LISTERNAUT TRAINING SERIES

Welcome to Listernaut
Time to hit the ground running.

Congratulations, you have made the first step to becoming an e-commerce entrepreneur. This training series will cover the step-by-step basics of starting an e-commerce company of your own. Think of this in terms of a paint by number painting. Cover each step before you move on to the next and the image will become clear as to how to operate your business. Some of these steps may already be completed, but focus on marking each step complete for a clear picture. We want you to succeed and have a team ready and willing to help you launch. We cover success metrics in Course 19, so familiarize yourself with them. Remember that there is only one way you can eat an elephant: one bite at a time. Do not get overwhelmed, and go at your own pace through the courses. There is nothing to it, but to do it!

E-COMMERCE TRAINING SERIES

COURSES

1. How to launch an E-Commerce business 1 (Listernaut Start-up Guide)
2. How to launch an E-Commerce business 2 (Listernaut Onboarding Doc)
3. How to sell everything
4. Inventory management
5. Shipping management
6. Auction strategy
7. How to stay competitive online - pricing
8. How to source and buy products
9. Amazon seller tips
10. Walmart seller tips
11. eBay seller tips
12. Online Auction Tips
13. Shopify Tips
14. Marketplace Connect Tips
15. Retail Store Tips
16. Bin Sale Store Tips
17. How to list faster
18. Startup Checklist
19. **Success Metrics - READ ME**
20. Summary

Course 1: How to launch an E-commerce business part 1

Congratulations, you have decided to become an e-commerce entrepreneur. We want to help entrepreneurs profit from what we have learned along the way. We will provide guidelines to make your journey easier to navigate, but truth be told all of our advice is for illustration purposes only and not a guarantee to your success. General business acumen, grit, and drive are required to own and operate a successful business. We will provide the roadmap and support, but we cannot drive the vehicle for you. We have developed Listernaut from the position of an online auctioneer and e-commerce seller, and this is what we learned.

STEP 1: Register your business and set up accounts (See Step 2 before picking a name)

Setting up a business correctly may require the help of an attorney or accountant, so please ensure you do your due diligence to ensure the best fit for your specific needs. This guide is meant to help navigate basic business setup steps but is only meant to serve as a guide. Please consult a professional for more detailed guidelines or do some research as to what is the best organization type for your business.

Every state has a governmental website to set up a business license. Visit your state's .GOV website to register and file your business name. You can save the fees and do these steps yourself if possible, if not there are many sites, like Legalzoom that can help. You will receive a TIN or Tax Identification Number.

☐ **Complete**

Visit IRS.gov to set up your EIN or Employer Identification Number. <u>Click here for the link to set up an EIN.</u> You can save the fees and do these steps yourself if possible, if not there are many sites, like Legalzoom that can help or consult a business attorney.

☐ **Complete**

Lastly, you will apply for a resale certificate to get tax exemption status for your purchases. This can be done on the same state website you set your company up on.

☐ **Complete**

Once approved you are ready to open up a business checking account. Link this to your platforms to get paid quickly.

☐ **Complete**

<div align="center">Opening up your e-commerce accounts</div>

We recommend starting with five main e-commerce companies and building as you go.

- ☐ Amazon - https://sell.amazon.com/
- ☐ Walmart - https://marketplace.walmart.com/
- ☐ eBay - https://signup.ebay.com/pa/crte
- ☐ HiBid - https://hibid.com/home/sellstuff
- ☐ Shopify - https://www.shopify.com/

To set up your accounts you will need the information you set up above. Your Employer Identification Number, Tax Identification Number, Bank Account information, and Business ID.

Other solid e-commerce platforms are as follows: Facebook Marketplace, Etsy, Mercari, Target, Tik-Tok, Poshmark, Bonanza, Ruby Lane, Chairish, Decluttr, Swappa, Craigslist, VarageSale, OfferUp, Nextdoor, AliExpress, Rakuten, Flipkart, Mydeal, Otto, and Mercado Libre. There are also countless business to business platforms for selling to other businesses as well.

For more information on how to effectively manage each of these accounts please visit Courses 10, 11, and 12.

STEP 2: Pick out your website and brand it

Pick out your domain name through GoDaddy.com, or Register.com. (Try to find an available name that you like, before setting up your business with the state and IRS, to make sure your desired name is available.) Purchase your web address.

☐ **Complete**

Set up a Shopify storefront to allow the option of selling products on your website and pushing your products to e-commerce platforms like Amazon, Walmart, and eBay.

☐ **Complete**

Set up an email address tied to your website for personal messages and for informational requests.

☐ **Complete**

Setting up your business brand.

☐ Color scheme - pick out 2-3 colors you want to represent your brand - be specific with Pantone match, CMYK, or RGB numbers

☐ Logos & Artwork - Use a company like FIVRR, or hire a graphic designer to create your logo and ensure you get it in all of the following formats (EPS, PDF, and JPEG)

☐ Website Design - Decide how you want your website to look and function. Many companies like GoDaddy, Register, and Shopify all have website composer programs that make this task as simple as possible.

☐ Store Design - Use the same corporate identity image in your store

[STEP 3: Pick out a Warehouse](#)

We recommend a warehouse or storage facility with at least 1500 square feet of actual warehouse space.
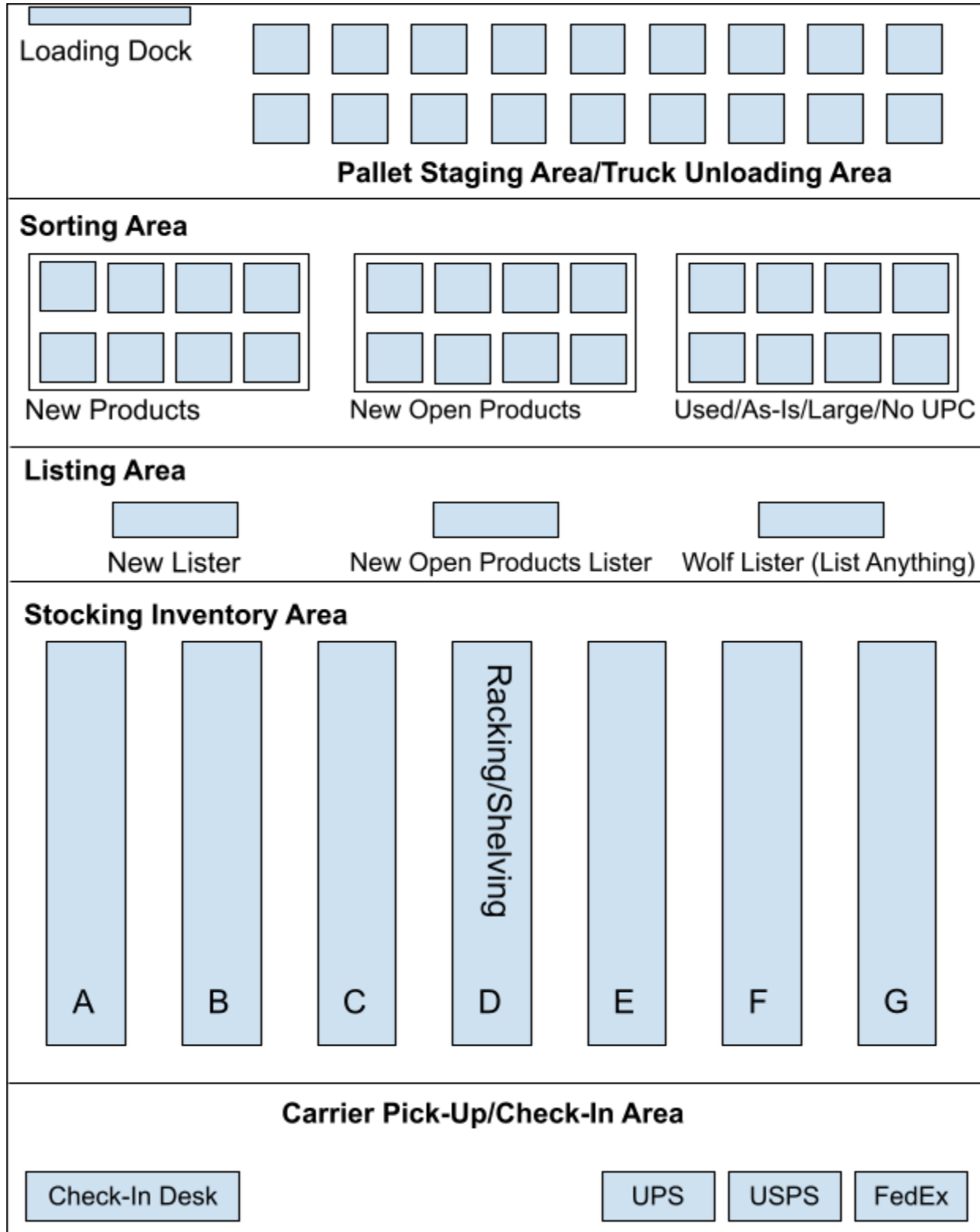
You will need a dock door and a pallet jack OR a drive-in door and a forklift to unload your merchandise from trucks.

Set up your floor to allow for the following functions to start your operation efficiently.

The process should come over profits at this point. Until this step is complete and makes sense to your entire team, hit pause and get it done. Course 2 - Step 3 goes hand in hand with organizing your space effectively.

☐ Receiving - Staging Area to label your pallets
☐ Sorting - An area designated for sorting
☐ Listing - An area for your listing station/s
☐ Stocking - An area for your listed merchandise (racks, pallets, and pallet racks)
☐ Shipping - An area to pack, print, and ship out your sold items
☐ Pick-Up - An area for your check-in desk, bin sale area, and customer pick-up area
☐ Trash - Area for stacking pallets, and separating scrap metals, cardboard, and plastics.

Example of an e-commerce floorplan

Loading Dock

Pallet Staging Area/Truck Unloading Area

Sorting Area

New Products

New Open Products

Used/As-Is/Large/No UPC

Listing Area

New Lister

New Open Products Lister

Wolf Lister (List Anything)

Stocking Inventory Area

Racking/Shelving

A B C D E F G

Carrier Pick-Up/Check-In Area

Check-In Desk

UPS USPS FedEx

[STEP 4: Staffing Needs](#)

We recommend starting with one of the following based on your initial needs and budget

MINIMUM STAFFING:

1. Warehouse Worker - Receive and unload trucks, sort merchandise, and pick/package orders for shipping. Who is this: _____

2. Administration - Listing items, Quality Control, managing shipping packages out, running the business. Who is this: _____

TARGET STAFFING: These roles can be blended to maximize employee efficiency

1. Warehouse - 2+ people to unload trucks, stock shelves, sort merchandise, and pick orders.

   Who is this: _____

2. Listers - 1 New/E-commerce Lister, 1 New Open Package with UPC Auction Lister, 1 Wolf Lister for items without UPCs, and large heavy items.

   Who is this: _____

3. Quality Control/Launch Specialist - 1 person to manage Quality Control of your listings and launch your E-commerce listings live for purchase.

   Who is this: _____

4. Shipping Manager - 1 person to weigh, measure, pack, purchase shipping, and ensure your products get picked up by a carrier.

   Who is this: _____

5. Front Desk - 1 person to check in customers and be the face of your business.

   Who is this: _____

STEP 5: Recommended Hardware

We recommend starting with the essential tools you need to start strong. The basics to get going are as follows. Check here for a link for our recommendations.

- ☐ Laptop/s for listing
- ☐ Barcode scanner - USB or Bluetooth
- ☐ Second monitor/s
- ☐ Printer/s for label printing - Desktop and Label Printer
- ☐ USB extender hub/s
- ☐ Box Knife/s
- ☐ Tape Gun/s and Tape
- ☐ Desk/s or table/s
- ☐ Rolling cart
- ☐ Racks for inventory storage
- ☐ Boxes for shipping - you can reuse shipping boxes at first
- ☐ Shipping scale and tape measure
- ☐ Pallet Jack or Forklift

☐ **Complete**

STEP 6: Deciding what to sell, where to sell, and how much to buy.

We have built our business on selling in buckets. New products go to e-commerce, New Open Packages go to e-commerce or online auctions, and As-Is and Used Merchandise go to online auctions.

Where does the merchandise come from?

Liquidators - You can order from liquidator outlets to source truckloads of merchandise. Typically these are retail returns, discontinued items, seasonal items, or outdated packaging.

Consignors - You may choose to consign merchandise from other people and sell it on a consignment contract.

Wholesalers - Buy low and sell high is the name of the game. Ensure that you track your selling price - cost - commission of the e-commerce platform (15% is typical), shipping, and any handling costs.

How much should you buy initially? This is a budgetary question that only you can answer. It does take money to make money in this space, but you can start relatively small with companies like Liquidation.com, and B-Stock, amongst many others.

For more information on starting an E-commerce business please continue to Course 2.

☐ **Complete**

Course 2: How to launch an E-commerce business 2

Your business is registered with the State and IRS, you have a business checking account, and you have set up your website and all of your desired e-commerce channels, your purchasing channels, and your space is nice and organized. Now What?

STEP 1: Organize your products to make listing efficient

Organizing a pallet load or truckload of products is a daunting task. We recommend spending time sorting and quality controlling your item by condition before trying to list, to make listing more efficient. This is an example of a sorting process outline.

NEW - Send to E-commerce or Online Auction

NEW OPEN PACKAGE - Send to E-commerce or Online Auction

USED - visibly used products - Send to E-commerce or Online Auction

AS-IS - Send to Online Auction

GRAB BOXES - Send to Online Auction

XL ITEMS - Local pickup only through Online Auctions or Facebook Marketplace

Conditions explained:

NEW - unopened original packaging in perfect condition.

NEW OPEN PACKAGE- opened original packaging that appears to have all contents intact.

USED - visibly used products

AS-IS - visibly used products or unknown contents

GRAB BOXES - parts, pieces, and missing packaging. Sort by categories for the best results.

Categories can be as follows: HVAC, plumbing, electrical, toys, lightbulbs, etc.

☐ **Complete**

STEP 2: Organize your listing process

We recommend all of your products go through sorting and then be listed appropriately to the appropriate channel. We call this putting the right product on the right channel. For illustration purposes, what we have found to be most efficient is to put all new items under 48" x 48" on e-commerce platforms such as Amazon, Walmart, eBay, etc. New items over 48" x 48" typically go to the Facebook marketplace at 50% of retail or at your desired price. Used, New Open Package, and As-Is merchandise go to online auctions.

Who does what? Many companies like to divide and conquer the listing process by having one person dedicated to e-commerce listings, one handling auction listings, and one handling Facebook marketplace listings. This can be the same person, but physically separating the products or having a QC process when pulling products to list can save you a lot of time and money getting returns from products missing parts, damaged, or used and put back in a box. Sorting is critical to success.

