



## Selling

### Listing An Item For Sale

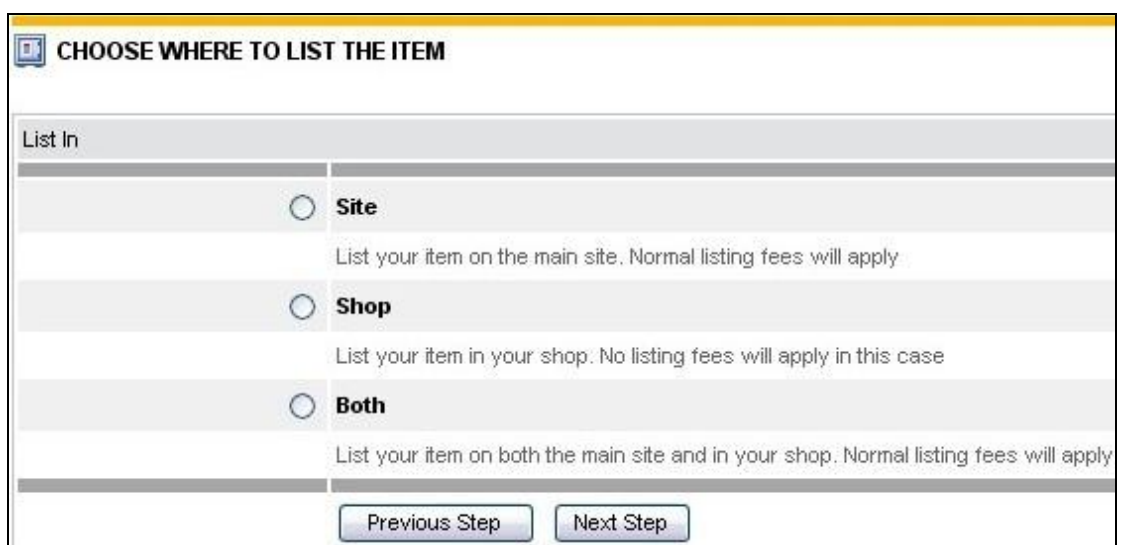
Here's a step-by-step guide to listing an item for sale by auction, offer or buy out. Most steps are the same for all types of listing.

1. Start by clicking on the **Sell** link on the main navigation bar:



2. Choose whether you would like the item listed on the main auction site, in your shop only (if you have one) or in both locations.

Note that shop-only items will only be visible to visitors to your store.



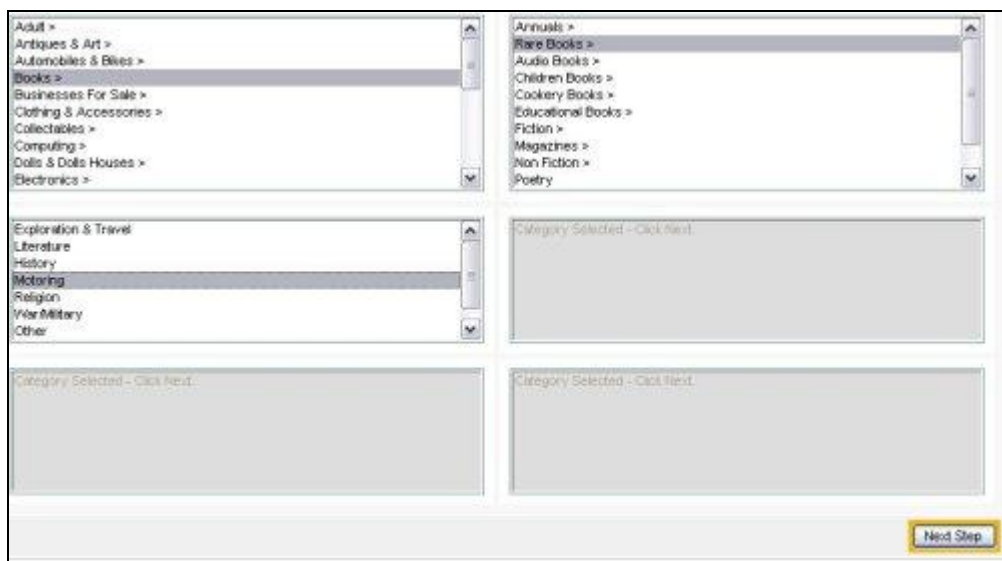
3. Choose a main category for your item. The active category list is indicated by an orange border - each time you select a category, a list

of appropriate sub-categories will be displayed until no further detail is possible.

