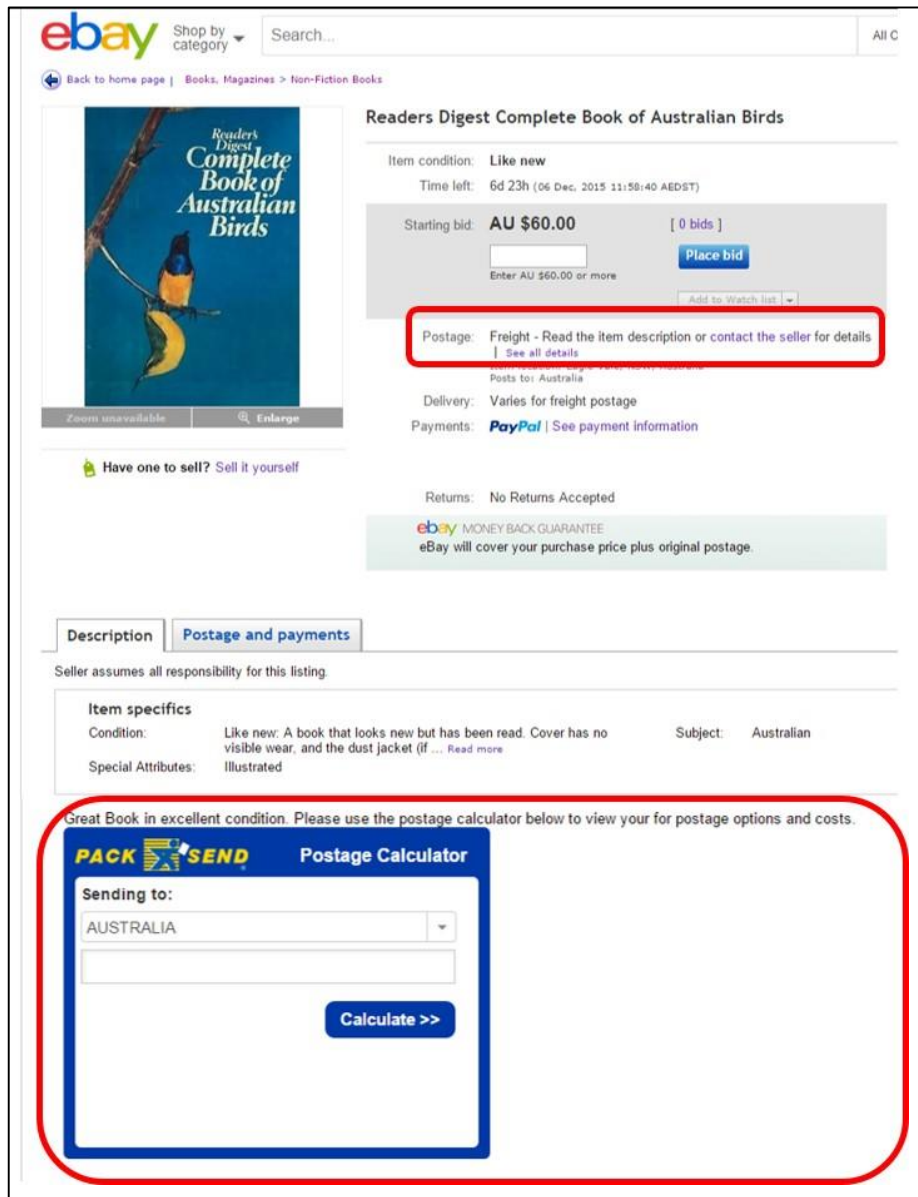
The screen shot below shows how the postage prices will be displayed on your eBay listing once the customer has entered their postcode or suburb delivery location.
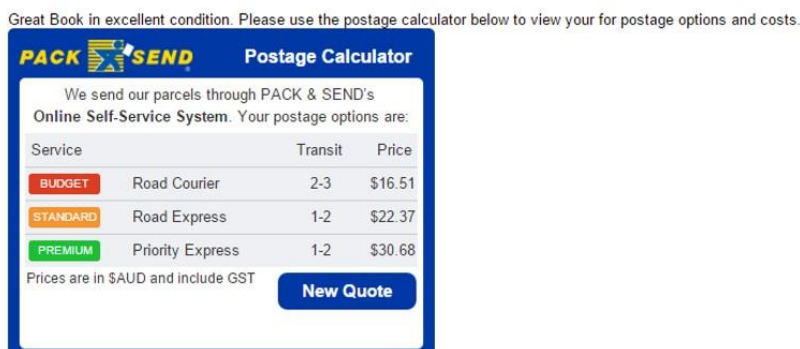
5.4   Buyer to contact seller for postage costs

Some eBay sellers prefer that for certain products sold, their buyers contact them for the freight postage costs.

Here's how to offer the option of buyers contacting you for postage costs on your eBay listing.

The screen shot below shows how the 'contact the seller for postage details' will be seen by your customers after completing your eBay listing (as shown in the red rectangle).

