Andale Lister Pro Getting Started Manual

CHAPTER 1 : INTRODUCTION AND WELCOME **3**

1. GETTING STARTED 3
1.1 Create a New Listing *3*
2. ITEM INFORMATION 4
2.1 Enter Your Item Details *5*
2.2 Select Market *5*
2.3 Select Auction Type *6*
2.4 Enter Listing Details *6*
2.5 Select Market Profile *7*
3. DESCRIPTION 8
3.1 Enter Your Description *9*
3.2 Enter Your Image Information *9*
3.3 Select Your Layout Information *10*
4. ENTER YOUR CHECKOUT SETTINGS 10
4.1 Enter Your Checkout Profile *11*
4.2 Select Checkout Notification *12*
4.3 Select Checkout Link *12*
5. PREVIEW 13
6. ADVANCED OPTIONS 14
6.1 Additional Item Details *15*
6.2 Additional Description *15*
6.3 Additional Listing Options *16*
7. LAUNCH YOUR ITEM 16
7.1 Launch Immediately *17*
7.2 Delayed Launch *18*
7.3 Scheduled Launches *19*

Chapter 1 : Introduction and Welcome

Welcome to the Andale Lister Pro!!

This manual will take you through the step-by-step process of creating your first listing in Andale Lister Pro. Each chapter will cover a section of the Lister Pro, which you can use to follow along with as you create your first listing, or reference in your future listing creations. As you read through this manual, you will notice tips that will assist you in determining your options, but these are not required.

1. Getting Started

Before you create your first listing with Andale Lister Pro is highly recommended that you have created your Product Settings on the Main Site. This is very important for Lister, Checkout (including Refund and Feedback Manager). To access your settings pages, log into your account at www.andale.com and select the appropriate Product Tab, and then Product. The settings pages are located in the Top Navigation Box for your products.

Typically, a users will have created at least a few ads on the Andale main site and completed their settings before they download the Lister Pro, and suggest that if you have not done this, that you may wish to create a few ads on the main site so that you understand how the various components work together.

To begin using Lister Pro:

1. Download Lister Pro Application
2. Open the Lister Pro and install on your computer
3. Take the Tour (optional)
4. Receive Information

Once you have completed the above step, you will be at the Grid View of your lister pro.

1.1 Create a New Listing

Select NEW from the top navigation bar to begin creating your first listing.

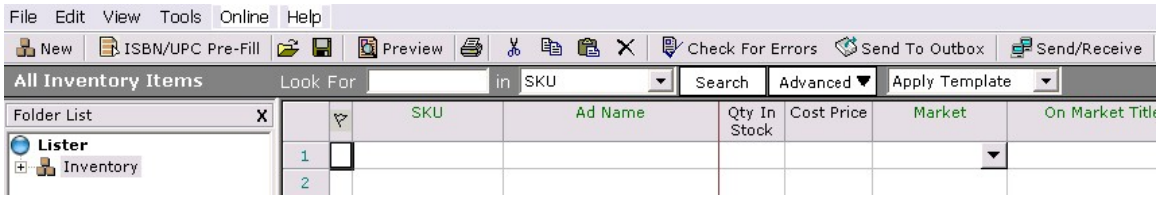

FIGURE I. Select New

2. Item Information

The Item information page is the first tab of your One Step Lister and contains your inventory and listing details. Once you have completed and saved a listing, items entered in the One Step Lister will appear in the grid view. While you may enter all the information directly on the grid, to get started you should create your ads with the One Step Lister View. As you become more advanced, you may find you wish to use the grid view. Items that display a red arrow beside them are required to complete your listing.