Simply click on a category to select it:



Once the category has been finalised, the **Next Step** button will be highlighted:



4. You may select an additional category for your item if you wish. Some items fit naturally into more than one category, and having an additional category can help more users find your item.
5. You now need to specify the **Item Details**. Once you have done this, click **Next Step** to continue:

Field Name	Description
Choose Listing Type	In most circumstances a <b>full listing</b> is more suitable. If you find that many of the options you

	are offered are not relevant, try a <b>quick listing</b> .
Item Title	Enter a title for your item. This will be displayed in category listings and search results.
Description	Enter a description of your item. Generally, the more detail you can provide, the better.
Main Category	This confirms your choice of main listing category.
Additional Category	This confirms your choice of additional listing category (if any).
Voucher Settings	Include any voucher codes you may have in this field. Otherwise it should be left blank.

6. The next stage is to configure the settings for your item:

Field Name	Description
Auction Type	Choose between standard (listing one item) and Dutch (listing multiple, identical items)
Currency	Choose the currency you wish to use
Quantity	Specify how many items you are selling
Auction Starts At	Specify the starting bid for your auction
Enable Reserve	If you would like a reserve price, check this box.  A reserve price prevents an item selling below a certain price, regardless of how much the final bid is for.
Reserve Price	Enter the reserve price if applicable
Buy Out price	A Buy Out price enables bidders to buy your item instantly - without having to wait for the auction to end.
Offer Range	If you are willing to accept offers for your item, specify the price range you are prepared to consider.
Bid Increment	This controls how much more each bid is than the previous bid. In most circumstances the default choice will be suitable.
Item Featuring	This allows you to promote your item more widely - choose any combination of featuring you would like.
Start Time	Allows you to choose to start your auction now, or at a later time.
End Time	Choose the duration of your auction - from a standard range of options or by specifying a specific future date.
Private Auction	If you would like to hide user ids of bidders from other users, select a private auction. Bidders' user ids will still be visible to you, the seller.
Accept Swap Offers	Indicate whether you are prepared to swap your item for a suitable alternative.
Member of Group	If you are a member of a listed group, select it

	here. If not, disregard this section.
Item Condition	Use the drop-down menu to specify the condition of your item.  Add any specific comments into the text field above.
Images	Upload up to three images of the item you are listing. Files can be uploaded from your computer or from another website.
Media	Upload a video file of your item. Files can be uploaded from your computer or from another website.
Auto Relist	Enable the automatic relisting of your item. You can choose to have it relisted only in the case it does not sell and can specify how many times it will be automatically relisted.
Location	Confirm the location details of your item. By default, this will be set to be the same location your user is registered at.

7. The next step is to specify shipping and payment details for your item.

**a. Shipping & Payment Details**

Specify whether the buyer or seller should pay for postage.

Specify the postage and insurance costs.

Indicate whether you will post the item overseas.

**b. Direct Payment**

Check the box next to each of the direct payment methods that you will accept.

**c. Offline Payment**

Check the box next to each of the offline payment methods that you will accept. Note that you, the buyer, should be equipped to handle these payment methods yourself.

8. Preview your listing - see how it will look to buyers and make any changes necessary using the **Previous Step** button.

You can also choose to **Save As Draft** - this will save your listing and allow you to return to it later.

If you are happy with the listing, press the **List** button to publish the listing. You will then see a message confirming that it has been accepted and informing you of the fee for the listing:



## Managing Your Selling Items

You can manage all of your selling items from the **Selling** section of the **Members' Area**:



### Open

The open view shows all of the items you currently have listed in active auctions:

Open Auctions (0 items)							
Auction ID	Item Title	Start Time	End Time	# Bids	Auto Relist	Max. Bid	Options
There are no items in this section							

The **Selling Totals** section provides a simple summary of the number of items at each selling status, and the **Open Auctions** table below lists each item currently being sold.

You can sort the items **Open Auctions** table by clicking on the arrowheads by each column heading.

### Items With Bids/Offers

The **Items With Bids/Offers** view shows all the items you are currently selling that have bids or offers on them:

The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Scheduled

The **Scheduled** view shows all the auction listings you currently have scheduled to start:

The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Closed

The **Closed** view shows all of your closed auction listings:

The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Drafts

The **Drafts** view shows all of your saved draft auction listings:



The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Sold

The **Sold** view shows all of your sold auction items:



The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Invoices Sent

The **Invoices Sent** view shows all of your current sent invoices:



The **Selling Totals** table provides an at-a-glance view of all your selling activity.