6. IMPORT EBAY ORDERS TO POWERSENDER

Clicking the green button **Get eBay Orders** (as shown in the screen shot below) will refresh the orders from eBay into the PowerSender portal. Please note that we only retrieve those orders customers have made a commitment to buy over the last 30 days.
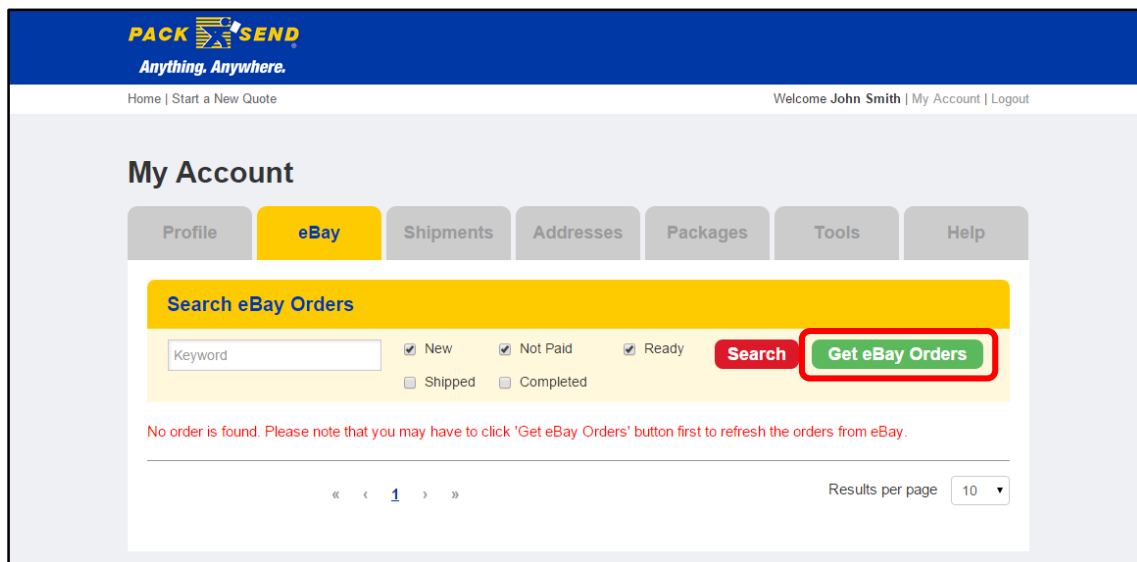
Whenever you click the green button **Get eBay Orders,** we update the status of your existing orders and add any new orders into your database – as shown in the screenshot below.

In the 'Paid' column a green ☑ symbol indicates that the order has been paid by the customer and a red ⊠ indicates the customer is yet to pay for the order. Customers can only pay for their order when they know the postage costs. Therefore, customers can immediately pay for their order if you list your item as offering 'Free postage' or 'Flat Postage costs'.

However, listings that show other postage options (including *Online Postage Calculator* and 'Buyer to contact seller for postage') require you to confirm the actual postage costs for the buyer so they can proceed with the payment at checkout. Section 7 of this User Guide ('Book an eBay order for parcel delivery') explains how to do this.

7. BOOK PARCEL DELIVERY FOR EBAY ORDER

7.1   Providing postage price for buyer to complete payment at checkout

If the status of an eBay order in PowerSender shows the customer has **Paid** (green tick), then you can proceed to book the parcel delivery. To do this, please **go to section 7.2** of this User Guide (Page 25) for instructions on booking the delivery.

This section of the User Guide explains how to provide a postage price for the customer at checkout when you list your item using either the *Online Postage Calculator* or 'Buyer to contact seller for postage'.

eBay customers cannot complete payment for their goods on eBay unless they know their Freight/postage charge. A customer will request a freight postage fee from you by clicking a link in the eBay Checkout – as shown in the red rectangle in the screenshot below.

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There are 6 easy steps to calculate Freight/Postage fee and have it automatically update in eBay for the buyer to complete payment at checkout. These steps are as follows:

Step 1: The first step to provide the freight/postage fee is to click the info symbol corresponding to the chosen eBay order as shown in the red rectangle in the screen shot below.
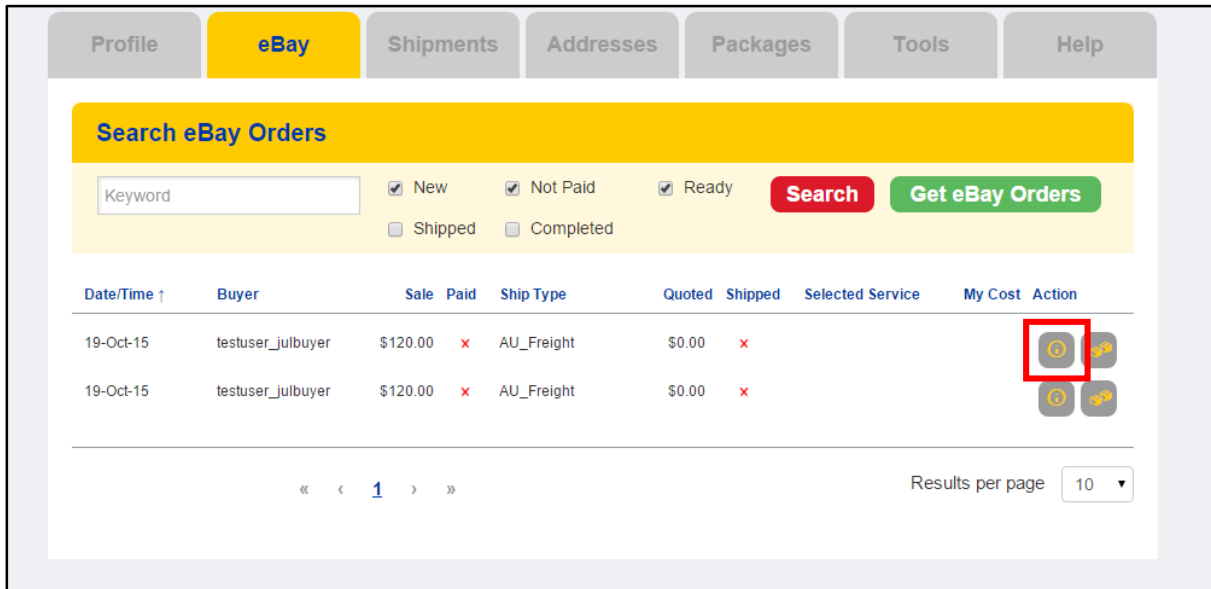
Step 2: After clicking on the info symbol, the details of the order will be shown as below. You should then click on green **Quote** button to quote this order and update the Freight cost in eBay.

PACK SEND®
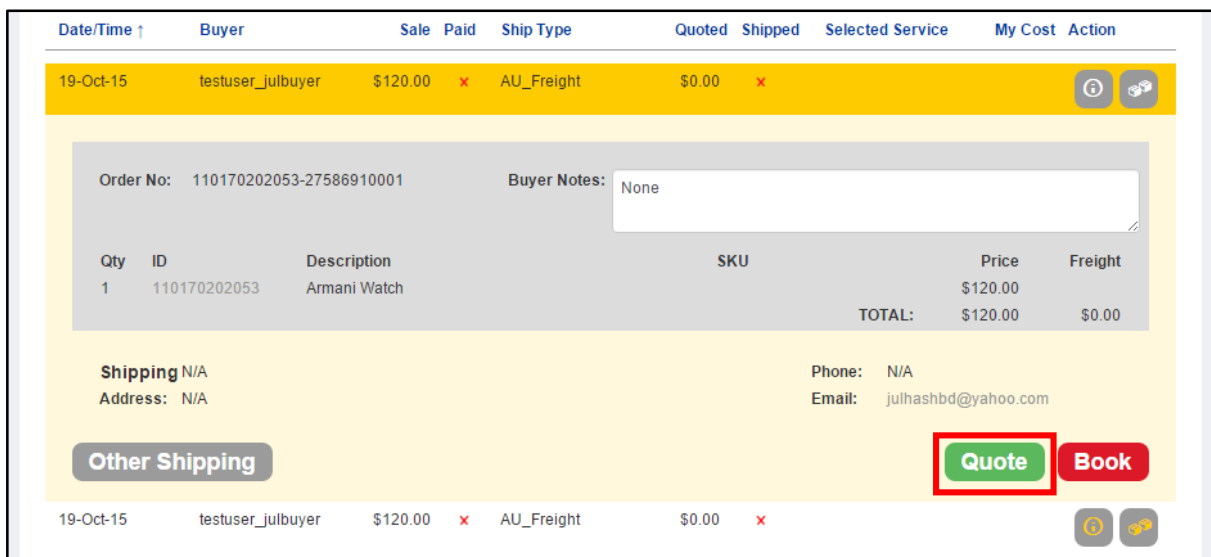
Step 3: As soon as you click on green **Quote** button, a popup will appear asking you whether you wish to combine one or more orders that may exist from the same buyer and location. Please see the screen shot below.

This order can be combined with one or more other orders for the same buyer and location. eBay may combine these automatically if the buyer pays with one payment, Do you want to combine these orders and quote for a single shipment to this buyer?

Yes   No
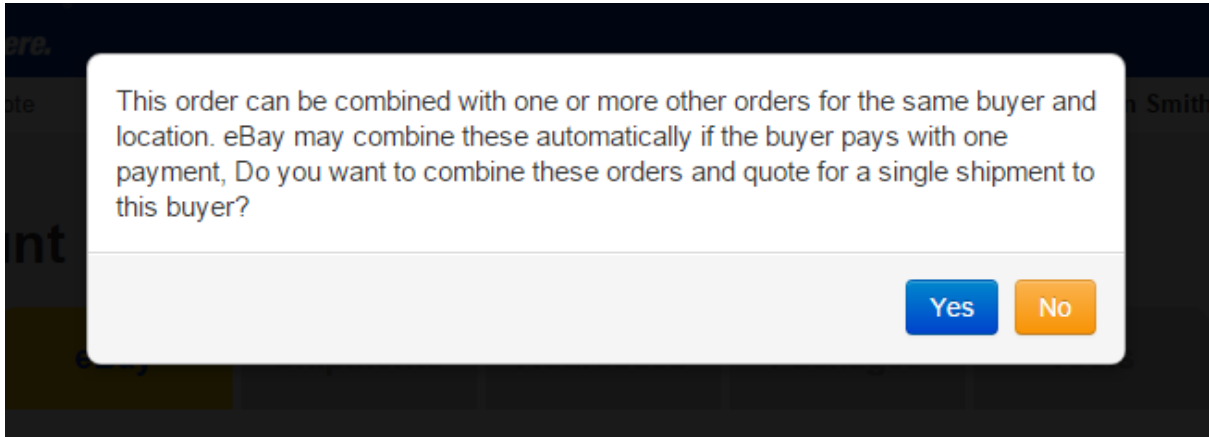
If you click the **Yes** button, the following screen will be displayed. Select the orders you wish to combine and then click **Combine Orders**.