We recommend one lister focusing on scanning items with UPCs for a rapid feed to your commerce channels. This person should be able to create a listing manually, should a UPC scan fail but not have to spend too much time doing manual listings. The second option is to have your UPC scanning lister move anything that does not scan into your system and pass the not found items to a more skilled lister who is adept at creating manual listings quickly. Lastly you may want someone who can list anything on board as well. This is invaluable to getting maximum value out of your full inventory by putting everything on the right channel for a maximum return.

☐ **Complete**

STEP 3: Organize your space to make finding sold products easy

Warehouse management is a full-time job, but if you set things up correctly from the start you should be able to easily stock and locate items as they sell. We recommend creating locations with a four-digit or more alphanumeric code. The reason is to ensure your pick lists come out sequentially.

For example, any of the following formats created in a sequence will pull up in order on an order list: A001, A-001, 001A, 001-A. Another good way to organize is by Room - Rack - Shelf.

Room B, Rack A, Shelf 001 = BA001, BA002, and so on.

Shelf/Rack Example

A001	B001
A002	B002
A003	B003
A004	B004

Be mindful when stocking your shelves to keep similar merchandise together. Keep identifiable numbers or names facing out, and keep your shelves organized. This will help tremendously when picking.

Shelving flow and warehouse layout. Plan on laying out your racking or shelving on a piece of paper first before you set up the actual shelving units. Plan on a sequential flow from A-Z + 001-100. Make the navigation simple for yourself and your staff to quickly pick orders.

Any company that is looking to scale should establish an inventory management process. This can be as simple as a spreadsheet of everything you list with UPC, Title, and Location. It can be as complex as using software to manage all of the data for you and create pick lists when your item sells. Pick a format and label your shelves before you start listing products.

☐ **Complete**

STEP 4: Organize your shipping process

Shipping management is your last touch, but the care you take at this point dictates your return prevention measures. Appropriately packaging your products for transit across the city, state, or country needs to be accounted for. Most companies utilize the following packaging products: tape and tape guns, shipping bags, padded envelopes, and boxes of various sizes. Many items are packaged for shipping and may not need to be reboxed, but many do need to be packed for transit.

Picking and packing can both be streamlined by establishing a process upfront. Having good inventory management will ensure efficient picking and a good packing process will minimize your returns.

The shipping process is very important to your bottom line. Getting your rates as low as possible is critical to profitability. Each e-commerce platform will offer lower-than-market pricing, but there are software solutions that save you even more. Shipstation, Shippo, and Shopify all offer plans worth consideration. Most shipping software will integrate into your e-commerce platforms and allow you to create daily pick lists of items that have sold.

Proper packaging is very important to minimize returns but do not overthink this. Start with some packing tape, a tape gun, Shipping bags in small, medium, and large sizes. Do not go out and spend a fortune on shipping boxes. Start with a few boxes and collect them as you receive and ship. Many products are ready to ship but just need a shipping bag for protection. Start small and learn as you go, but be mindful because returns are costly.

☐ **Complete**

STEP 5: Organize where you sell products

The right product on the right channel is critical to profitability. How do you know where you will get the most return for your products? The answer usually comes down to sorting. Putting new products on as many e-commerce platforms as possible is a good solution. If you have eBay, but not Amazon you should open up an Amazon account. If you have eBay and Amazon, open up a Walmart account too. More channels equals more impressions and more sales. There is a laundry list of e-commerce platforms and the more the merrier when it comes to your sales profits. Many people reply that Amazon charges too much, and while they do charge 15% for items over $14.99, so do eBay, Walmart, and most others. Typically items under $15 have a reduced fee, but please familiarize yourself with each platform's terms and conditions.

Online auctions are a great option to cut this cost down significantly and sell almost everything you are wanting to liquidate. Online auctions are all about traffic, so be cautious when starting, and do not give away your merchandise. Online auctions allow you to set reserves to ensure this does not happen, but reserves can scare off bidders. The solution is to run auctions with items you can stand to get rid of, to build up your bidder base and traffic to your page. Hibid is a great resource for the e-commerce professional because it is a release to sell through any stale merchandise and build a bidder base of customers that are all your own. Commission rates for online auctions start around 2%, but please familiarize yourself with the platform's terms and conditions.

Selling on your own Shopify website has no fees other than a credit card processing, so if you can direct buyers to your site, this is the best solution.

☐ **Complete**

STEP 6: Organize how you buy products

Where can you buy it for resale?

Liquidators - You can order from liquidator outlets to source truckloads of merchandise. Typically these are retail returns, discontinued items, seasonal items, or outdated packaging. B-Stock, Liquidation.com, Walmart, Direct Liquidation, and Amazon are all sources of heavily discounted retail returns, discontinued products, shelf pulls, and products that have had an update to their packaging. You can purchase significant amounts of new products for much less than you may believe. The catch is most companies require wire transfers and they ship by semi-truck so you will need to be able to unload by forklift or loading dock.

Consignors - You may choose to consign merchandise from other people and sell it on a consignment contract. Typical consignment fees are 70% to the consignor and 30% to you, Most auction companies allow you to charge a buyer's premium on top of the sales price as an auction fee, so you can come out ahead of the 30% by selling other people's product for no outlay of cash flow. This can be a great way to get started for minimal investment if you know people wanting to partner in consignment.

Wholesalers - Buy low and sell high is the name of the game. Ensure that you track your selling price - cost - commission of the e-commerce platform (15% is typical), shipping, and any handling costs. Research the sales velocity of these products on Amazon by checking the sales ranking. The lower the ranking the faster the item will sell.

Buy Smart - You make money when you buy right, not when you sell. A good rule of thumb in purchasing liquidations is to stay under 20% of retail or MSRP. This should ensure there is enough profit in the products to cover the cost of the purchase and provide profit on your efforts.

Dropshipping - Drop Shipped items have different measures to ensure profitability, similar to wholesalers. Find out the selling price of the item - the cost of the item - shipping costs - and handling costs like picking and packing, and then you end up with your profit margin. If you can make money after running a calculation similar to this, then you might try the item in your sales process. Remember ranking and sales velocity power how quickly items sell, so be mindful of this when purchasing. Dropshipping is another way to get started with minimal cash outlay, but be mindful of the e-commerce platform's terms and conditions concerning drop shipping. Not knowing what the platform's requirements are is a sure way to get your account shut down quickly.

☐ **Complete**

STEP 7: How to list faster

Listing products on all of these platforms takes time and effort. Finding an e-commerce and auction listing software is critical to scaling as it cuts overhead and increases output. Listernaut software combines both e-commerce and auction listing features in a robust cloud-based platform to help you list faster. Listernaut was built by an e-commerce company to help their sister company scale, not by a disconnected software company. We help you work through hurdles from a position similar to yours; as an auction online seller.

How it works - Listernaut allows you to create a listing by simply scanning a UPC or taking a photo and AI handles the rest. In doing so product data such as title, description, stock photos, UPC, and the retail price will pull into one centralized platform to launch to your Shopify account, then push to Amazon, Walmart, eBay, and others. It also allows you to do the same for online auctions. Any product that does not have a UPC can be added quickly and efficiently, with the same functionality to push to your desired channel. Listernaut will double your manual listings when used as directed. We have built integrations with all of the top ecommerce companies and online auction platforms.

For more information please jump to Course 7, or visit https://listernaut.com/ to review options and/or book a demo.

☐ **Complete**

Course 3: How to sell everything

The biggest stop-gap for e-commerce companies is stale merchandise or unsellable merchandise. While we cannot guarantee these methods will work for everyone, we have found that they do work for some. Online auctions are a secret weapon that every e-commerce seller should arm themselves with. On an online auction platform, the fees are substantially less to sell, and you own the customer. You can ship nationwide, set minimum bids or reserves, and even collect a buyer's premium on top of the sales price of 10%+.

STEP 1: Right Product - Right Channel

Listing products on the right platform takes time to sort by condition, and then list appropriately.

We recommend the following.

NEW - Send to e-commerce channels, and as many platforms as you can. Give the product 30 days to start selling, but bear in mind that the lowest price, including shipping, is going to win every time. Manage your pricing in Shopify or directly on the platform you are using and stay vigilant in reviewing your prices often to stay competitive.

NEW OPEN PACKAGE - If you can quickly identify if an open package has all of its contents, is undamaged, and is as good as new, then send it to e-commerce as Used - Like New, or Open Package. Taking extra time to vet these products can vastly improve your margins by just under-cutting the new product's pricing on e-commerce platforms. Your second option is to list it on an online auction as New - Open Package. Online auction buyers are used to buying products in this condition to save money off retail. For more information on how to do this please review the Open Box & Used E-Commerce Tutorial.

USED - Used items can also be vetted to see if they are in good enough condition to be resold on e-commerce channels, but ensure that you get good detailed photos of the actual item. If the product is lightly used and has all of its parts, you can list it as Used - Like New (or whatever condition most closely represents your product.)

AS-IS - Items in unknown condition should not be sold on e-commerce unless they are collectibles, items without many parts or pieces, art, and antiques. Be vigilant in being as descriptive as possible when listing to e-commerce, and add as many detailed photos as it takes to get your point across. Returns can be an issue in this case, so be mindful when creating your listings. As-Is products do well in online auctions when the same attention to detail is given.

Grab Boxes - Compiling grab boxes of like items and sending them to online auctions is a great way to sell products that otherwise might be hard to sell on an e-commerce platform. Grouping similar items together as a grab box can help you sell these products. Avoid selling anything broken that can be dangerous such as glass, porcelain, wood, and metal. Creating grab boxes of similar items like a retail store would group them is a sound way to ensure interest. Categorizing your products by similar types is also great to capture buyers that might be in a specific industry. Categories that retail stores utilize will help make the sorting easier. Examples of this are as follows, Electrical, Plumbing, Home Goods, Light Bulbs, HVAC, Cleaning Products, and many others. If you can manifest what you are selling in the lot for online auctions that is best, but if that is not possible get as many pictures of the merchandise as possible. Pictures sell products, so keep this in mind when listing grab boxes, pallets, and truckloads.

Grab Pallets - Pallets work very similar to grab boxes but the challenge is to create a manifest of what comes on the pallet. Putting in the extra effort to describe what the contents are will help the sales price of pallets. Pallets can be sold on eBay, Facebook Marketplace, and Online Auctions, but keep in mind the high shipping costs. Remember pictures sell products so be thorough.

Truckload Sales - Selling truckloads of merchandise is something that should not be attempted until you have a keen understanding of LTL freight costs. If you have a network of shipping carriers or use Uber Freight you need a strategy as to how to list your loads. Companies like Liquidation.com, and B-Stock allow third-party sellers to sell truckloads for a fee. You can sell truckloads on your website, but getting traffic is a whole different beast called Search Engine Optimization. Online auctions allow you to sell truckloads, but setting a minimum bid or reserve is recommended to avoid losing money on the transaction. If you have an account set up to purchase truckloads of merchandise through a liquidator, you are ahead of the pack as many people do not have an LLC, TIN, or the ability to pay by wire transfer. If you can buy and sell by the truckload and make good margins you can sometimes not even touch the merchandise.

Bin Sale Retail Store - Bin sales are becoming more popular with many thrift stores and allow another great option for you to own the customer and sell off items that otherwise did not move in an auction or on e-commerce.

☐ **Complete**

Example of product flow through a sorting process:

E-COMMERCE
NEW or NEW OPEN
PACKAGE (QC'd)
30-60 Days on shelf

⬇

ONLINE AUCTION
NEW, NEW OPEN
PACKAGE, USED,
AS-IS, GRAB BOXES

⬇

**PALLET AND
TRUCKLOAD SALES**
Manifested products
sold as a pallet or by the
truckload.

⬇

BIN SALES
Unsold merchandise
sold at an item level in a
retail store setting.
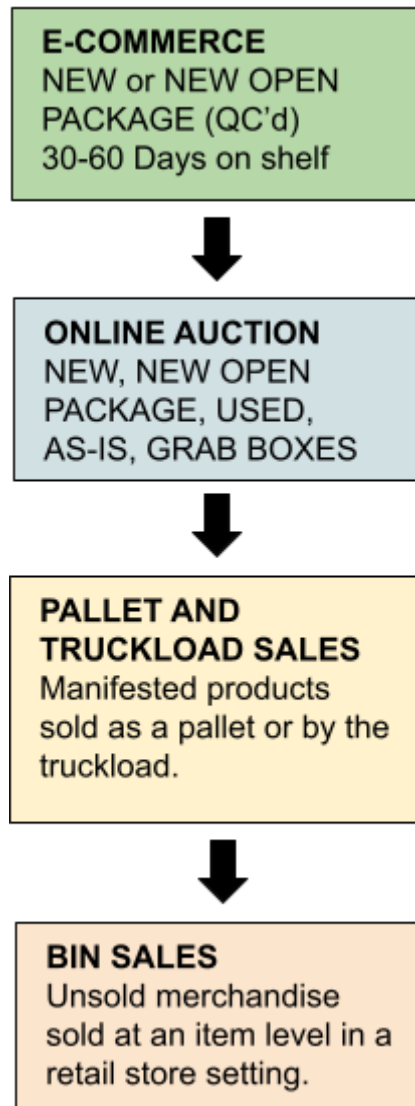
Course 4: Inventory Management

Part 1: Inventory management is a large task, but if done right can prevent problems such as overselling products you only have a limited amount of, losing products, not having an inventory value of your business, and not selling products because they are not listed, but just stocked away.

There are many different types of inventory management softwares available, but you need to be sure that they can connect and communicate with your different e-commerce platforms. Most inventory management software does have a lag time with all platforms of around 5-15 minutes to refresh items that have sold. To prevent overselling you can create what is called a buffer. This allows you to short-sell your products down to an amount you choose.

For the fastest-selling products, we recommend using a fulfillment service like Fulfillment by Amazon (FBA), or Walmart Fulfillment Services (WFS). Amazon and Walmart have instant sync times and will not oversell on your behalf. The fees are slightly higher than selling and shipping yourself, but the shipping is included in the higher fee and is usually very close to doing it yourself.

With inventory management software, you need to ensure that your e-commerce accounts are synced to it and vice versa. If your accounts are not synced the inventory will not update across platforms. You need one single source of truth in inventory. That can be your inventory management software that talks to your launching account (Shopify, SellerCloud, Channel Advisor, etc,), or directly on the e-commerce platform itself, but to have multiple accounts all running from the single source of inventory, you need to sync and integrate.

Inventory is going to require auditing from time to time to know what you still have on the shelf because things can fall off, walk off, or flat-out disappear in a warehouse with more than one person working in it. Auditing includes counting your merchandise physically against the count in your software, and can also include checking to see if the listings are still live and priced competitively.