## Fees Calculator

The **Fees Calculator** allows you to calculate the listing fees for an item before you create the listing:

Simply select the fees that will apply to your listing and click **Proceed**. Note that this calculator excludes the selling price fee as this is variable and depends on the selling price.

### Prefilled Fields

Regular sellers may find that they have certain fields that always require the same data to be entered into them. The **Prefilled Fields** page allows this information to be saved and automatically populated into your auction listings.

Field Name	Description
Item Title	The title for your auction listing
Description	Enter any common text that appears in all your item descriptions into this field.
Duration	If your auctions always have the same duration, you can specify it here.
Private Auction	If you always run private auctions, check this box.
Swap Offers	If you are always open to swap offers, check this box.
Shipping Conditions	If your shipping conditions are always

	the same, indicate them here.
Offline Payment	If you only accept certain offline payment methods, select them here.
Accept Public Questions	If you have a fixed policy on public questions, indicate it here.
New Bid Email Notifications	If you always wish to be notified of new bids by email notification, check this box.

## Blocked Users

If you wish to block certain users from bidding on any of your items, you can add their usernames to this page:



Click on the **Add User** link to block a user. You can also specify the reason you have blocked them, and blocked users can be deleted (unblocked).

## Reputation

Your reputation provides an indicator of how much trading you have done on the auction site and allows other buyers and sellers to get an idea of your trustworthiness and experience.

For each transaction that takes place, the buyer and seller can award each other a star rating from 1 to 5:

- ★☆☆☆☆ - Very poor - Your reputation is reduced by 1
- ★★☆☆☆ - Poor - Your reputation is reduced by 1
- ★★★☆☆ - Neutral - no change to your reputation
- ★★★★☆ - Good - Your reputation is increased by 1
- ★★★★★ - Excellent - Your reputation is increased by 1

Wherever a user id appears, the reputation for that user is also shown:



Click on the reputation to see full details of that user's reputation.

## Viewing Your Reputation

You can see full details of your reputation and the comments you have received in the Members' Area of the auction site:



## Leaving Comments For Other Users

Leaving comments for other people is a simple process.

1. After you have completed a transaction, go to your Members' Area, and click on the **Reputation** link:



2. Click on the **Sent** link, and you will see a list of auctions for which you need to leave comments.

To leave a comment, click on the **Proceed** link at the right of the screen:



3. Select a suitable star rating - from 1 to 5, and enter any comments you would like to make into the comments field. When you are finished, click on **Leave Comments** to store your comments and rating:



4. If you now return to the auction item, you will be able to click on the other user's reputation and see your comments in their reputation information:



## Bulk

This section allows you to download PHP Pro Bid's bulk listing software, PaxBulk. You should refer to the help documentation that comes with this application for more details on how to use this tool.

## About Me

The **About Me** facility enables users to provide a little information about themselves to other users.

For business users, this might be information about their business and a link to their own website.

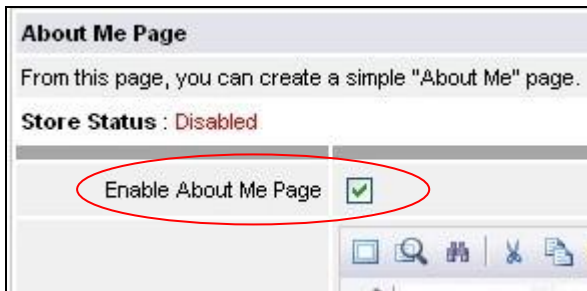
Personal users might want to provide some information on their hobbies and interests - especially if they are the main reason for their auction activities.

You can set up an **About Me** page like this:

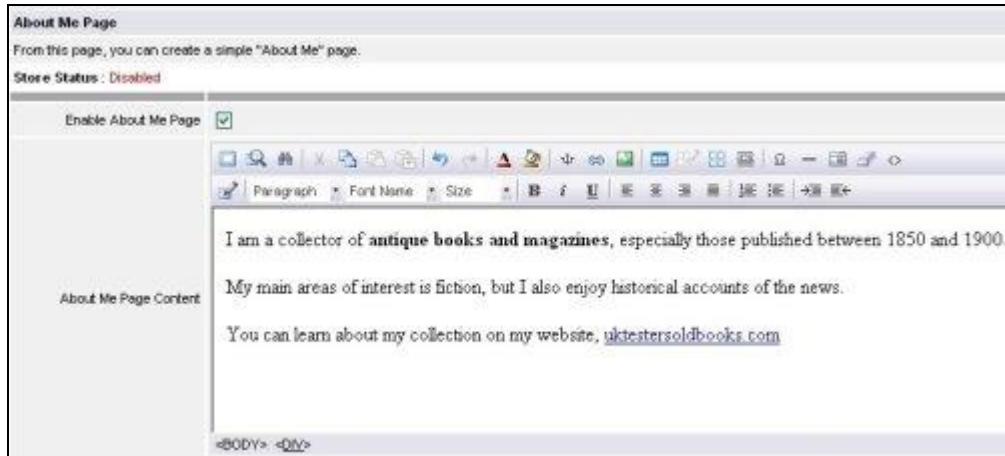
1. Click on the **About Me** link in the Members' Area:




2. Enable the **About Me** page:



3. Enter some suitable information into the text field. Use the toolbar at the top of the text area to format your text:



You can also include hyperlinks - just click on the  symbol and enter the target URL and the link text.

4. When you have finished, click on the **Proceed** button to save your **About Me** page.

You will now see an additional icon appear alongside your user id:



Anyone who clicks on the **About Me** logo will be taken to your **About Me** page:



## My Store

The PHP Pro Bid auction system allows sellers to operate their own private Stores. They can customise the appearance of the store and the categories used within it and include detailed information about their business and their stock.

By default, a user's store subscription is disabled - as most users will not have any use for a store.

Enabling stores is simple and instant and provides users with a choice of five levels of store:

- Free Store - up to 3 items
- Basic Store - up to 10 items, \$4.95 per 30 days
- Medium Store - up to 50 items, \$9.95 per 30 days
- Advanced Store - up to 100 items, \$19.95 per 30 days
- Expert Store - up to 500 items, \$39.95 per 30 days

Apart from the number of items that can be stocked, there are no other differences between the store types.

## Setting Up A Store - Subscription Setup

1. To get started with stores, go to the **My Store** section of the Members' Area and select **Subscription Setup**



2. At the top, you will see a summary of your store subscription status, showing subscription payment dates and the number of items presently listed.

If you have not had a store before, the **Store Status** will be **Disabled**.



3. To setup a store, ensure the **Enable Store** check box is checked:



4. Select the type of store you wish to operate:

Choose Subscription	<input checked="" type="radio"/> <b>Free Store</b> , 3 items, Price: -, recurring every 30 days
	<input type="radio"/> <b>Basic Store</b> , 10 items, Price: 4.95 USD, recurring every 30 days
	<input type="radio"/> <b>Medium Store</b> , 50 items, Price: 9.95 USD, recurring every 30 days
	<input type="radio"/> <b>Advanced Store</b> , 100 items, Price: 19.95 USD, recurring every 30 days
	<input type="radio"/> <b>Expert Store</b> , 500 items, Price: 39.96 USD, recurring every 30 days
<input type="button" value="Proceed"/>	

5. Click **Proceed** to activate the store and confirm your choices:



Your store is now ready for use, although you should probably consider adding some further information to it using the **Main Settings**, **Store Pages** and **Custom Categories** sections, which are explained below.

## Main Settings

The **Main Settings** section allows you to customise your store and provide information about the kind of items you offer for sale.



There are five fields you can populate (all are optional):

Field	Description
Store Name	The name of your store
Store Description	A description of your store - the kind of items you sell, your trading history, your business, etc  This can be formatted and include links to other sites.
Store Meta Keywords	You should enter relevant keywords for your store here - words that people might search for if they were looking for the kind of items you sell.  Separate each keyword (or phrase) with a comma.
Store Logo	If you have a logo you would like displayed with

	your store listing, you can upload it here using the <b>Browse</b> and <b>Upload</b> buttons. You can also use a graphics file from another website by entering its URL into the <b>Enter URL</b> field and then clicking <b>Upload</b> .
Store Designs	Choose from a number of alternative store designs, to help make your store more distinctive.

## Store Pages

The **Store Pages** section allows you to provide additional information about your store, including details of your special offers and shipping information.



All of these sections can be updated at any point and changes made will immediately be applied to your store.