Available Orders

Date/Time	Order Number	Buyer	Sale	City
☐ 19-Oct-15	110170202053-27586911001	testuser_julbuyer	$120.00	
☐ 19-Oct-15	110170202053-27586910001	testuser_julbuyer	$120.00	

Combine Orders   Cancel

✔ New   ✔ Not Paid   ✔ Ready   Search   Get eBay Or

PACK SEND
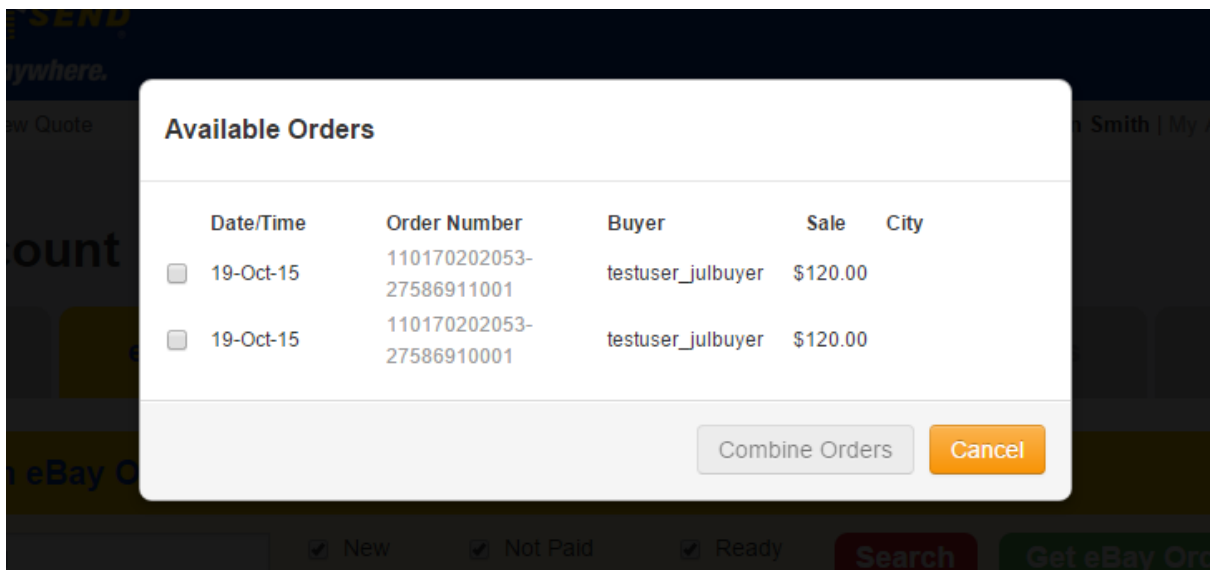
Step 4: The quote page will appear – showing your eBay Order Details to the right of the screen for your reference. Click on **Calculate Quote.** A range of Online Self-Service parcel delivery options will then be displayed with different transit times and prices. Select the parcel delivery service required for the eBay order.

Step 5: The Order Quote panel will appear as shown in the screen shot below. Click on the **Update** button.

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After you have clicked the **Update** button, it will redirect you to the eBay order tab with the Freight/Postage costs as shown in the screen shot below.

Your Freight/Postage Cost will have also been updated to eBay at the same time automatically. See screen shot below.

Your customer will also see the Freight/Postage cost in their list in eBay. See screen shot below.

Your customer can now complete the checkout process. See screen shot below.

Step 6: Once your customer has finally paid after having receiving their Freight/Postage cost, if you click **Get eBay Orders** again, you will notice that Paid Status is now updated to 'paid' as shown in the screen shot below.

You are now ready to book the parcel delivery for the order.

7.2   Booking the Parcel Delivery

Step 1: After a customer has paid for their order, you can book the parcel delivery. The first step is to click on the info symbol as shown in the screen shot below.

Step 2: Click on the red button **Book**, as shown below and complete the usual Online Self-Service booking process.