Shelf locations should be named in sequence to avoid navigation issues when picking sold items to ship out. For example, if you are laying out a warehouse you should ensure that the shelving is named in order and in a convention that allows numerical sorting by software. A001-A999 allows for this, as does YOURNAME001-999. Ensure that you are naming with at least a three-digit numerical system and more if you have the space and shelving beyond 999.

Beyond shelf locations to stay organized you may also add bins on your shelves for smaller items and to avoid overcrowded shelves. The more organized you start and stay with your shelf stocking, the easier picking orders will be and the less likely you will lose items and oversell.

Part 2: Auditing is extremely important and so is checking the listings while you do it. We acquired a business in bankruptcy due to this issue. The shelves were stocked and the counts were close, but most of the merchandise was no longer listed due to an inventory management software sync issue. It never hurts to verify accuracy, but it can hurt if you don't.

You can audit your products in Listernaut by clicking VIEW CATALOG - LOCATION - Filter by location or sort by name. Ensure that all items are listed and locations are accurate in Shopify.

If you have one UPC in more than one location, ensure you make the Change on the Product in Shopify. Click PRODUCTS - find the item in question - and scroll to Location.

Under Location add any additional locations by adding them after the main location as shown below.

Picking orders - When it comes to the best part of your day, counting the money you are making from sales there is another task yet to be done; picking orders to ship. By utilizing inventory management software along with shipping software, picklists with quantity and location can be generated with the click of your mouse. You may opt for picking orders one by one at first, but once you start to scale software automation is the only way to go.

BR Picklist will allow you to run all of your orders for all of your e-commerce channels through Shopify. It includes UPC, a picture of the item, and the location to make finding orders fast and efficient. BR Picklist through Shopify will also allow you to pull in auction orders and generate an efficient pick list for auctions.

This link is for a tutorial on BR Picklist: https://www.youtube.com/watch?v=ADhxN2Cge90

IMPORTANT NOTES:

*** All inventory added correctly into Shopify from Listernaut will auto decrement as the product sells through any connected sales platform such as Amazon, Walmart, eBay, or POS.

*** Inventory Updates such as the manual addition of more physical product to a product already launched to e-commerce must be done in Shopify, or your chosen inventory management software.

*** Any inventory pulled and sent to auction from an active e-commerce location must be removed from the inventory count in Shopify or your chosen inventory management software to avoid overselling the item/s removed.

☐ **Complete**

Course 5: Shipping Management

Shipping management is a major cost center for most online sellers, but can be a profit center if you understand shipping rates relative to sales prices. For example, if you are selling a $100 item and the platform you are selling on charges 15% commission, then shipping is $75, you end up making $10. This is not a very good deal and this goes back to putting the right product on the right channel. Something that costs that much to ship should be sold and picked up locally.

Before you send your products out there is one level of quality control needed, and that is packaging your items for transport. Using common sense is one rule, but unfortunately, employees may not be on the same level of sense as you are. Set up a packaging process to ensure that your items arrive undamaged and in the condition they were expected to arrive in. Returns are all too easy on e-commerce platforms and will occur regardless, so make the effort to minimize them.

Shipping rates should be purchased through the platform you are selling on if you are not selling many items. If you are selling multiple orders per day and growing, we recommend looking at shipping software like ShipStation or using Shopify Shipping. Most shipping software has discounted rates above and beyond those offered on e-commerce platforms. Shipping software does cost money, but the savings will be covered at or above 20 orders per day and it saves you time on top.

Ship Station and others will allow you to generate a pick list, and if you are using inventory management software it will populate location, quantity, titles, and thumbnail photos of the product. When you are selling at scale this is a very helpful tool to minimize the effort required to pick, pack, label, and ship out your orders.

Once your orders are labeled and ready to ship you have two options. The first is to lug all of your orders to the local UPS, FedEx, or USPS. The second is to set up a daily pickup with these carriers or

the carriers of choice for you. Having a daily pickup costs money too, but it pales in comparison to taking 20+ orders to the post office every day. Google set up a daily pickup by each carrier to get your location set up on a routine pickup by your desired carriers.

Turning a cost center into a profit center - Charging for shipping on e-commerce platforms will ruin your chance at staying competitive against similarly priced items with free shipping. In these cases staying competitive will require free shipping to be built into your pricing. Putting the right product on the right channel helps here. Online Auctions, Facebook Marketplace, and really all marketplaces allow you to offer shipping and this is where you can make up some ground. Many companies charge a shipping & handling fee equal to a 20% upcharge on the cost of shipping. The luxury of buying products at auction prices will boost sales and allow you to broaden your bidder base. The 20% upcharge is also not an issue to most buyers as shipping is widely known to be expensive. Keep in mind packaging and the costs associated as well when offering this service to your auction buyers.

Be mindful of your shipping costs as they are substantial and will erode your profits when not accounted for. Shop rates across carriers and be mindful of cubic shipping rates, sizes of packages, and weight of packages. Establishing a process to save any money will go a long way.

Lastly, but very importantly make sure that your shipping software is synced with your selling platform. If you are using Shopify for example, using a recommended and integrated shipping software will make printing out a daily pick list seamless, easy to pick, and fulfill.

Packaging - Spending time and money on packaging items for transit will ultimately save you from increasing your return rate. Most platforms allow a no-haggle return policy, so the more carefully you package items, the better off you are that they will arrive intact and in their described condition. Reboxing, bubble wrap, packaging padding, shipping bags, and proper taping methods all

will pay off when your return rates are under 3%. Returns will happen, but you can control damage claims in most cases.

Set up a clean and organized shipping area to make the task of packing and shipping efficient and expedited. Stock a number of different sizes of boxes, shipping bags, and packing materials like air bubbles, packing paper, or styrofoam wrap. Take some time to draw out or design a shipping area for yourself, as someone hopefully will be spending a lot of time and money there.

Here is an example of how to layout a packaging station. Ensure that you have a large flat desktop to work on and package your orders efficiently.

TAPE	Shipping Bags	Shipping bags	Box Knives	Packing/Padding Materials
Small Boxes	Medium Boxes		Large Boxes	

IMPORTANT NOTES:

*** Ensure all orders ship out in 24 hours or less.
*** Ensure the carrier scans all packages or has a scan sheet with all packages to begin tracking immediately and sync to the platform the item sold on via the item's tracking number.

☐ **Complete**

Course 6: Auction Strategy

Step 1: Knowing Auctions

Online auctions are critical to selling all of your products without waste and a nice shot to the bottom line. Auction customers are a different breed than the person ordering from their phone on the couch through e-commerce, so focus on a solid customer service plan before you schedule your first pickup. Strategy and planning for your auctions will help you minimize the risk of selling too low and allow you to grow your bidder base. Growing your bidder base adds legitimacy to your business in the form of an asset. Having a great e-commerce account has value as well, but 10,000 bidders and all of their contact information, not to mention loyal business is substantially higher.

Auctions can also bring about a special source of products provided courtesy of other people's money; Consignors. By working with consignors, you can actually fuel your sales and make a substantial commission for doing the work. Consignment works as follows, someone has a product to sell but they do not know how or do not have time to do it themselves. This is where your company can come in and fill that void. You could work with consignors from any and all walks of life, so plan out who you want to sell for and what you want to sell. Estate sales, corporate overstock, bankruptcy liquidations, or people investing in corporate return truckloads are all different types of consignors you can work with. Typical consignment commission fees range from 10-30% based on the value of the products you are selling, plus a buyer's premium you get for the overhead of hosting and managing the sale.

Step 2: Setting up an auction

All platforms vary, but typically when setting up your first auction you will need to fill out details similar the following: Name, Description, Currency, Terms and Conditions, Address, Availability (Shipping or Not), Images, Tax, Buyer's Premium, and Ring Options. This may seem overwhelming but there is nothing to it but to do it.

Naming: Call your auction whatever you would like, but we recommend adding the end date in the title.

Description - Example: We charge a 15% buyer's premium and all applicable state taxes. Auction Terms & Conditions TERMS for Online auctions for YOUR NAME HERE. By Accepting the Terms and Conditions you acknowledge you are entering into a legal and binding contract. You agree to abide by all terms and conditions set forth.

1. TERMS & CONDITIONS - Example: ALL SALES FINAL: Everything is sold "As Is, Where Is" with absolutely no expressed or implied warranty whatsoever. Any changes in details of the auction made before the day of sale take precedence over any previous terms. The bidder bears full responsibility for inspecting items before bidding. The bidder is responsible for inspecting merchandise during announced inspection/preview times. Not attending inspection/preview does not remove or release the bidder from accepting the condition of the merchandise. Descriptions, photos, and statements made or offered by sellers or auction staff are deemed correct but not guaranteed. The bidder should inspect and verify all information during inspection/preview time. By bidding on the item you have agreed to accept that item in its present condition. If a discrepancy is discovered, auction staff must be notified immediately at the time of pickup before the removal of item(s) from the facility. WATCH FOR THE QUANTITY (QTY.) ON THE LOTS: The bid price will be multiplied by whatever the quantity is in the Lot if it is listed that way. If the Qty. is more than 1, it will show in the picture, and when you place your bid if it is multiplied by more than 1. If it says 1 Lot at the beginning of the description, it is selling by the Lot or 1x the Bid. ALL SALES ARE FINAL!!! Bids may not be canceled or retracted for any reason. YOUR NAME HERE

2. REGISTERING: When registering, all bidders are required to give their full name, address, phone number, and email address. A valid credit card (Visa, Master Card, Discover, or American Express) is required to register: your credit card will be verified, and a $1 verification ping will be done to make sure the card is active. The pending $1 charge will fall off in a few days. The registered credit card info is retained and this credit card may automatically be charged for your purchases at the auction. Due to non-payment issues with out-of-state buyers, we reserve the right to request a reasonable fully refundable deposit. After the invoice is paid in full, the deposit will be refunded in its entirety. If no purchases are made, the deposit will be refunded in full. Look for a separate email from Rocket Enterprises to pay your invoice online before the removal of purchases.

3. PAYMENT: Look for a separate email from Paypal or Currency Pay to pay your invoice online before the removal of purchases. Full payment may be charged automatically to the credit card given when you registered for the auction. Bid price plus stated 15% Buyer's Premium. All Sales Final. There can be no alteration, refund, or exchange of any kind for any reason whatsoever. Bidder relinquishes all rights to initiate a chargeback based on buyer's remorse, non-delivery of goods, equipment not as described, not understanding the terms of the sale, and/or any other reason. If the bidder does initiate a chargeback, the bidder agrees to pay all attorney costs, all fines, fees & personnel costs incurred by CLA, no matter what the determination by the credit card processing company or the credit card issuing bank as to the validity of the chargeback in recovering any chargeback amounts. A MINIMUM chargeback fee of $500.00 will be assessed to any Bidder who initiates a chargeback and Bidder acknowledges and agrees to pay this chargeback fee, regardless of the determination by the Bank or Credit Card Processing Company. Bidder also authorizes YOUR NAME HERE to charge this credit card for any expenses incurred.

4. WAIVER OF LIABILITY: Bidders and guests assume all risks associated with attendance at preview day(s), auction day(s), and removal day(s). Bidder and guests shall be deemed to be there at their own risk with notice of the condition of the premises, the activities on the premises, and the conduct of the third parties,

and the Bidder shall advise his agents and employees. Bidder and guests agree to indemnify YOUR NAME HERE and Clients of any and all liability regardless of negligence.

5. FRAUDULENT BIDDING: Once the auction is complete and the Bidder has won the bid, the Bidder is Responsible for merchandise and full and complete payment. Non-paying or fraudulent bidding will subject the Bidder to legal recourse. Should Bidder not pay for merchandise, Bidder shall be responsible for any balance remaining, any collection costs, attorney fees, employee costs, and maximum allowable interest and service charges per IC28-7-5-1,2...38 from the date of Auction. Additionally, Bidder authorizes YOUR NAME HERE to prepare and submit credit card slips using any of the charge cards given when registering or via phone or email to recover any & all balances remaining, disposal & labor fees, collection costs, and any other amounts unpaid. All amounts and judgments unpaid shall be assessed maximum allowable interest and service charges as allowed per IC 28-7-5-1,2...38. Bidder shall be responsible for any collection and/or legal costs incurred by YOUR NAME HERE in the prosecution and/or defense of any collection and/or legal action regardless of which party initiates the action. Any legal proceedings shall be governed by the Laws of the State of Indiana and all proceedings shall take place and be filed in the courts of Marion County, State of Indiana. Should Bidder not pay for the entire amount due on the bill Bidder specifically grants YOUR NAME HERE the exclusive right to enter any property, without notice, by any means whatsoever, where the merchandise may be located, and grants YOUR NAME HERE the right to reclaim all merchandise purchased at the auction without any liability for Trespass or Property Damage. Bidder will indemnify and defend YOUR NAME HERE against any claims of Property Damage or Trespass by property owners. Additionally, Bidder grants YOUR NAME HERE the exclusive right to file a Mechanics Lien, without notice, against any and all items purchased. YOUR NAME HERE does offer Proxy Bidding Services. YOUR NAME HERE may have a principal interest in this sale. The seller reserves the right to bid at this auction.

6. PICKUP/REMOVAL: All merchandise must be removed by the announced removal date or 72 hours after bidding closes. If a discrepancy is discovered, auction staff must be notified immediately at the time of

pickup prior to the removal of item(s) from the facility. All costs, responsibility, and risks of such removal shall be borne by the successful Bidder. Any merchandise not removed shall be declared abandoned and Bidder loses all rights, title & interest in merchandise and shall be responsible for any removal costs & disposal fees. A 15% restocking fee will be charged. If for any reason successful Bidder fails to remove any purchases within the time specified, YOUR NAME HERE shall have the right but not the obligation, in its sole discretion, to resell, discard, or remove and store said purchase at successful Bidder's sole risk and expense, without waiving any rights that YOUR NAME HERE or Seller may have against successful Bidder. Successful Bidder shall be liable for all storage charges and damages paid by YOUR NAME HERE because of the failure to remove the purchase(s). Storage charges shall be assessed by YOUR NAME HERE. I understand that YOUR NAME HERE or its representatives are not responsible for lost or stolen items per the terms of the sale and provide merchandise checkout merely as a courtesy.

Buyer's Tax - set by the state you operate in.

Buyer's Premium - This is standard for auction houses and minimizes the risk of customers that do not pick up or do not pay. If a customer pays and does not pick up, you keep the merchandise and can relist it. The standard for Buyer's Premiums is between 10-20%. Going too high can run buyer's off, but going too low can cost you money. We see most auctioneers around 13%.