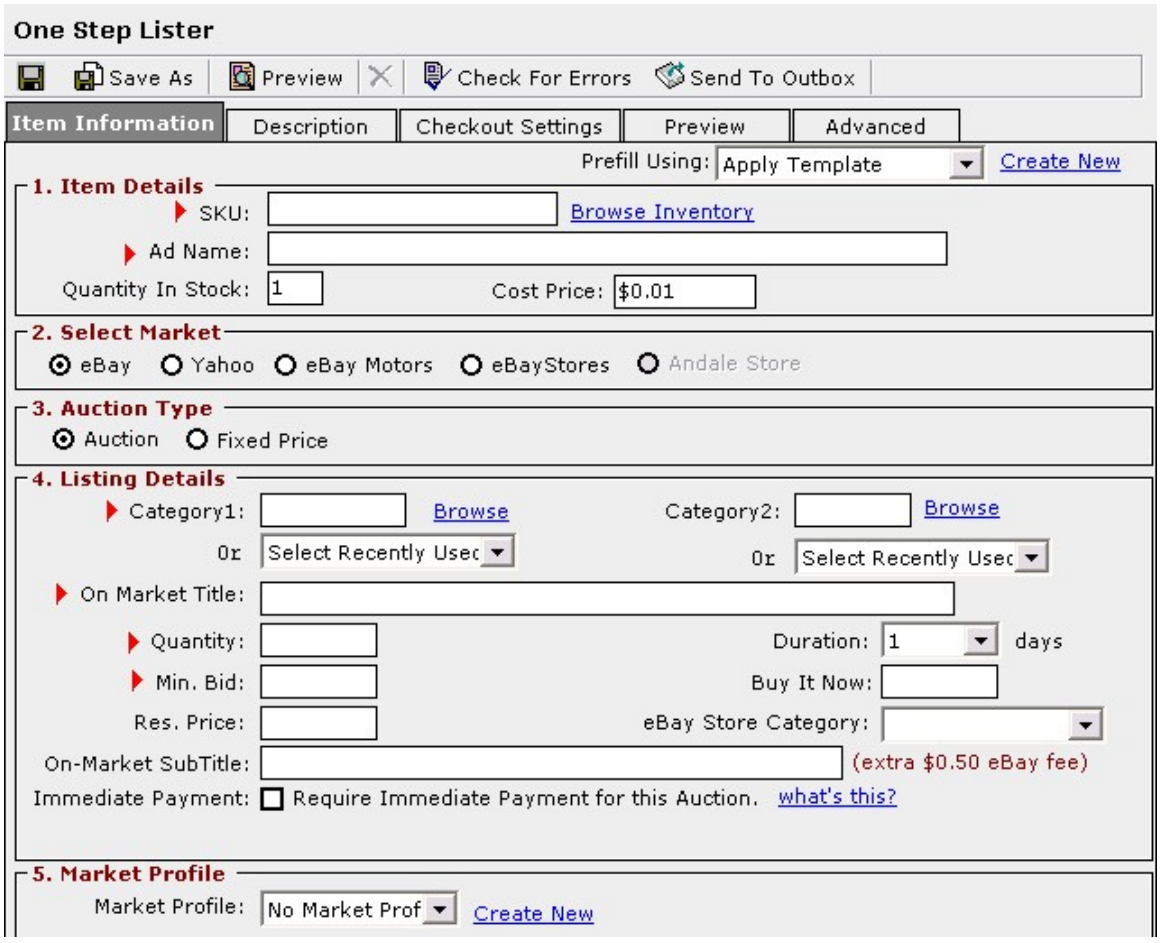

FIGURE II. Item Information View

2.1 Enter Your Item Details

The Item details section contains your inventory and stock information.

- Enter your SKU or select to Browse existing inventory to choose an item. The SKU is typically your inventory item number.
- Enter your Ad Name. Your Ad Name is not displayed to your bidders, but is for your reference only.
- Enter the Quantity in Stock (Optional)
- Enter your Cost (Optional)

FIGURE I. Enter Your Item Details

Tip: Your Ad Name will be displayed next to your SKU, you can use this as the product identifier. Thus if the manufacture has an SKU of 112-342 and the product description of BLUE TARP 20 x 20, you could utilize the Ad Name of Blue Tarp 20x20.