Step 3: After completing the booking process, print and attach labels to your parcel. From the Booking Confirmation page, you can still get back to the eBay orders list Tab by clicking the red button **Return to my Orders** as shown below.
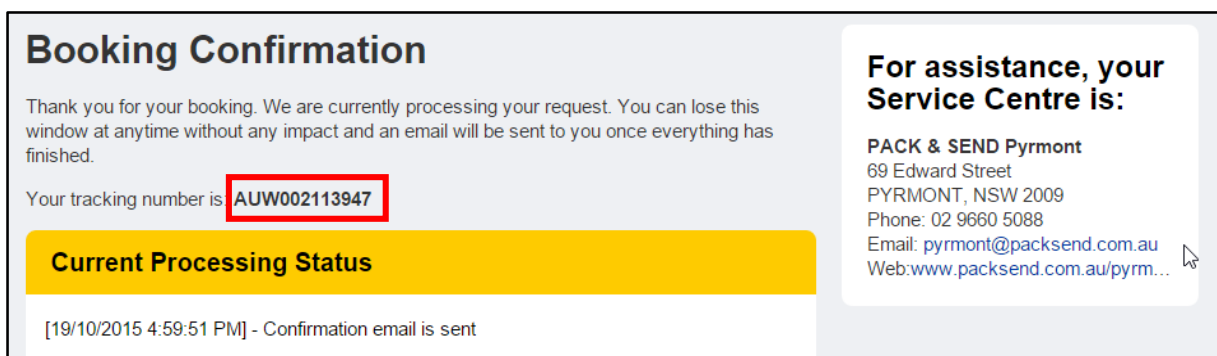
8. UPDATE TRACKING INFORMATION IN EBAY

Adding tracking information to eBay lets your buyer check the status of a parcel delivery at any time.

PACK & SEND's eBay integration system has been developed to automatically send the tracking number of each shipment to eBay. You can also update the Tracking Number manually in eBay if you wish by taking the following steps.

Step 1: Copy the Tracking Number
Copy the tracking number provided by PACK & SEND as shown in the red rectangle in the screen shot below.
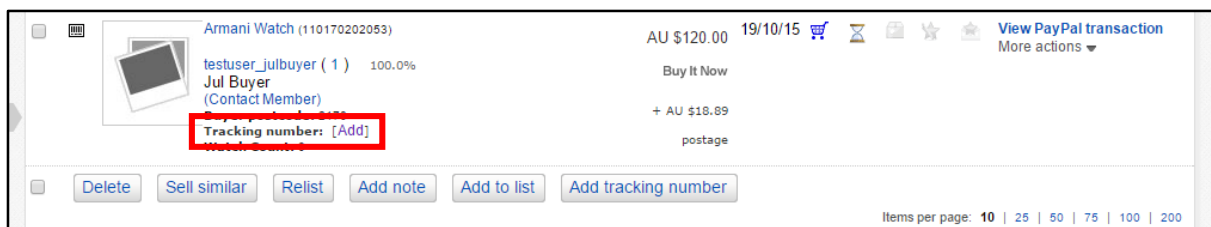
Step 2: Add the Tracking Number to My eBay
1. Go to the **Sold** section of My eBay.
2. Select the check box next to the item you want to add a tracking number for.
3. Click the **Add tracking number** button – as shown in the red rectangle in the screen shot below.

4. On the **Add/Edit/Delete Tracking Number** page, enter or paste the tracking number and enter the name of the carrier – PACK & SEND.
5. Click the **Submit** button

9. VIEW TRACKING INFORMATION IN POWERSENDER

You can also view Tracking information for each eBay order in PowerSender, by clicking on the **Tracking** number link as shown in red rectangular box below.

When you click on the **Tracking** number link above, it will redirect you to the following page, showing tracking details.

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10. VIEW EBAY ORDERS DIRECTLY FROM POWERSENDER

To View eBay Orders directly from the PowerSender portal, you can click on the **Order Item ID** as shown in the red rectangle below.

When you click on the **Order Item ID**, it will redirect you to the following page on eBay site.

11. VIEW SHIPMENT DETAILS OF AN EBAY ORDER

You can view shipment details for each booking in PowerSender by clicking the Sky Blue button **View Shipment** as shown in the screenshot below.

When you click the **View Shipment** button above, it will redirect you to **Shipments** Tab with the following details from where you can view orders again, repeat the same shipment and so on.

12. OTHER SHIPPING

If one of your shipments is processed by another carrier (not PACK & SEND), you can update the details by clicking **Other Shipping** button as shown in the red rectangle below.

When you click the **Other Shipping** button, you can then complete the details shown within the red rectangle below and click **Save** to finalise.

13. SEARCH EBAY ORDERS

You can search eBay orders in the PowerSender portal that have already been retrieved from the eBay website.

The following screen shot shows the 4 steps for searching eBay orders in PowerSender.