☐ **Complete**

Step 3: Consigning Merchandise

When working with consignors you need to establish an internal process and policy for paying the commissions to the supplier. Standard figures for consignment compensation typically run on Net terms of 30, 60, or 90 days. Below is an example of a consignment contract, for illustration purposes only. For help on adding consignors in Listernaut click here for a video tutorial.

Auction Consignment Agreement

THIS CONSIGNMENT AGREEMENT (the "Agreement") dated this _____ th day of _____, 2024

BETWEEN:

Name: Company Name Here

(the "Consignor")

OF THE FIRST PART

- AND -

COMPANY NAME of ADDRESS HERE

(the "Consignee")

OF THE SECOND PART

IN CONSIDERATION OF THE COVENANTS and agreements contained in this Consignment Agreement the parties to this Agreement agree as follows:

1. **Consignment for the Sale of Goods**
2. The Consignor will sell, transfer and deliver to the Buyer the following goods on or before _____ th day of _____, 2024
3. **Purchase Price**

4. The Consignee will accept the Goods and pay for the Goods with the sum of 60% of the final auction hammer strike price (the "Purchase Price"), paid by check or transfer as required in clause 5 of this Agreement. Amazon, Walmart, eBay, Shopify, and Onsite Retail sales will result in a payment of 50% of the net sales price.

5. The Consignor and the Consignee both acknowledge the sufficiency of this consideration. In addition to the Purchase Price specified in this Agreement, the amount of any present or future use, excise, or similar tax applicable to the sale of the Goods will be paid by the Consignor, or alternatively, the Consignor will provide the Seller with a tax exemption certificate acceptable to the applicable taxing authorities.

6. The Purchase Price is inclusive of sales tax, and is payable by the Consignor and Consignee's percentage split, as an agreed upon 60% Consignor/40% Consignee total auction sales split. A 15% buyer's premium is charged to the customer, on top of the winning bid, and is kept by COMPANY NAME to cover additional service fees and taxes.

7. **Payment**

8. Payment for the Goods will be made to the Consignor on Net 45 terms when the Consignee's auction has ended, and the customers purchasing said items complete the transaction by picking up their items. Amazon sales will be compiled and paid Net 45 on a bi-weekly drop from Amazon, and other e-commerce channels. A minimum sales price of $15 is required for a payment to the consignor, and $8 will be paid for an item with a sales price between $15.00 - $19.99. Any item with a final sales price of less than $20.00 or greater will be paid at the agreed-upon commission rate, less the cost of any returns.

9. **Delivery of Goods**

10. The Goods will be deemed received by the Consignee when delivered to ADDRESS HERE. The method of shipment will be within the discretion of the Consignor.

11. **Risk of Loss**

12. The risk of loss from any casualty to the Goods, regardless of the cause, will be on the Consignor. The Consignor will provide, at its expense, insurance on the Goods insuring the Consignor's and the Consignee's interest as they appear, until payment in full to the Consignor.

13. **Warranties**

14. THE GOODS ARE SOLD 'AS IS' AND AT A "STRIKE PRICE" THE CONSIGNOR EXPRESSLY DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. The Consignor

does not assume, or authorize any other person to assume on behalf of the Consignor, any liability in connection with the sale of the Goods. The Consignor's above disclaimer of warranties does not, in any way, affect the terms of any applicable warranties from the manufacturer of the Goods.

15. The Consignee has been given the opportunity to inspect the Goods or to have it inspected and the Consignee has accepted the Goods in their existing condition. Further, the Consignor disclaims any warranty as to the condition of the Goods.

16. **Title**

17. Title to the Goods will remain with the Consignor until delivery and actual receipt of the Goods by the Consignee or, in the alternative, the Consignor delivers a document of title or registrable bill of sale of the Goods, bearing any necessary endorsement, to the Buyer.

18. **Inspection**

19. Inspection will be made by the Consignee at the time and place of delivery at the time of listing. A manifest of all items will be provided upon completion of listing to the auction. All broken or unsellable items will be disposed of at the discretion of the Consignor.

20. **Remedies**

21. The Consignee's exclusive remedy and the Consignor's limit of liability for any and all losses or damages resulting from defective goods or from any other cause will be for the Purchase Price of the particular delivery with respect to which losses or damages are claimed, plus any transportation charges actually paid by the Consignee.

22. **Notices**

23. Any notice to be given or document to be delivered to either the Consignor or Consignee pursuant to this Agreement will be sufficient if delivered personally or sent by prepaid registered mail to the address specified below. Any written notice or delivery of documents will have been given, made, and received on the day of delivery if delivered personally, or on the third (3rd) consecutive business day next following the date of mailing if sent by prepaid registered mail:

General Provisions

24. Headings are inserted for convenience only and are not to be considered when interpreting this Agreement. Words in the singular mean and include the plural and vice versa. Words in the masculine mean and include the feminine and vice versa.

25. All representations and warranties of the Consignor contained in this Agreement will survive the closing of this Agreement.

26. The Consignee may not assign its right or delegate its performance under this Agreement without the prior written consent of the Consignor, and any attempted assignment or delegation without such consent will be void. An assignment would change the duty imposed by this Agreement, would increase the burden or risk involved, and would impair the chance of obtaining performance or payment.

27. This Agreement cannot be modified in any way except in writing signed by all the parties to this Agreement.

28. This Agreement will be governed by and construed in accordance with the laws of the State of Indiana, including the Indiana Uniform Commercial Code, and the Consignor and the Consignee hereby attorn to the jurisdiction of the Courts of the State of Indiana.

29. Except where otherwise stated in this Agreement, all terms employed in this Agreement will have the same definition as set forth in the Uniform Commercial Code in effect in the State of Indiana on the date of execution of this Agreement.

30. If any clause of this Agreement is held unconscionable by any court of competent jurisdiction, arbitration panel, or another official finder of fact, the clause will be deleted from this Agreement and the balance of this Agreement will remain in full force, and effect.

31. This Agreement will inure to the benefit of and be binding upon the Consignor and the Consignee and their respective successors and assigns.

32. This Agreement may be executed in counterparts. Facsimile signatures are binding and are considered to be original signatures.

33. Time is of the essence in this Agreement.

34. This Agreement constitutes the entire agreement between the parties and there are no further items or provisions, either oral or otherwise. The Consignee acknowledges that it has not relied upon any representations of the Consignor as to the prospective performance of the Goods, but has relied upon its own inspection and investigation of the subject matter.

Terms and Definitions

35. Delivery and Sorting:

CompanyNameHere, (Consignor) will either allow for a team on-site or will deliver products to YourCompanyNameHere (Consignee) at ADDRESS HERE for inventory confirmation and listing to a recurring weekly auction. Consignee's products will all be listed and stored separately to maintain complete inventory management. All product manifests, and inventory lists will be provided upon request to ensure transparency and management of sales figures.

36. Consignment fees:

Auction Sales proceeds are considered to be final after all refunds have been claimed. Revenue splits are to be shared as follows: 40% of proceeds will go to the consignee, leaving 60% of sales proceeds, after any returns, back to the consignor. In addition, an additional buyer's premium will be levied on the purchaser that will be kept by the Consignee. Consignors are responsible for their prorated % of gross sales tax. In the event that the final sales price of an item is below $15.00, no proceeds will be shared with the consignor. In the event that the final sales price is between $15.00 and $19.99, a flat payout of $8 will be paid to the consignor. For any item with a final sales price of $20 or more, the previously stated percentage share shall be paid to the consignor. See the table below for an illustration.

Payout Schedule	
Final Sale Price	Payout to Consignor
$0 - $14.99	$0
$15.00 - $19.99	$8.00
$20+	60% of Net Sales

Process:

37. COMPANY NAME will provide complete online listings, lot assignments, and postings to Auctionfuel.com, and transaction management, including customer service and auction pickups. The Consignor will be assigned a dedicated Account Manager. Upon the consignor's request, all sales data, including a full manifest of the products listed, will be provided.

Condition:

38. All lots are to be in New or New Open Package, ready-to-sell condition with a set reserve of $5, and, if approved, the consignee will add a buy-it-now price of 50% of retail, whenever applicable by COMPANY NAME. The auction bidders dictate the sales price. All items not in sellable condition (as stated above) will be disposed of to ensure auction quality and sell-through velocity.

Items not sold:

39. Any item passed/not sold after the auction will be either bundled for a discounted sale or disposed of by the Auction Manager.

IN WITNESS WHEREOF the parties have executed this Auction Consignment Agreement on this _____th day of _____, <mark>2024</mark>.

_____

___ SignatureName:

_____

__ (Consignor)

_____ Signature

<mark>REPRESENTATIVE'S NAME,</mark>
<mark>REPRESENTATIVE'S TITLE</mark>
<mark>COMPANY NAME</mark> (Consignee)

IMPORTANT NOTES:

*** Ensure all auction listings are accurate in regard to the item's condition. This will avoid a bad customer experience.

*** If you offer shipping on auction items, this will be in addition to the final hammer price and will need to be manually confirmed and paid by each client.

*** Auction pickups can be a hectic process due to a large amount of people showing up. Consider a calendar app such as calendly to have customers schedule their pickup times and ease the burden.

*** Listernaut allows you to create a picklist. For more details please contact your Client Success Representative.

☐ **Complete**

Course 7: How to stay competitive with your pricing

Pricing management is a big piece of the day-to-day for successful e-commerce companies. After all, the lowest price is typically what buyers search for. In some cases having the Buy-Box can keep your item top of the list and avoid much digging into the lowest price sort feature on all platforms. What we have learned though is 9 out of 10 times the buyers purchase the lowest priced items.

How can you manage pricing for thousands of items? It is challenging but there are solutions to help automate having to go through line by line day after day to make sure you are the lowest priced option. To quickly get an idea of the pricing online, you can use the price lookup in Listernaut as shown here. Amazon, Walmart, and eBay all offer tools to allow you to reprice your products to be the lowest priced option. The best solution for repricing and winning the buy-box that we have seen is software aptly named Repricer and it can be found at www.repricer.com. If you want to manually update pricing, you can view your pricing on Amazon Seller Central, Walmart Seller Center, and eBay to get the lowest prices and update your listings on the platform or in the launching site you use like Shopify. This is tedious work and for an entry level price of $85 per month, we recommend letting Repricer do the work of a full time price checker.

Mass discounting to get a shot in the arm is something that can be done through your Shopify Marketplace Connect app, SellerCloud, Channel Advisor or any other posting composer app account. Here is a video outlining mass price changes. You will simply select all items you want to discount then apply a $ or % discount then save the items or relaunch them. This is reserved and at the discretion of you and you alone. If you do not need the cash flow infusion, do not discount for the sake of discounting. If you want a boost quickly however, this is an option to get it.

Liquidating to cut your losses is the end of the line for most products. If you have excess inventory that is not selling and the pricing is already at a loss, you can bulk sell these items on eBay, or

Hibid by the case, pallet, or truckload. Do not let a bad purchase stop you in your tracks. Recoup what you can by liquidating the items and move on to the next. This is what all successful retailers do constantly. We all learn from mistakes, so learn from bad purchasing and order products for maximum profits. For more advice on sourcing better selling products check out Course 8.

Pricing is the heart of a reseller's business and can literally make or break your company's profitability. Staying on top of pricing and being competitive or the lowest price will increase the velocity at which you sell products. The time investment whether you use repricing software or strategies per platform will increase the sales velocity of desired items. Some items are a tougher sale and might require you to find a buyer outside of your e-commerce channels. Finding a buyer before you source products is a challenge, but knowing how rankings work on Amazon is a great first step. Click here is a helpful video on pricing management on Amazon.

IMPORTANT NOTES:

*** Whether you are manually managing pricing against your competition, or using a repricing software, always keep an eye on the competition. Pricing is what most people focus on when determining which products to purchase.

*** Pricing must be managed through Shopify or through a repricing software to update on any connected platforms.

☐ **Complete**

Course 8: How to source and buy products

Purchasing management is where you make your money. Source products with a buyer in mind. Do you know a guy who needs the products you are buying? Will they buy them at an acceptable margin for you? How can you tell what is selling fast online? All of these questions are best answered before spending too much on a load of merchandise.

If we could tell you a magic formula for what to buy to make you successful, we certainly would but this is what makes some companies more successful than others. Part of this is luck, part is risk, and part is due diligence. Seller Central on Amazon will allow you to search rankings or items, as well as the ability to sell them. Simply go to your Seller Central account and select Add Products. From here you can enter the items UPC to quickly find a match. If the item allows you to list it without having to Apply to Sell, you can list it. You need to ensure that you are sourcing your products from a reputable source and have invoices to prove it. Many times you will need to apply to sell, and if you have the invoices or a brand approval letter you most likely will be approved to sell your product. Amazon has market research provided by sellers around the world to tell you what an item is ranked in its database. The lower the ranking, the better the product sells on Amazon.

Walmart does not provide item level sales velocity data, but that is not to say that a product will not sell faster on their platform. eBay and Walmart are both tremendous selling platforms and every platform has its pros and cons. The more exposure you have across any and all platforms, the more likely you will sell your items. Not all items will sell in a timely manner so be careful what you buy and think about getting a buyer before you pull the trigger on a large order. Analysis paralysis can slow your time to launch, so do research, be smart, but do not let it get in the way of your dream.

Making money when you buy and finding a buyer before you buy are both ideal scenarios but not always feasible. The next best strategy is to buy low and sell high. These concepts are not new, but rather tried and true when the stars align. Use a simple formula to know what you pay, your sales price less all fees, and this is your gross profit. Subtract all overhead and taxes and this is your net profit. Here is an example.

Sales Price = $300

Commission @ 15% - $300 x .15 = $45

Shipping = $30

Cost of item = $100

$300 (sales price) - $45 (commission) - $30 (shipping) - $100 (cost of item) = $125 **Gross profit**

IMPORTANT NOTES:

*** Where you source products is extremely important and setting up a budget or % to MSRP ceiling to avoid overspending and a bad purchase.

*** Keep in mind that shipping is almost always in addition to the price of the product, so keep that as a line item in your budget.

*** Focus on putting the right product on the right channel to maximize your return on investment.

☐ **Complete**

Course 9: Amazon Seller Tips

Amazon Seller Central is an amazingly powerful sales tool, but like all platforms comes with a cost of doing business. Their commission rates are 8% for items up to $14.99 and 15% on items over $15. That being said, it is a tremendous way to sell your products to a vast audience around the country and even the world if you set up your account for international selling. Amazon provides countless articles for their selling partners and we recommend reviewing and understanding their rules, regulations, and policies. The more you know, the better you will do with them. Check out their reference center by clicking here for more details.