Field	Description
Number of Store Featured Items	Specify how many of your store's items you would like to highlight as "feature" items at the top of your store's home page.
Number of Ending Soon Store Items	All store items are listed for a fixed length of time. Specify how many "ending soon" items you would like highlighting in the <b>Ending Soon</b> section on the store home page.
Number of Recently-Listed Store Items	Recently-listed items can be highlighted in the <b>Recently Listed</b> section at the top of your store's home page. Specify how many of your most recent items you would like including in this section.
About This Store	Include additional information about your store, stock or yourself here.
Store Specials	Provide full details of any special offers you are running here.
Shipping Information	Include full details of your shipping policies here, such as postage methods, return policies and packaging information.
Company Policies	Include any further details of your company policies here.

## Custom Categories

All items are placed in a category of your choice when listed in an online auction or as a store item.

Within your own store you can choose which categories are available and you can create your own custom categories.

Please note that custom categories can only be used for Store-only listings - so if you want to list your item in the general auction listings as well as in your store, you may prefer to use the standard categories that are available.

### Setting Up A Custom Category

1. To setup a custom category, go to the **My Store / Custom Categories** section of your Members' Area:



2. Enter the name of your category into the **Add Category** field, then click the **Save Changes** button:

You can add as many categories as you need in this way.

3. When you have finished adding new categories, click on the **Generate Categories** button to complete the creation of your custom categories.

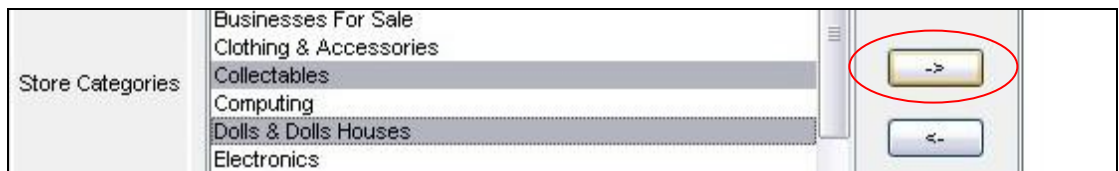
### Selecting Categories For Your Store

If you don't want to create your own custom categories you can choose to restrict which of the standard categories are available in your store instead.

1. In **My Store / Custom Categories** section of your Members' Area, scroll down to the **Store Categories** section:



2. Select the categories you would like to use by clicking on them (hold down the **Ctrl** key at the same time for multiple selections):



3. Click on the -> button to add these categories to your store.

Selecting your own categories will automatically mean that only these categories are available in your store.

## Listing Items For Sale In Your Store

See [Selling](#).

## Viewing Your Store

1. To view your store, click on the **Stores** link on the main navigation bar:



2. Type the name of your store into the Store search box:

3. Click on your store's name to enter it:

## Wanted Ads

PHP Pro Bid v6.0 allows you to place **Wanted Ads** for items you are looking for.

You can create these by going to the **Wanted Ads** section of your **Members' Area**:

## Viewing Your Wanted Ads

1. To see a list of your open or closed ads, click on the appropriate links:

## Creating A New Wanted Ad

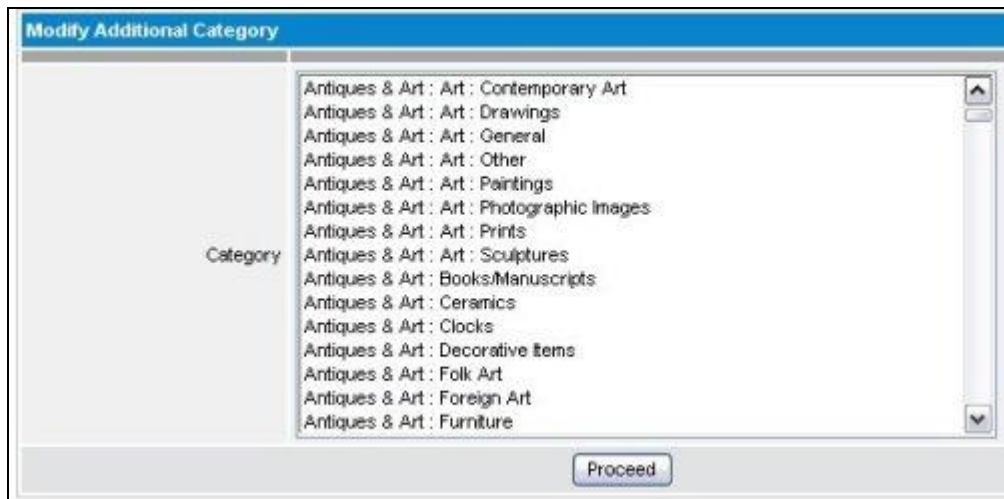
1. To create a new Wanted Ad, choose **Add New**:



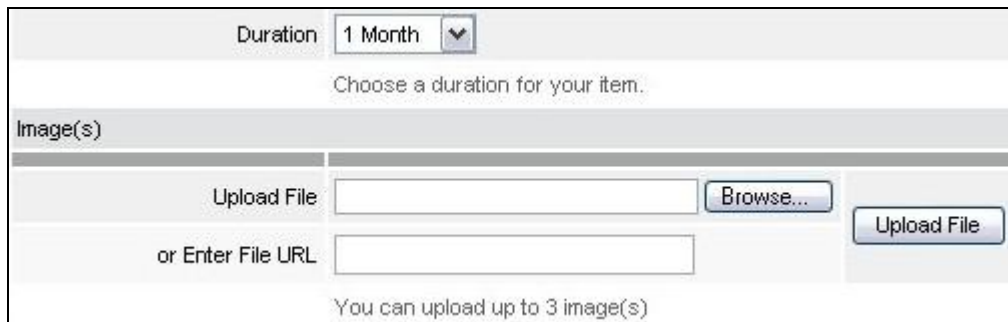
2. In the **Main Category** section, click on **Modify** to open the category selection dialogue box:



Click on the category you would like to use for your **Wanted Ad**:



3. Enter a title and description for the advert, and then choose how long you would like it to run for from the **Duration** drop-down menu. You can also upload any **Images** you wish to include in the **Wanted Ad**:



4. Check your location details are correct and click **Proceed** to post your wanted ad:

Location	
Country	United Kingdom
State/Province	Yorkshire
Zip/Post Code	AN12 3YT
<input type="button" value="Proceed"/>	

You will be shown confirmation that it has been accepted and billed to your account:



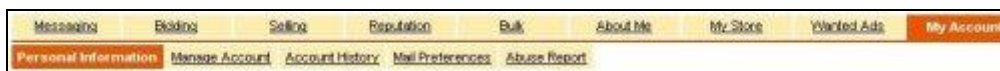
## My Account

In the **My Account** section of your **Members' Area**, you can manage all aspects of your account:

- Personal Information
- Manage Account (payment methods)
- Account History
- Mail Preferences
- Abuse Report

### Personal Information

The **Personal Information** section allows you to view and edit your personal details. The information on this page is exactly the same as the information you provided when you registered as a user:



Once you have made any changes necessary, just click on the **Update** button at the bottom of the page to save your changes.

### Manage Account

The **Manage Account** page allows you select which payment methods you want to use and enter all the relevant information.



<a href="#">Messaging</a>	<a href="#">Bidding</a>	<a href="#">Selling</a>	<a href="#">Reputation</a>	<a href="#">Bulk</a>	<a href="#">About Me</a>	<a href="#">My Store</a>	<a href="#">Wanted Ads</a>	<a href="#">My Account</a>
<a href="#">Personal Information</a>	<a href="#">Manage Account</a>	<a href="#">Account History</a>	<a href="#">Mail Preferences</a>	<a href="#">Abuse Report</a>				

**WARNING:** Your account is reaching or has exceeded the maximum credit limit. You can clear your account balance from the **My Account** -> **Manage Account** page

### Mail Preferences

Sent Message Notification	<input type="checkbox"/>	Receive an email notification when you send a message through the site's messaging system.
Received Message Notification	<input checked="" type="checkbox"/>	Receive an email notification when you receive a message through the site's messaging system.
Item Sold Notification	<input checked="" type="checkbox"/>	Receive an email notification when you have successfully sold an item.
Item Won Notification	<input checked="" type="checkbox"/>	Receive an email notification when you have purchased an item.
New Bid Notification	<input type="checkbox"/>	Receive an email notification when a new bid is placed on one of your items.
Outbid Notification	<input checked="" type="checkbox"/>	Receive an email notification when you are outbid on an auction where you were the high bidder.
New Item Notification	<input checked="" type="checkbox"/>	Receive an email notification when you have listed a new item.
Item Closed Notification	<input checked="" type="checkbox"/>	Receive an email notification when one of your items has been closed.

Once you have updated your selection, just click the **Proceed** button to save your choices.

## Abuse Report

From time-to-time, you may find that another user is abusing the auction system in some way.

The **Abuse Report** page allows you to send a confidential report to the auction administrator to bring abuse issues to their attention:

Report Abuse to Admin	
Username	<input type="text"/>
Comments	<input type="text"/>
<input type="button" value="Proceed"/>	