1. Update your eBay orders in PowerSender first by clicking **Get eBay Orders.**

2. Enter a search term – e.g. road courier.

3. Select your filter options

4. Click on **Search** button.

14. SORT EBAY ORDERS

You can sort eBay Orders in ascending or descending orders by clicking on any of the column heading names, as shown in the screen shot below.
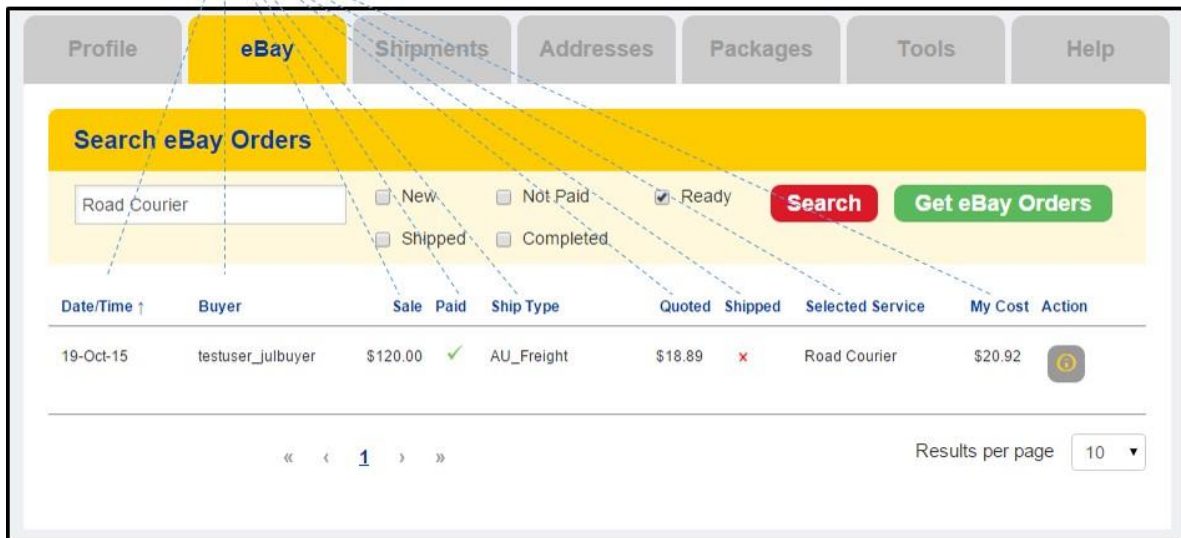
To identify which column is in current sort, you can see an arrow symbol to the right hand side of the column name. The arrow symbol also indicates whether the column is in ascending or descending order mode – as shown in the red rectangle below.
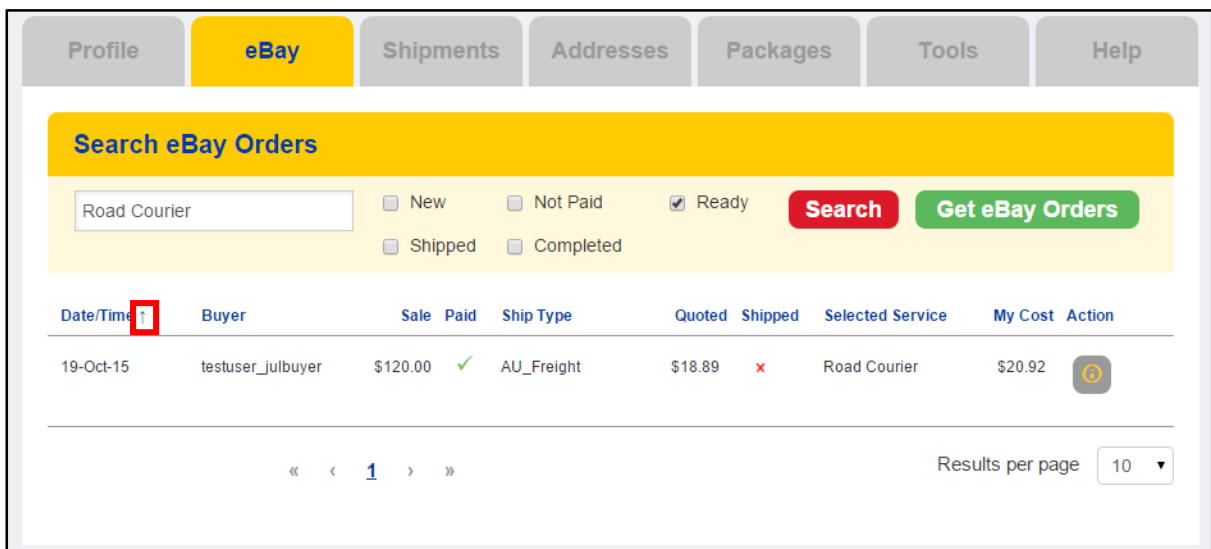
15. PAGINATION