Selling on Amazon is very simple at a small level and as your business scales can become increasingly complex. This course is not intended to be overly comprehensive but more of a how-to on getting started. We will cover the major details at a high level, but for more information on how robust their solution is, please refer to your Seller Central account help details. There is enough helpful information on Seller Central to earn a college degree, so we will stick to the basics. Building up a successful Amazon store requires time and patience, backed by good performance. Have pride in your Amazon account and work at it to build it up to greatness.

First and foremost, how are you getting your listings on Amazon? Listernaut has a helpful mass composer to get those listings populated quickly, but this is just the start of our education on Amazon. Just because an item is on Amazon does not mean you will be permitted to sell it. Many brands require brand approval which may come in the form of what is called an "apply to sell" on Amazon. Some brands will allow you to add 5 transparency codes to list their products, and others will require you to provide an itemized invoice including UPCs or SKU level data from an approved supplier with your company name, contact information and the supplier's company name and contact information. Once this is submitted, it goes off for review. You may be approved or denied and need to resubmit a number of times to get the approval you want. Amazon's help desk can

advise you on what is omitted before you reapply. I am starting out with the challenges because going in blind can hurt your sales velocity if you cannot get it on Amazon.

When purchasing you can alway request invoices from suppliers in the event that you need to apply to sell specific brands. Not all brands are as strict as others, but some brands will not allow you to sell against them online. Spend some time researching what you can and cannot sell on Amazon.

Another complexity of selling on Amazon and any other channel for that reason is health and safety issues. Some products are prohibited to sell such as hazmat, certain chemicals, firearms, and more. Knowing the rules and policies of Amazon is imperative and an ongoing education for even the most seasoned of sellers. [Here is a link to their help center](#) where you can spend hours, days, weeks, and months educating yourself on all things Amazon and still have many more hours of self-education to go. Know the basics and be honest with them and yourself. Protect your brand and any potential buyer from a bad experience.

Selling on Amazon will not be an overnight success story, as it takes time. You will be vetted over your first 30 days. Amazon will be monitoring some standards to ensure that you are a seller at the caliber they demand and that you start out in good standing. My advice is to start out selling like Amazon did by posting a few books for sale to show that you understand how to run an ecommerce business. They will start to loosen up on your account as you start getting transactions processed and shipped out on time. The start of your account is important and they will be monitoring it closely, so stay diligent.

Now let's cover keeping your account in good standing. Amazon has a Performance Health page that we encourage reviewing at least daily. Here is where you will see any violations of policy and have the option to appeal and present your case. One area that is black and white on all e-commerce channels is that selling counterfeit products will get your account shut down. There is no leniency and measures are constantly taken to ensure that counterfeiters are shut down. We recommend a

UPC of ASIN match to ensure that what you are selling is the real deal. Adding products that are similar in look, size, color, or anything else is not good enough. It must be an exact match to avoid bad feedback and policy violations. Selling expired products is also a no-no. If you have expired products to sell, find another channel that this is permitted on. Intellectual Property violations and complaints are taken very seriously, as are Product Authenticity complaints, Product Condition complaints, Food and Product safety issues, Restricted Product violations, Customer Reviews policy violations, and their Other policy violations. Educate yourself on what these mean and pay very close attention to your Account Health page daily if not multiple times per day to remain in great standing. You need to respond to violations in a timely manner and you will also typically receive a notice on the Performance tab under Performance Notifications.

If you receive a violation you can get the email address of the party who submitted the violation in your Performance Notifications, and ask for a retraction of the violation. You may need to provide an invoice and explanation of how or why the situation occurred and how you plan on preventing the situation from occurring in the future.

There is more to maintain a good standing with Amazon and this is very much in your control. Customer Service performance is measured in regards to your timeliness in responding to messages. All messages must be checked within 24 hours of receipt, and responded to or marked no response necessary. Negative feedback is measured, so make sure you are shipping out on time and in the described product condition. Chargeback claims are measured so maintain a solid shipping team to ensure what you ship arrives in great condition and as described. Chargeback claims are also a measurement that is monitored.

Shipping performance is measured and you will need to ensure that whatever standards you have established in terms of timeliness of shipping out are met or bested. Cancellation rates are monitored, so do not cancel orders unless you are out of stock or have a really good reason. All of

these standards are a rolling report card of sorts on your performance. Lastly, valid tracking rates must be provided to allow both the customer and Amazon to track your packages and ensure timeliness and delivery. You can monitor your report card on the Performance Health page to ensure you are always in good standing. You will also get Performance Notifications sent to your account and email address on file to keep you alerted to any issues. Just like any brick and mortar store you would want to sell on Amazon has high standards to provide an excellent customer experience for their buyers. Stay on top of these performance standards and your account should always remain in good standing.

Now that you have products for sale on Amazon, how do you go about selling them? For the most part the heavy lifting is done by Amazon, but there are some tips to help you stand out and sell your products over the competition. First, refer to Course 8 on Amazon ranking to know what is hot and what might not be. Then focus on pricing. Pricing is the fuel that drives sales velocity and being the best price is by and large the best way to sell your products faster. Many companies have algorithmic repricing programs implemented, but those will stop at an acceptable profit margin in most cases. Ensure you are covering your margins as well and do not put yourself in a position of need before you start making money at good margins. Shipping is almost always included in the pricing on Amazon, so make sure you are taking that into consideration when listing your products. Make sure that you are not shipping outside of the US, unless you want to. Visit Amazon Shipping Settings to confirm shipping locations. Always know what you have in a product and what you need to sell it for to ensure profitability.

Some products might be better suited for you to sell on another channel, so keep your options open. All of this being said, once you get the hang of Amazon, it is incredibly user friendly and allows you to make pricing updates quickly and stay competitive. Their ranking algorithm on an item level is incredibly valuable and can help you learn what to buy and what not to buy. The ranking system ranks from 1 being the best item in the category to the millions being slower moving. Items that

are not ranked are not always dead in the water. Many times there is an audience looking for that unique item and if you have it for sale they can purchase it from you.

Here is an illustration of estimated sales velocity as it pertains to ranking.   This is only an estimate, but if your price is best, you have good account health this has been relatively accurate in our experience. These results are based on a comparable price Discounting will increase sales velocity.

Ranking	Sales per day
100000	1
10000	25
1000	100
100	500
2	1000

The more good products you have for sale, the more likely you are to have more sales. This is a great rule for FBM or fulfilled by merchant listings that you will pick, pack, and ship yourself, FBA or fulfilled by Amazon is a powerful tool that allows you to send in products to Amazon and they will pick, pack, and ship on your behalf only much faster. FBA typically will get your listing a PRIME badging and next day or two day delivery to the customer. This can also gain you the Buy Box on products, which means your product shows up as the first item customers see. Adhering to sending in only highly ranked products will help your FBA rating to stay healthy and cost you less than not. For example, you send in 10,000 packs of off brand screws to FBA, in the hopes of clearing out your space, selling them quickly, and providing timely shipping. The goal of attaining these things can occur if it is well ranked and priced right, but if an item sits and does not sell for 180+ days Amazon will charge you storage fees. Send in top ranked items and find the best channel for all of your

products to sell through them at the highest margins. [Familiarize yourself with FBA by clicking here.](#)

Drop shipping on Amazon is another phenomenal tool, but also comes with some rules and restrictions, so familiarize yourself with them before buying that new car. [Click here for a reference for their guidelines.](#)

Hopefully all of this information does not deter you from jumping in and getting started with Amazon. Some care and self-education can go a long way to help you boost your sales tremendously in short order. We want you to be successful so we are sharing some of the trials and tribulations that we have seen. Be honest, do the right thing, and adhere to their policies and you will be thrilled with how their platform performs. There is nothing to it, but to do it!

Responding to Messages: Messages can become overwhelming if you take too much time thinking about what to say to every customer. People can be unruly and having templates built to respond with can save you a significant amount of time. We have compiled some of our top responses for you to use or modify for your own use. All of these messages can be modified in Seller Central to auto populate the customer's name and shipment tracking information. The following responses are able to also be added into your templates folder for fast responses in Seller Central. By making these initial additions you will save yourself hours of time thinking about what to say. Save the time and build out your response templates by clicking the messages icon, then MESSAGING SETTINGS - MANAGE CASE TEMPLATES - CREATE TEMPLATE.

Issue	Response
Where is my order? Delayed order, lost order, etc.	We apologize for the delay, as this was shipped out in under 24 hours from our warehouse. Please reference [SHIPPING_TRACKING_NUMBER] for updates on delivery from the carrier. Thank you for your business and please let us know if your order does not arrive and we will get you a refund and file a shipping claim. Thank you for your business!
The order arrived damaged	We apologize for the inconvenience and want to make this right for you. Please let us know if the item is not in working condition and we will issue a full refund. If it is working and in good condition, please let us know if you would like a partial refund for full satisfaction. Thank you for your business.

I sent my item back and want a refund	We have issued a refund for the items that were not shipped. We apologize for the inconvenience. Thank you
Bad Feedback	Hello, We have issued a refund for the items that were not shipped. We apologize for the inconvenience. Thank you, Auctionfuel.comHere's how to remove feedback you've posted: You first go to the main page and click on the "your orders button". Then, go to the order related to the feedback you want to remove. When you click on that order, you'll see your feedback and a "remove" button. Click that to remove feedback. Most third-party seller feedback can't be edited, only removed. Once you have removed feedback for a third-party seller, you won't be able to post new feedback for that third-party seller.

	If there is no Remove option next to a comment, the 60-day removal period has expired. Thank you
Cancel Pre-Shipment	Hello, We have canceled your order as per your request and you will receive a full refund. Thank you.
Missing Part of Order - Order Incomplete	Hello, We are very sorry for the shortage of your shipment. We are doing everything we can to bring more inventory in, however, there may be a lengthy delay. We would be happy to refund your money for the items that were not received. Would you like for us to issue a refund at this time? Thank you for your understanding and we apologize for the inconvenience.
Lost Package - Package cannot be delivered	We shipped via tracking number: [SHIPPING_TRACKING_NUMBER] Is this the correct address? If so, we will investigate the tracking for you and find out if it went to a neighboring location.

	We apologize for the inconvenience.
	Thank you
Refund requested	Hello,
	You can visit your Amazon orders page and click on the order. 113-2836774-3412229 There you can request to return the item for a full refund.
	Thank you,
Item delivered, but customer did not receive the package - Theft	Hello,
	Tracking shows the package as delivered. Please refer to the tracking number: [SHIPPING_TRACKING_NUMBER] Please contact your local USPS, UPS, or FedEx office and they will help you locate the item. If that does not work, please contact us back here.
	Thank you
Generic Feedback	Thank you for your business.
	We appreciate your business
	Thank you for the positive feedback

Responding to feedback: Feedback is very important and maintaining a good track record of positive feedback involves managing feedback often. We have compiled some responses to make managing feedback simple. Under Customers - Feedback Manager you can post public replies to all feedback.

Positive Feedback	Thank you for your order. We truly appreciate your business.
Negative Feedback	We apologize for the inconvenience this has caused you and want to make things right. Please let us know what we can do.
Refund Issue	Our sincere apologies for the inconvenience. Please contact our team to arrange a replacement or refund.
Oversell	We sincerely apologize for the inconvenience caused by the item being out of stock. We understand your frustration and take your feedback seriously. Our team is working to improve our inventory management to avoid such issues in the future.

Responding to Policy Violations: Under Account Health you can appeal any policy violations and you should do this every day to stay on top of any potential issues. You may be required to add invoices, brand approval letters, or just details on your side of the story. If you get a violation it will show up under Account Health - Performance Notifications. In the event of a brand issue, the person leaving the violation and their email will be available. In these cases you should request a retraction. Here is an example.

Dear Sir/Madam,

We are requesting a retraction on the policy violation you submitted against our account. Our products are sourced through a reputable supplier and we have attached their invoice for your review. If we are not permitted to sell your brand, please let us know if we can apply to distribute or should cease selling your brand. In either case we would appreciate a retraction as we try to do things the right way with Amazon.   -Thank you.

Policy Violation Plan Of Action: In extreme cases such as counterfeit violations and account suspensions you will need to create what Amazon calls a Plan of Action. Here is an example of what that should look like. Detailed explanations are required.

Plan of action

Root Cause:

We were in violation of the product policy compliance, due to not obtaining a brand approval letter from the rights owner prior to listing this item. ITEM: ASIN: B001THX6ZO

Norsk-Stor NSTKDG Trim Kit, Dove Gray

We received a policy violation on 8/23/2022, and immediately deleted the listing and had the product returned to our warehouse. This item was listed as a result of a knowledge gap on our end, we missed not obtaining the brand approval letter prior to creating our listing, and we were required to have this documentation. We had invoices, but the brand owner required brand approval to maintain strict oversight of their online distributors. We take full responsibility for this error, and have deleted this listing from our inventory and will not be re-selling this ASIN again. We have made policy changes outlined in our corrective action steps below.

Corrective Action:

We have established a new policy and training to avoid employees sending in products without full brand approval by narrowing down our suppliers and products available. We have terminated our sourcing from Costco, Home Depot, Lowes, and Sears as suppliers that are not reliable, or authorized and do not have brand approval to distribute to Amazon Resellers. This decision was made 08/26/2022, upon notification of the Product Policy Compliance violation recurrence. We have deleted all listings not in compliance amounting to over 5000 listings on the United States, Mexico, and Brazil marketplaces, along with having the inventory returned or destroyed.

We have addressed all policy violations in all marketplaces, as of 08/30/2022. On 08/30/2022, we also completed the review of all of our inventory to ensure we have all required documentation to avoid Intellectual Property Complaints in the future on all listings. We have discontinued all products without brand approval, invoices, and letters of authorization from the rights owners. We will abide by all brand registry guidelines and only sell items for which we are authorized. We have proceeded with two main suppliers, which we have brand approval from in order to maintain compliance on all future listings. Those suppliers are Mueller Sports Medicine Corporation, and Ferguson Enterprises LLC. Each company is the respective rights owner for our products. Any and all future listings will be a direct relationship with brand owners to maintain full compliance with Amazon's Brand Registry protections. We take full responsibility for this violation and have taken all possible steps to ensure we remain in compliance on all listings.

Preventative Action:

We will only list and sell products which have obtained brand approval prior to creating any listing. We will ensure all products are authentic matches, and not simply a match to an item number, product code, or UPC. We have implemented new listing policies for our team in regards to adhering to Amazon's Anti-Counterfeiting policy (https://sellercentral.amazon.com/help/hub/reference/G201165970), and Amazon's Intellectual Property Policy (https://sellercentral.amazon.com/help/hub/reference/G201361070). We have ongoing staff training in the Amazon Seller University, to comply with all policies on all listings. All inventory has been audited to ensure we have the appropriate authorization from the right's owner in order to sell on Amazon, as of 08/30/2022. We have addressed all intellectual property complaints with an appropriate plan of action and deleted all listings in question. We have terminated previous supplier relationships with Lowe and Home Depot as of 08/26/2022 to ensure we are in full compliance with brand owners. All current items are now authorized and have the associated brand approvals and invoices saved in electronic format.

Knowing what can cause trouble will prevent issues from arising, so stay educated on how to apply to sell and always keep your invoices and/or brand approval letters from suppliers. When you go into this cautious and expecting to do the right thing, you will be prepared should anything concerning come up.

IMPORTANT NOTES:

*** Check your Performance Health and Messages daily. Failure to properly manage your account can result in suspension or termination of your account. Your money can be held during either.

*** Amazon's ranking system is very accurate and if an item is highly ranked it will see quickly as long as your pricing is the best. Consider FBA when rankings are under 5000.

☐ **Complete**

Course 10: Walmart Seller Tips

Walmart Seller Center is an amazingly powerful sales tool, but like all platforms comes with a cost of doing business. Their commission rates vary on lower priced items, but 15% on items over $15. That being said, it is a tremendous way to sell your products to a vast audience around the country. Walmart provides countless articles for their selling partners and we recommend reviewing and understanding their rules, regulations, and policies. The more you know, the better you will do with them. Check out their reference center by clicking here for more details.

Selling on Walmart is very simple at a small level and as your business scales can become increasingly complex. This course is not intended to be overly comprehensive but more of a how-to on getting started. We will cover the major details at a high level, but for more information on how robust their solution is, please refer to your Seller Center account help details. There is enough helpful information on Seller Center to earn a college degree, so we will stick to the basics. Building up a successful Walmart store requires time and patience, backed by good performance. Have pride in your Walmart account and work at it to build it up to greatness.

First and foremost, how are you getting your listings on Walmart? Listernaut has a helpful mass composer to get those listings populated quickly, but this is just the start of our education on Walmart. Just because an item is on Walmart does not mean you will be permitted to sell it. Many brands require brand approval which will require you to create a case and provide brand authorization or invoices to show you are authorized. Once this is submitted, it goes off for review. You may be approved or denied and need to resubmit a number of times to get the approval you want. Walmart's help desk can advise you on what is omitted before you reapply. I am starting out with the challenges because going in blind can hurt your sales velocity if you cannot get it on Walmart.

When purchasing you can alway request invoices from suppliers in the event that you need to file a case to sell specific brands. Not all brands are as strict as others, but some brands will not allow you to sell against them online. Spend some time researching what you can and cannot sell on Walmart.

Another complexity of selling on Walmart and any other channel for that reason is health and safety issues. Some products are prohibited to sell such as hazmat, certain chemicals, firearms, and more. Knowing the rules and policies of Walmart is imperative and an ongoing education for even the most seasoned of sellers. Here is a link to their knowledge base where you can spend hours, days, weeks, and months educating yourself on all things Walmart and still have many more hours of self-education to go. Know the basics and be honest with them and yourself. Protect your brand and any potential buyer from a bad experience. Feedback matters.

Now that you have a basic Walmart understanding and have done some research in the knowledge base let's focus on how to remain in good standing. Walmart has a Performance page that we encourage reviewing at least daily. Here is where you will see any violations of policy and have. One area that is black and white on all e-commerce channels is that selling counterfeit products will get your account shut down. There is no leniency and measures are constantly taken to ensure that counterfeiters are shut down. Walmart demands a UPC match to ensure that what you are selling is the real deal. Adding products that are similar in look, size, color, or anything else is not good enough. It must be an exact match to avoid bad feedback and policy violations. Selling expired products is also a no-no. If you have expired products to sell, find another channel that this is permitted on. Walmart does a good job of preventing you from committing Intellectual Property violations and will not allow you to list protected brands. They also will block health and safety concerns, but allow you to appeal them in the case you are in compliance. Educate yourself on their guidelines and pay very close attention to your Account Health page daily if not multiple times per day to remain in great standing.

There is more to maintain a good standing with Walmart and this is very much in your control. Customer Service performance is measured in regards to your timeliness in responding to messages. All messages must be checked within 24 hours of receipt, and responded to or marked no response necessary, and tracked as your Seller Response Rate. On-time Delivery Rate is measured and you will be held to a high standard. Valid Tracking Rate is important to ensure the customer gets what they ordered on time. Refund Rate is tracked to monitor your quality control processes when sending out products. Cancel Rate is also monitored to ensure the same. Avoid canceling orders on your end, but instead communicate to the customer to cancel the order on their end if they wish to cancel. This will help your cancellation rate from becoming an issue.

Trust and Safety performance is measured and you will need to ensure that you are in compliance with Regulatory Compliance (hazardous and discontinued products), Offensive Products, and Intellectual Property Violations are all very serious and need to be avoided. Negative feedback is measured under ratings and reviews, so make sure you are shipping out on time and in the described product condition. All of these standards are a rolling report card of sorts on your performance. You can monitor your report card on the Performance page to ensure you are always in good standing. You will also get notifications sent to your account and email address on file to keep you alerted to any issues. Just like any brick and mortar store you would want to sell in Walmart has high standards to provide an excellent customer experience for their buyers. Stay on top of these performance standards and your account should always remain in good standing.

Now that you have products for sale on Walmart, how do you go about selling them? For the most part the heavy lifting is done by Walmart, but there are some tips to help you stand out and sell your products over the competition. Walmart has built the world's largest retailer on their fantastic pricing model. Pricing is the fuel that drives sales velocity and being the best price is by and large the best way to sell your products faster. Many companies have algorithmic repricing programs implemented, but those will stop at an acceptable profit margin in most cases. Ensure you are

covering your margins as well and do not put yourself in a position of need before you start making money at good margins. Shipping is almost always included in the pricing on Walmart, so make sure you are taking that into consideration when listing your products. Always know what you have in a product and what you need to sell it for to ensure profitability.

Some products might be better suited for you to sell on another channel, so keep your options open. All of this being said, once you get the hang of Walmart, it is incredibly user friendly and allows you to make pricing updates quickly and stay competitive. The more products you have for sale, the more likely you are to have more sales.

This is a great rule for self-fulfilled listings that you will pick, pack, and ship yourself, WFS or Walmart Fulfillment Service is a powerful tool that allows you to send in products to Walmart and they will pick, pack, and ship on your behalf only much faster. WFS and the best price typically will get your listing the buy box which allows your product to show up first on a search, and next day or two day delivery to the customer. Adhering to sending in only hot products will help your WFS rating to stay healthy and cost you less than not. For example, you send in 10,000 packs of off brand screws to WFS, in the hopes of clearing out your space, selling them quickly, and providing timely shipping. The goal of attaining these things can occur, but if an item sits and does not sell for 180 days Walmart will charge you storage fees. Send in top sellers and find the best channel for all of your products to sell through them at the highest margins. [Familiarize yourself with WFS by clicking here](#).

Drop shipping on Walmart is another phenomenal tool, but also comes with some rules and restrictions, so familiarize yourself with them before buying that new car. You must avoid dropshipping copyrighted, trademarked, prohibited, and similar products.

Hopefully all of this information does not deter you from jumping in and getting started with Walmart. Some care and self-education can go a long way to help you boost your sales tremendously in short order. We want you to be successful so we are sharing some of the trials and tribulations that we have seen. Be honest, do the right thing, and adhere to their policies and you will be thrilled with how their platform performs.

Policy Violation Plan Of Action: In extreme cases such as counterfeit violations and account suspensions you will need to create what Amazon calls a Plan of Action. Here is an example of what that should look like. Detailed explanations are required.

Walmart Business Plan of Action

ROOT CAUSE:

Our account has been suspended due to Operational Performance - Cancels. We had one customer place two orders back-to-back and this caused an oversell. Orders 108807223255853 and 108807223400069 were placed back-to-back before the inventory could update, driving an oversell. In addition, we reached out to the client to alert him that we were out of stock and see if he wanted just the one item we had in stock. He explained that he wanted both and wanted to cancel. We processed the cancellation instead of having the client process the cancellation, causing detriment to our performance.

PLAN OF ACTION:

We have reviewed the Knowledge Base on Marketplace Order Cancellations, specifically Cancel-Rate. We will strive to maintain a Seller Standard of <2% return rate on all orders. We will analyze our Order & Fulfillment performance dashboard daily to maintain our Seller

Performance Standards at a high level and keep Marketplace Order Cancellations under the Seller Standard. We are working on our API Connection between SkuVault inventory management, Shopify, and Shipstation to ensure all items are in stock and the counts are accurate, and all low inventory items have a buffer built in to avoid overselling.. All out-of-stock items have been and will continue to be retired from our catalog to prevent overselling.

OUR NEW POLICIES:

Remove and retire all out-of-stock items from the Walmart catalog.

Add a buffer on all items with quantities under 9.

Ensure all inventory is accurate and adequately synced from Inventory Management.

Do not cancel orders on behalf of customers. Help them follow the Walmart cancellation protocols.

IMPORTANT NOTES:

*** Check your Account Health and Messages daily. Failure to properly manage your account can result in suspension or termination of your account. Your money can be held during either.

*** Walmart offers a solution similar to Amazon's FBA, called WFS or Walmart Fulfillment Services. Consider this service for bulk items that are hot sellers.

*** Brand approvals on items you are prohibited to sell will require invoices from an authorized dealer, and in some cases a brand approval letter from the manufacturer.

☐ **Complete**

Course 11: eBay Seller Tips

eBay is an amazingly powerful sales tool, but like all platforms comes with a cost of doing business. Their commission rates vary based on performance but their standard is 15%. That being said, it is a tremendous way to sell your products to a vast audience around the world. eBay provides countless articles for their selling partners and we recommend reviewing and understanding their rules, regulations, and policies. The more you know, the better you will do with them. Check out their seller help page by clicking here for more details.

Selling on eBay is very simple at a small level and as your business scales can become increasingly complex. This course is not intended to be overly comprehensive but more of a how-to on getting started. We will cover the major details at a high level, but for more information on how robust their solution is, please refer to your Seller Help details. There is enough helpful information on eBay to earn a college degree, so we will stick to the basics. Building up a successful eBay store requires time and patience, backed by good performance. Have pride in your eBay account and work at it to build it up to greatness. The better your rating with eBay the lower your commission fees can be. They reward exemplary service.

First and foremost, how are you getting your listings on eBay? Listernaut has a helpful mass composer to get those listings populated quickly, but this is just the start of our education on eBay. Just because an item is on eBay does not mean you will be permitted to sell it. Some products are not authorized for sale on their platform such as pool chemicals and other hazardous products. Some brands require that you do not use their trademarked images. They will alert you to policy violations on your Active Listings tab. By and large listing to eBay is a seamless experience and most of the hang ups from other platforms do not occur. I am starting out with the challenges because going in blind can hurt your sales velocity if you cannot get it on eBay.

Another complexity of selling on eBay and any other channel for that reason is health and safety issues. Some products are prohibited to sell such as hazmat, certain chemicals, firearms, and more. Knowing the rules and policies of eBay is imperative and an ongoing education for even the most seasoned of sellers. [Here is a link to their knowledge base](#) where you can spend hours, days, weeks, and months educating yourself on all things Walmart and still have many more hours of self-education to go. Know the basics and be honest with them and yourself. Protect your brand and any potential buyer from a bad experience. Feedback matters.

Now that you are an eBay expert and have scoured the knowledge base to know what you need to know to remain in good standing, let's cover remaining in good standing. eBay has a Performance page that we encourage reviewing at least daily. Here is where you will see your Seller Level Performance. One area that is black and white on all e-commerce channels is that selling counterfeit products will get your account shut down. There is no leniency and measures are constantly taken to ensure that counterfeiters are shut down. eBay has criteria based on brand specifics to ensure that what you are selling is the real deal. Adding products that are similar in look, size, color, or anything else is not good enough. It must be an exact match to avoid bad feedback and policy violations. Selling expired products is also a no-no. If you have expired products to sell, find another channel that this is permitted on. eBay does a good job of preventing you from committing Intellectual Property violations and will not allow you to list protected brands, or will take them down and provide you a Policy Violation to review and correct. They also will block health and safety concerns, but allow you to appeal them in the case you are in compliance. Educate yourself on their guidelines and pay very close attention to your Performance page daily if not multiple times per day to remain in great standing.

There is more to maintain a good standing with eBay and this is very much in your control. Transaction Defect Rate is measured and you will be held to a high standard. Late Shipment Rate is important to ensure the customer gets what they ordered on time. Tracking uploaded on time and

validated is tracked to monitor that your accurate tracking is entered when sending out products. Cases closed without seller resolution is another area that is taken very seriously. Make sure you provide good service to ensure that you stay in good standing. Return rate is monitored and calculated, so be sure to send out the right product, on time, and in the condition it is listed in. Avoid canceling orders on your end, but instead communicate to the customer to cancel the order on their end if they wish to cancel. If you cancel too many orders your performance ranking will go down. This will help your cancellation rate from becoming an issue.

Trust and Safety performance is measured and you will need to ensure that you are in compliance with Regulatory Compliance (hazardous and discontinued products), Offensive Products, and Intellectual Property Violations are all very serious and need to be avoided. Negative feedback is measured under ratings and reviews, so make sure you are shipping out on time and in the described product condition. All of these standards are a rolling report card of sorts on your performance. You can monitor your report card on the Performance page to ensure you are always in good standing. You will also get notifications sent to your account and email address on file to keep you alerted to any issues. Just like any brick and mortar store you would want to sell on eBay has high standards to provide an excellent customer experience for their buyers. Stay on top of these performance standards and your account should always remain in good standing.

Now that you have products for sale on eBay, how do you go about selling them? For the most part the heavy lifting is done by eBay, but there are some tips to help you stand out and sell your products over the competition.   Pricing is the fuel that drives sales velocity and being the best price is by and large the best way to sell your products faster. Many companies have algorithmic repricing programs implemented, but those will stop at an acceptable profit margin in most cases. Ensure you are covering your margins as well and do not put yourself in a position of need before you start making money at good margins. Shipping is not always included in the pricing on eBay, so make sure you are taking that into consideration when listing your products. Always know what you

have in a product and what you need to sell it for to ensure profitability. You can check the pricing on any item on eBay by scanning or pasting in the UPC into their search bar and sorting by price.

Some products might be better suited for you to sell on another channel, so keep your options open. All of this being said, once you get the hang of eBay, it is incredibly user friendly and allows you to make pricing updates quickly and stay competitive. The more products you have for sale, the more likely you are to have more sales.

Drop shipping on eBay is another phenomenal tool, but also comes with some rules and restrictions, so familiarize yourself with them before buying that new car.