Pagination is also available for you to view orders easily and load quickly. You can set **Result per page** to 10, 20 or 30. There are arrows to indicate to go to first page, last page, next page or previous page. You can even click on the page number to go to that page straight away. Please see the screen shot below.
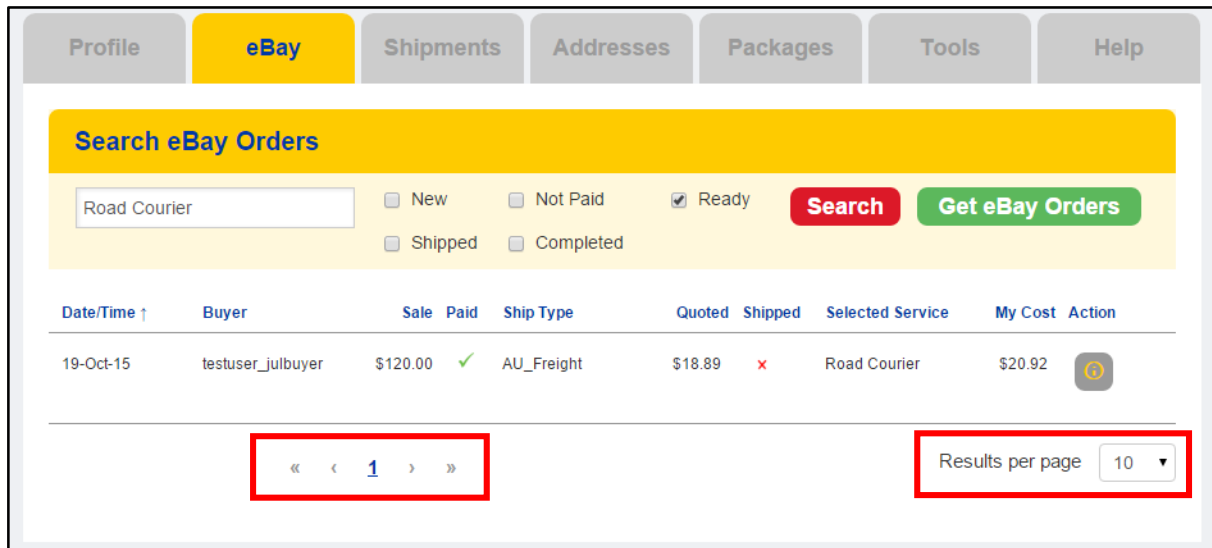
16. ONLINE POSTAGE CALCULATOR

If you choose a 'Calculated postage' pricing strategy for your eBay store, you will be charging your customers a different shipping rate based on the buyers location. In other words, your shipping cost can vary from customer to customer.

To accommodate a variable pricing strategy, PACK & SEND offers an *Online Postage Calculator* for eBay listings. By using this calculator on your listing, your buyers simply need to enter their delivery postcode or suburb and they will then have displayed the range of parcel delivery price options.

Inserting PACK & SEND's Online Postage calculator in your eBay listing is easy - just follow the steps below.
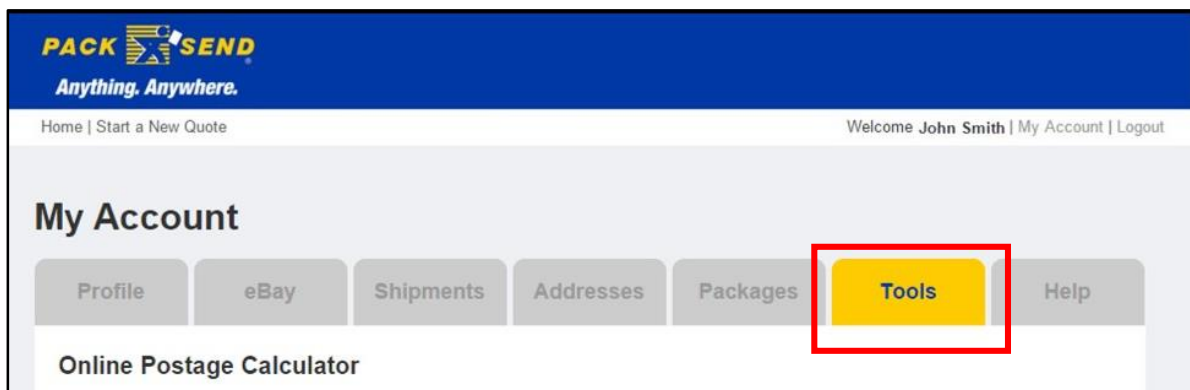
Step 1: Click on Tools tab
Click on the Tools tab at the top of the PowerSender portal page as shown in red rectangle in the screen shot below.
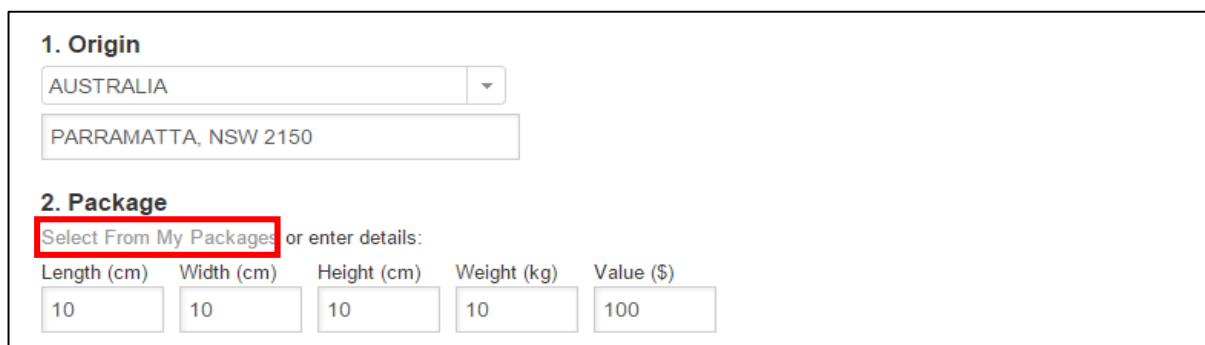
Step 2: Enter Origin and Package details
Enter the location of where the parcel will be sent from. Then enter the dimensions and weight of the parcel, and the value of the item. It's important to specify the accurate weight and dimensions for the parcel (taking into account the weight of the item, box and any packing materials).