[Here is a link to their drop shipping policies.](#)

Hopefully all of this information does not deter you from jumping in and getting started with eBay. Some care and self-education can go a long way to help you boost your sales tremendously in short order. We want you to be successful so we are sharing some of the trials and tribulations that we have seen. Be honest, do the right thing, and adhere to their policies and you will be thrilled with how their platform performs.

IMPORTANT NOTES:
*** Check your Account Health and Messages daily. Failure to properly manage your account can result in suspension or termination of your account. Your money can be held during either.

*** eBay allows you to set up and accept best offers. This is where a potential customer might offer you $75 for an $80 item. You can automate acceptance within an agreeable range.

☐ **Complete**

Course 12: Online Auction Tips

Online Auctions are an amazingly powerful sales tool and typically can be held for little to no commission. You can and should charge what is called a Buyer's Premium anywhere from 5-15% of the sales price to cover any platform costs. Do not start out too high on your BP because this too can scare off bidders.

Staying organized with your auctions is key to providing a good customer experience. Focus on keeping your inventory organized, labeled by lot number, and listed with a location to make picking orders easier. We recommend creating dynamic picklists to allow you to sort by auction and by customer name. We provide this picklist with every Franchise agreement with instructions for making things more efficient. If you are not in the Franchise user group, you can keep spreadsheets of locations, or use Shopify's robust features to connect Listernaut Auction listings to Pickle for easy automated picklists. Organize, organize, organize.

When it comes to pricing out items you will need to decide whether you want to sell everything, or if you want to hold it for another higher yielding sales channel. The reason being is that high reserves on items or high starting prices can prevent auction bidders from bidding on your items. Many online auction companies set a starting price of $1-$5 to get the bidding going and let the bidders drive up prices through competition. Be mindful at first of how many bidders you can get to your auction. 250+ bidders on one auction is a good starting point and should yield some good sales results. You can sometimes set Buy Now deals on auction platforms to encourage sales closer to typical e-commerce prices.

Shipping on auctions is another powerful tool to allow you to expand your bidder base Nationwide. Offering shipping is a good strategy, but free shipping may not be due to potential low sales prices. You can charge for shipping and handling to cover your costs, and even mark the S&H up to make profit from shipping out auction items.

Building bundles for value such as grab boxes or pallet sales is a great way to get rid of unwanted merchandise, overstock, or just to target a specific audience like contractors or designers. The more precise your description, the more photos you add, and even manifesting exactly what is in the lot can help you build maximum value and increase the sales price of your items. Building lots of like items categorized with a buyer in mind will help you increase your sales price.

Marketing yourself and your auctions is a great way to rapidly grow your bidder base and customer following. Social media is a great free way to get started and get your sphere of influence to help support your business. Work your marketing to have it work for you. Emails, text messaging, social media, and potentially advertising are all great ways to get things off to a great start.

Most big box retailers have auctions at the end of the line for their stale inventory, so do the same for your business and sell everything.

IMPORTANT NOTES:

*** Online auctions are typically a buyer beware situation, where all items are sold as-is with no returns. This is why accurate item descriptions are very important to instill buyer confidence.

*** Auction buyers can get out of paying for items with certain platforms, so ensure you have a relisting process for unsold items, items not picked up, and fraudulent bidding.

*** Items paid and not picked up within your defined shipping window are considered forfeited and can be relisted and sold. Your auction terms are a contract and should be followed by all parties.

☐ **Complete**

Course 13: Shopify Tips

Shopify is one of the most powerful tools an e-commerce company can possess. Shopify is built to be used for building branded e-commerce websites but it does so much more. You can use it for inventory management, launching products to multiple e-commerce channels, pricing management, POS management, picklist management, and shipping management. When you want to run an online commerce business, or an omni-channel commerce business it is built for scale and is very affordable. Before Shopify, if you wanted all of the features above, you would need multiple people to manage the programs and pay thousands of dollars a month.

Shopify is built as a platform with an app store built in to add various software plug-ins. Listernaut works seamlessly with Shopify. If you want inventory management, that is included in a basic Shopify membership. They also have more robust inventory management apps available if the basic version is no longer sufficient as you scale. When coupled with Listernaut you can manage inventory locations, quantity, and adding or subtracting inventory as it sells or is added. You can tie in their POS software and run your entire business through their system. Every time you sell an item it decrements from the count you have in the system, avoiding overselling and out of stock issues.

Marketplace Connect is an app within Shopify that is a powerful cross-posting software that allows you to post products on Amazon, eBay, Walmart, and Etsy very efficiently. We offer full training on how to use MPC and can help you to create hundreds and even thousands of listings per day. The support team for Marketplace Connect is also very helpful if you run into issues and are available 24 hours a day. Click here for more details.

Shopify offers POS or Point-of-sale technology to allow you to tie your inventory in for a full omni-channel selling solution. Omni-channel essentially means that products are for sale on all channels, which is at the heart of this training. Put all of your products for sale on as many channels as you possibly can for maximum exposure.

Shipping solutions are also available through Shopify and can be coupled with pick list generators, to print your daily sales, quantities, and locations for a fast and efficient fulfillment process. The process of running orders one-by-one and then picking them one-by-one and lastly printing labels one-by-one can cost you in labor costs quickly. Set yourself up for scaling and invest in shipping software. Shopify has great rates and their technology is superb.

Shopify allows you to easily set up an account and sync to your web address. On top of that they also have powerful website composer and design programs to allow you to build out a custom webpage for yourself quickly and easily. You can list all of your products for sale on your site and avoid any platform fees from e-commerce sites like Amazon and eBay. This is a great tool if you build up a loyal customer base and showcase your products to as large or small of an audience as you have. If you can save 15% on a few orders per month, it is worth the time. You can link out to your auctions and any e-commerce pages you have up. It will also show the validity of your business. Take your business seriously and grow your own inbound traffic.
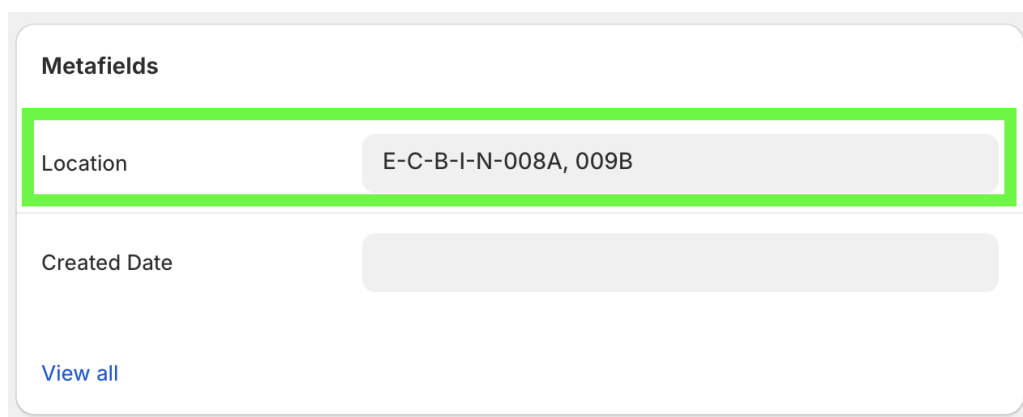
Listernaut has an API to Shopify, so all you need to do is simply launch your products to Shopify and they show up in minutes to your store. You can allocate where products go by collections in Shopify, and everything will populate in your products tab. This allows you to know what you have, and when coupled with inventory management will tell you where the products are and how many of each item you have. If you are looking to advance your business and the speed at which it sells products, Shopify is the best solution for you. [For help on Shopify or answers to any questions, click here.](#)

Continued

IMPORTANT NOTES:

*** Shopify will act as your truth of inventory if you are using it as your inventory management software. Any sales from connected platforms will automatically decrement from your inventory count. Any items physically removed from shelves will need manually removed from your inventory count in Shopify.

*** Any physical additions of products already listed on Shopify to your shelves will need to be manually updated to your inventory count in Shopify. If you have more than one location, you will add the additional location in Shopify. Below we added location 009B as an example.
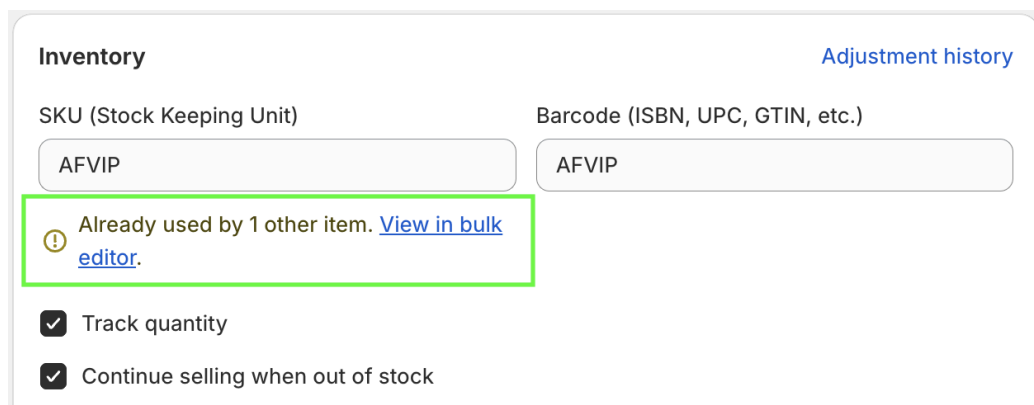
Metafields

Location	E-C-B-I-N-008A, 009B
Created Date	

View all

*** If you add duplicate listings from Listernaut into Shopify you will need to delete the duplicate listing/s and update inventory count and location on the main listing on the product level. This is what a duplicate listing displays.

Inventory   Adjustment history

SKU (Stock Keeping Unit)   Barcode (ISBN, UPC, GTIN, etc.)

AFVIP   AFVIP

⚠ Already used by 1 other item. View in bulk editor.

☑ Track quantity
☑ Continue selling when out of stock

*** If you are managing pricing manually, Shopify is the truth of pricing and you will need to update your pricing manually on the product level for items you want to change pricing on.

*** Marketplace Connect in Shopify is where you will launch your listings to Amazon, Walmart, eBay, and Etsy. You can bulk discount on each platform and make mass updates as needed.

*** Never check continue selling when out of stock on Shopify, unless you have more of that product not accounted for in your inventory that you have access to. Avoiding overselling products is important and this can cause trouble. Screenshot below for example.

Inventory   Adjustment history

SKU (Stock Keeping Unit)   Barcode (ISBN, UPC, GTIN, etc.)

6937590210004   6937590210004

☑ Track quantity

☐ Continue selling when out of stock
   This won't affect Shopify POS. Staff will see a warning, but can complete sales when available
   inventory reaches zero and below.

Quantity
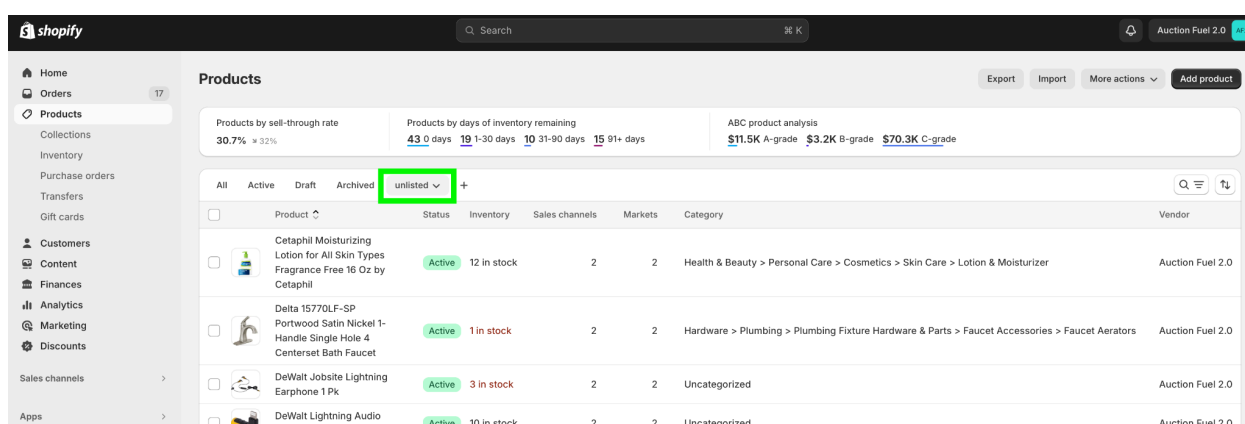
Location	Unavailable	Committed	Available	On hand
2457 East Washington Street	0	0	6	6

☐ **Complete**

Course 14: Marketplace Connect Tips

Marketplace Connect is the app in Shopify where you will be launching your listings. In order to maintain organization and know what you have listed we have devised a process to allow you to sort by Unlisted products then convert them to Listed once you launch them to your desired e-commerce channels.
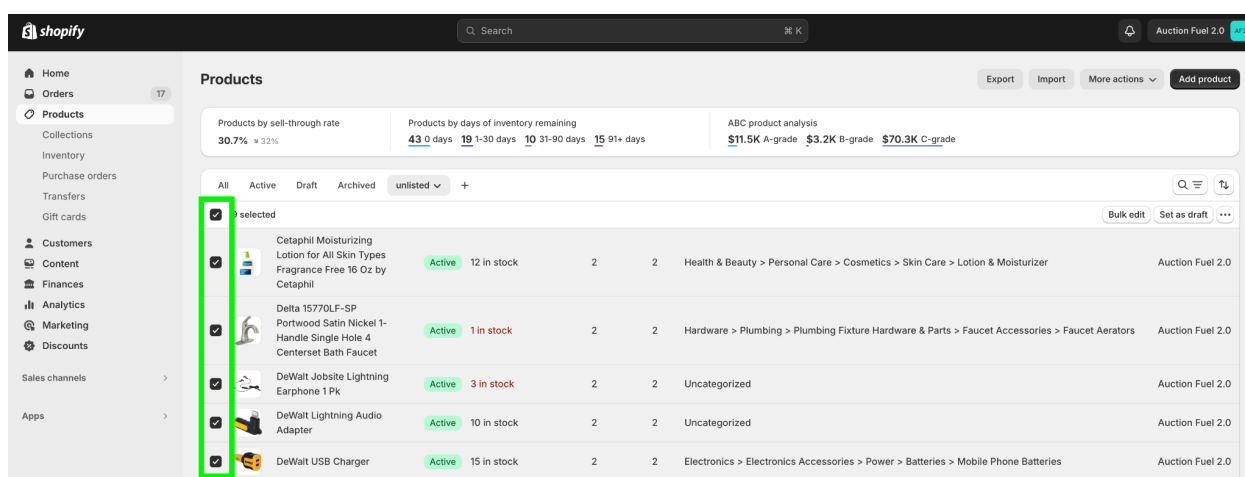
On the Products tab in Shopify your new listings will come over as Unlisted as shown below.

Once you have launched them you will select all items that you have launched as shown below.

To convert the items once listed, select the three dots and click Remove Tags, then select Unlisted, and click Save.

To launch your products to your desired e-commerce platforms, Select APPS, then select Marketplace Connect.
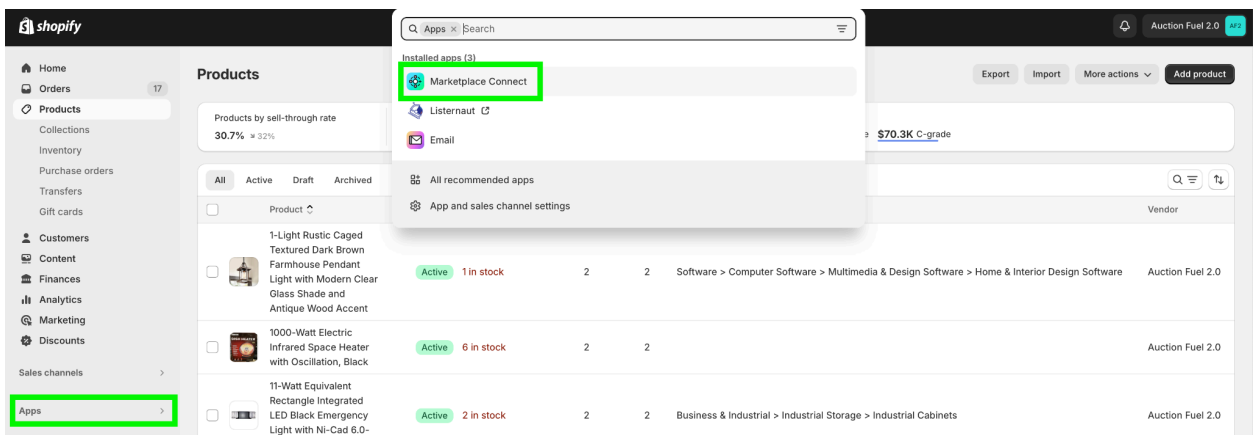
Click Listings.
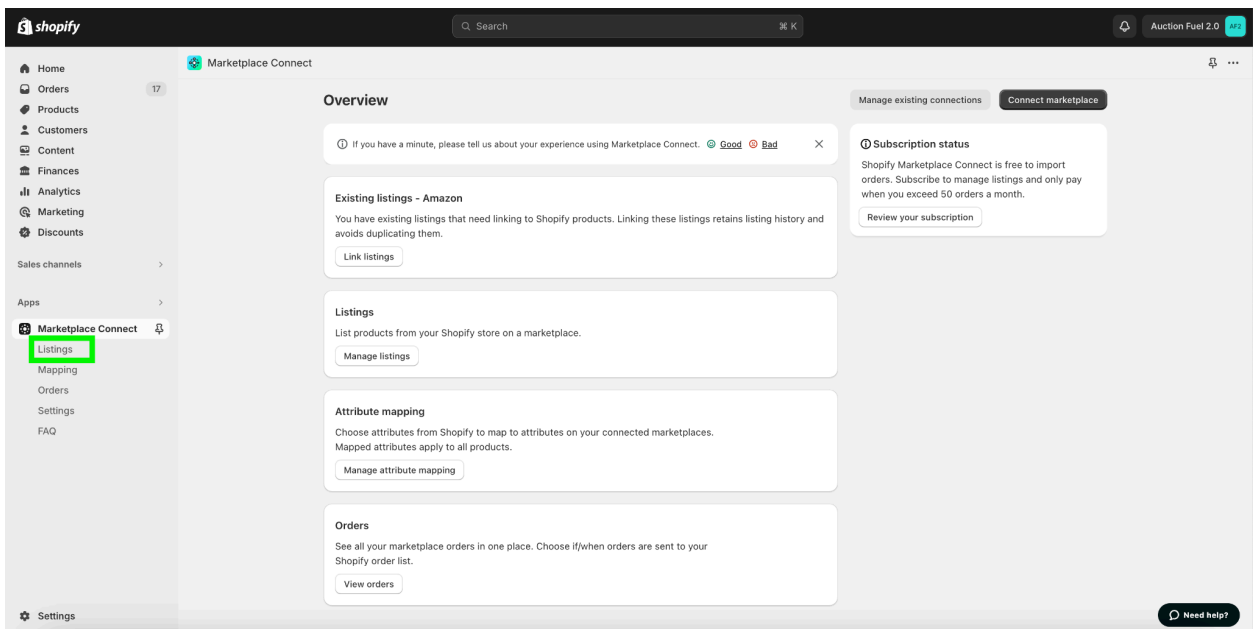
Click Bulk Edit to see more details.

Select the desired platform to launch from the toggle shown below. You can only launch to one platform at a time.

Select the items that you want to launch.

Click Enabled, then Click Update.

Finally, click Save and the items will begin to launch.

Select your next platform to launch product listings to, and repeat the process above.

Marketplace Connect will tell you if an item is Active, Inactive, or Errored. You can click on the status as shown below for a quick summary. In some cases you can remedy the issue easily, such as duplicate listings. In the event where an item is inactive, the product is either out of stock on your end, or is not available to list on the platform. Amazon and Walmart do not have everything created to list to, so this error is typically on their platforms. eBay allows you to list more anything as long as the item is not prohibited.

IMPORTANT NOTES:

*** Marketplace Connect has many different fields that allow you to make mass adjustments such as pricing, enabling best offers, designating item condition (New, Used, etc.)
*** For more information on listing Used or New Open Package products please reference the following link or reach out to your Client Success Representative. [Open Box & Used E-Commerce Tutorial.](#)

*** Errors listing typically fall into the following categories

INACTIVE: 1. Item not available to sell due to no listing created on the platform. (To create a listing on Amazon or Walmart you must be the rightful trademark owner for a product.) 2. Out of stock. 3. Information incorrect between the UPC and the platform. (Contact CS for support.)

ERRORED: 1. You are not approved to sell this specific brand or item. You will need to Apply to Sell on Amazon and Walmart, and re-list once approved. On eBay you will need to change the images to not infringe on Intellectual Property rights. 2. Duplicate SKU found. You have a duplicate listing in Shopify. 3. eBay errors typically revolve around images or selling restricted items. If the image is too small you can simply take a screenshot of your image in Shopify, replace the small images with larger ones and re-post. If the image is causing IP issues you may need to remove the background of the image and re-post with a program such as Canva. Click here for Canva.

*** For more information on failures, please reach out to your CS Rep. Click here for a video on how to launch with Marketplace Connect.

☐ **Complete**

[Course 15: Retail Store Tips](#)

Retail may be the heart of your operation so hopefully you skipped directly to this course. You know retail better than us, and we do not want to change anything you are doing because you are the expert. Our goal is to provide you the most efficient and affordable omni-channel solution for your business, or to provide a better inventory management solution through your Shopify store. We can work with existing inventory management and POS systems if you are not looking for a change, but simply want a faster way to add products to your system.

Listernaut can help you to instantly add product data listings, and inventory into your Shopify store. By utilizing Shopify you can add omni-channel sales capability. You can tie in inventory to POS, website sales, and your e-commerce platforms. When you sell on any of those sales channels, your inventory will decrease to keep an accurate count.

Inventory audits are possible with Listernaut as well. You can quickly audit your inventory by location or product. You are also able to identify locations of your products on your website for your clients to ensure a smooth shopping experience. Home Depot and Lowes utilize this technology to ensure that a customer can easily find their desired products.

Pricing audits and changes are also possible with the platform. You can run sales or promotions on your website and in store simultaneously.

If you are looking for a fast way to digitize all of your products to sell on your website, and on any other e-commerce channel we can assist. You can add inventory locations and counts and tie them into all of your desired sales channels to auto decrement as you sell products to avoid overselling and out of stock issues. You can adjust pricing in bulk or individually to run sales and promotions.

☐ **Complete**

[Course 16: Bin Sale Store Tips](#)

Bin sale stores and retail in general is not for everyone, but can help to provide a great outlet for lower priced items or items you want to help build marketing buzz in your local community. Bin sale stores are popping up all over the country and can quickly build a loyal following. Typically bin sales are priced out at set prices by the bin or for everything in the bins day by day. You might have a $1 bin, a $5 bin, a $10 bin, and a $20 bin, or you could opt for a $5 Monday, and drop your pricing each weekday to encourage sales.

Marketing bin sales can be done through Facebook Marketplace, and other social media avenues, but word of mouth can do amazing things to generate buzz and franzy of buyers wanting a great deal. Signage helps get foot traffic and your deals will do the rest.

There is no one way to do a bin sale. You may have a bin sale to lure people into a discount retail store or local marketplace showroom. You may have a bin sale store to help boost your bidder base on online auctions. You may even encourage your retail customers to shop your website or e-commerce listings by offering them a coupon as an incentive.

Bin sales can get messy fast, so focus on your merchandising efforts to avoid things getting trashed by rummagers. People may open boxes and scan items, so consider creating rules or policies to prevent messy behavior by shoppers.

☐ **Complete**

Course 17: How to list faster

If you have made it this far you are a serious reseller. Serious reselling involves time and skills that few possess, so we tip our caps to you.

Listing fast is one great tool, but knowing how many of an item that you have and where it is is just as important. Being able to edit your listings and quality control them is also a very important tool. Some channels like Amazon may override your details with the existing listing, but in some cases Walmart will push your details to the listing, and eBay always will. It is important that your listings are reviewed to ensure that they are the right product and of course listed to the right channel.

Pulling in details like Title, Description, Price, weight, and images is done for you with Listernaut, but you always have the ability to update any of these details for a more robust listing should you want one for platforms like eBay or HiBid. If you want a way to bulk sell your used and open package inventory we have the solution.

Once you are in a position to list faster, how can you see just how fast your team is listing? Fortunately, Listernaut allows you to set up Pods by lister to track that information. Pods in Listernaut can be used to track lister performance, keep listings organized by channel, and really serve as a powerful tool for staying organized. We use them to track daily performance by lister, per channel. For example we would set up a pod called "Bert 1/25 Auction" and "Bert 1/25 Ecomm" to see just how many listings this Bert guy can do in a day. Establishing metrics for your listers is a great way to encourage productivity while boosting your bottom line.

Why copy and paste listings, when you can scan or photograph to list!

☐ **Complete**

Course 18: Startup Checklist

TASK	COMPLETE	TARGET DATE
Create, Review, and Approve a Business Plan	☐	
Decide on Legal Business Structure	☐	
Decide on a Business Name	☐	
Check GoDaddy.com or Register.com for name availability	☐	
Register you Business or DBA with Secretary of State	☐	
Apply for Resale Certificate with State Department of Revenue	☐	
Obtain Liability Insurance	☐	
Create Operating Agreement, Charter, or Partnership Agreement	☐	
Open a Business Bank Account	☐	
Obtain Operating Agreement, Charter Partnership Agreement, or Letterhead if Sole Proprietor	☐	
Obtain Aritcles of Incorporation or Articles of Organization	☐	
Obtain Federal and State Tax ID Numbers	☐	
Obtain Resale Certificate with State Depoartment of Revenue	☐	
Determine Branding - Logo, Website, Letterhead	☐	
Open Up E-Commerce and Auction Accounts	☐	
Determine Floorplan of Warehouse	☐	
Layout and Label Shelving, Bins, Pallet Storage, and Stock Locations	☐	
Order Hardware Required for Operations	☐	
Order Product for Resale - Pallets or Truckload	☐	
Determine Staffing Needs - Hire as Needed	☐	
Determine What to Sell, Where to Sell (Right Product - Right Channel)	☐	
Organize and Sort products for Listing	☐	
Organize Listing Process	☐	
Organize Order Fulfillment Process	☐	
Organize Shipping Process	☐	
Purchase Listernaut Subscription	☐	
Schedule Listernaut Integration Call	☐	
Schedule Listernaut Training Call	☐	
Start Live Listing and Sales	☐	
Establish Success Metrics	☐	
Schedule Listernaut Client Success Call	☐	
Strategize on how to list faster	☐	

Course 19: Success Metrics

We have built Listernaut to be the fastest listing tools for e-commerce platforms and online auctions. Although it does include inventory management when coupled with your e-commerce platform, it is meant to help you list faster. Focus on listing more and you will see the true value of Listernaut, e-commerce, and online auctions.

If you are listing products daily and have an ever revolving inventory, this software will help you cut down costs and make more money. If you are a retailer with thousands of products to list and populate your Shopify store, this software will make the task much more efficient to migrate and add products in the future.

For users selling retail returns and online auctioneers, we put together a basic formula to illustrate how important creating more listings is to your bottom line. We used an average sales price of $30 for illustration, but you can build it out to your specific data. The bottom line is more listings in less time = more revenue. For ideas on how to list more, please reach out for a consultation.

LISTINGS PER DAY	Quantity of items	Average Sales Price	Online Revenue Potential
100	100.00	$30	$3,000
100	1,000.00	$30	$30,000
500	500.00	$30	$15,000
500	2,500.00	$30	$75,000
1000	1,000.00	$30	$30,000
1000	5,000.00	$30	$150,000

Management of metrics

As a manager or leader we have found focusing your efforts on the following metrics can help you to ramp up very quickly and significantly increase revenue.

1. Measure your production
   a. Daily - measure listings created and establish a minimally acceptable metric. Listings = Revenue
   b. Weekly - measure sales or revenue generated. Compare to your total Listings/Quantities.
   c. Monthly - manage profitability. Review return percentages and costs, any fees charged to your account, and shipping costs. This will help you to tighten up metrics and performance.
2. Divide and conquer
   a. Have one role focus on listing
   b. Have one role focused on account administration (pricing, inventory audits, data cleanup, launching listings to e-commerce or auction platforms.)
   c. Have one role handling shipping (This helps keep costs under control and ensures that your shipping team focuses on finding the lowest shipping rates, every time.)
      i. Add to each role as needed for scale, but try not to have one person doing all roles as soon as you can staff for growth.

Summary

Thank you for taking the time to go through the Listernaut Training Series. If you have any questions or issues that come up along the way, please reach out to your account manager for assistance and troubleshooting. If your account is not eligible for an account manager, we still want to help you. Please email info@listernaut.com to start a conversation or visit https://listernaut.com under the Tutorials tab for tips on using your Listernaut software. We also have a large series of videos on how to work through a vast number of scenarios by clicking on our Youtube page here.

It is our goal to teach people how to fish so that they will never starve through our program.   If we can help you any more in the areas spelled out in this document please let us know. We want to wish you the best of luck, but nothing will help you more than grit, work ethic, drive, and organization. You are your number one competitor so get your head in the game and work harder than anyone else will so that you can succeed like no one else will.