You can also automatically select the parcel details from package details already entered in PowerSender by clicking the **Select From My Packages** link, as shown in the red rectangle below.

When you click on the **Select From My Packages** link, the following screen will be displayed. You can then search for your package to be selected for the Online Postage Calculator.
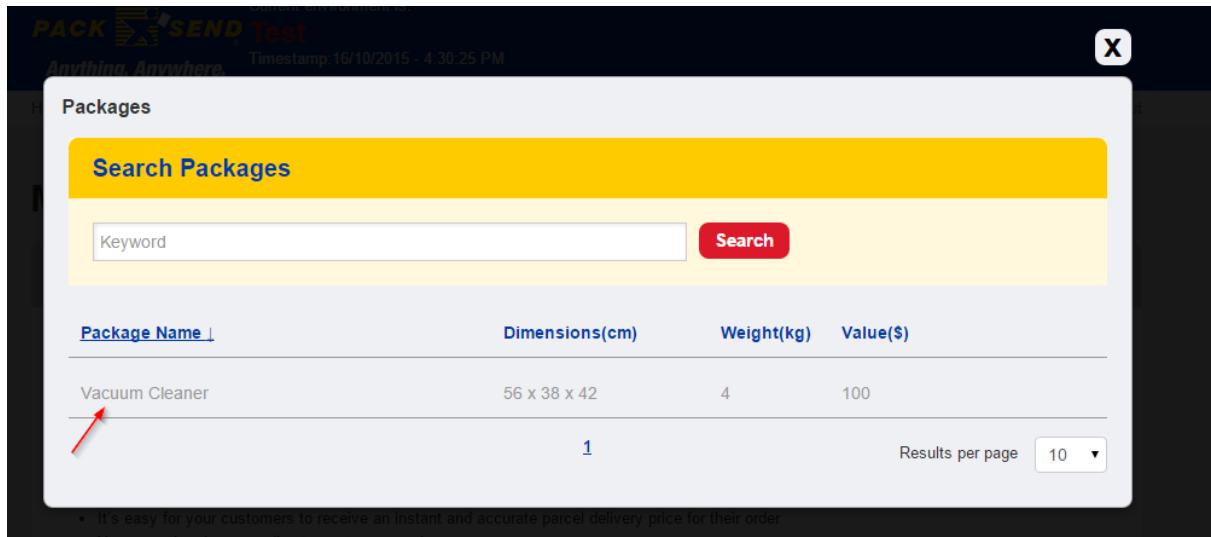
Step 3: Enter and Packing & Handling charges

You may wish to add a packing/handling fee that can be automatically added to the postage charge displayed in your calculator. Your buyers will not be made aware of any packing/handling fee in the quote displayed.

Select the **Add allowance for Packing/Handling** check box and then add the $ amount to be charged or add the $ % - as shown below.

Step 4: Select your Service Options

Our Online Postage Calculator has the option to list a range of Budget, Standard and Premium services with different transit times and prices for both domestic and overseas locations. You can choose to build a calculator to display one or more service options for your customers.

Select which services you would like to offer your customers.

As part of our domestic delivery service options, you can choose whether to offer an Authority to Leave service (ATL). This is where the parcel can be left at your customers premises without obtaining a signature. No warranty is available on ATL services. To offer this option in your calculator select the check box **Show Authority to Leave (ATL) Services** – as shown in the above screenshot.

Your calculator can also show warranty options for both domestic and international services. We offer for all our 'signature on delivery' services the option of warranty cover against physical loss or damage while in transit. To offer this option, select the check box **Show Warranty option where applicable** – as shown in the above screenshot.

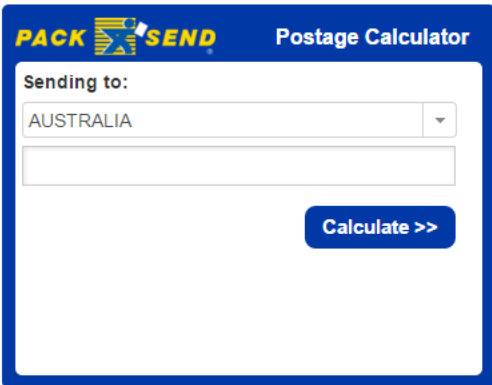### Step 5: Build, Test and Copy your calculator into your eBay listing

You should now click on the **Build Calculator** button as shown in the screen shot below. The calculator widget will appear below the build calculator button and you can play with the widget by entering different destinations and clicking "Calculate" button.

When you are pleased with your calculator, you can just Copy the HTML code by clicking the **Copy To Clipboard** button and insert it into the HTML of your listing/website. For more specific details on how to insert the calculator into your eBay listing, refer to page 15 of this User Guide.