2.2 Select Market

The Select Market section contains the markets currently supported by Andale Lister Pro. For the purposes of this manual, we have selected eBay as the Market.

- Select the Market

FIGURE II. Select the Market

2.3 Select Auction Type

The Select Auction Type section contains the types of auctions available from the Above Markets. Items ghosted are not available for that market. For example, if you selected eBay Stores as your market, you could not select auctions as eBay Stores are fixed price only.

- Select the Auction Type

FIGURE III. Select the Auction Type

2.4 Enter Listing Details

The Enter Listing Details contains your market categories, title options and pricing options.

- Select your Category and Subcategory
- Enter your On Market Title. This will be the title of your item visible to buyers
- Enter Your Quantity. If you enter more than 1 item for eBay Auctions, your item becomes a Dutch auction.
- Select the Duration of your Listing
- Enter the Minimum Bid
- Enter the Buy It Now Price
- Enter your Reserve Price
- Enter your eBay Store Category (if you have an eBay store, entering this information will allow you to quickly move between auctions and store and you will eliminate a step in the future)
- Enter an On-Market Subtitle

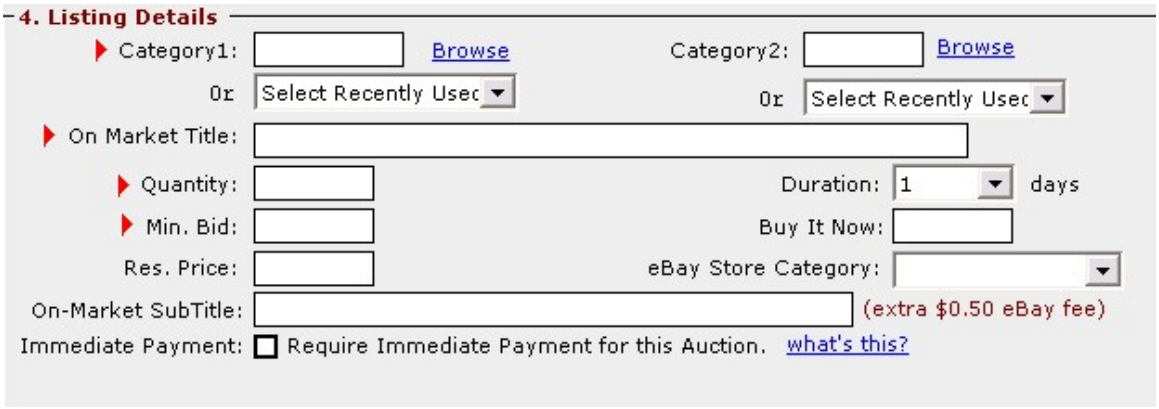

FIGURE IV. Enter Listing Details

Tip: eBay charges additional fees for many of the above items. There are currently fees for a second category, Buy It Now, Reserve Price and Subtitle. Please make sure you are aware of eBays Pricing Structure.

2.5 Select Market Profile

Market Profile allows you to eliminate redundant work.

Once you have created a Market Profile, select it from the drop down menu when creating your ad. The Market Profile will fill in any information you have entered for that profile. Create as many templates as you would like. For instance, if you use eBay Gallery occasionally, you may create a Market Profile named “Ebay Gallery” and another profile named “No Gallery”.

Once you have created profiles and used them a few times, you’ll find yourself creating additional Market Profiles to save even more time.

Each Market Profile you create will be available from a drop down menu, simply select the template you wish to use.

To begin, select CREATE NEW

- Name Your Profile
- Enter Your Location
- Select Your eBay Gallery Options

- Select Your Marketing Features (Optional)
- Select Gift Services (Optional)
- Selection of Private Auctions (Optional)

FIGURE V. Select Your Market Profile

3. Description

The Description page is the second tab of your One Step Lister and contains your description and images. Once you have completed and saved a listing, items entered in the One Step Lister will appear in the grid view, including small thumbnails of your images.

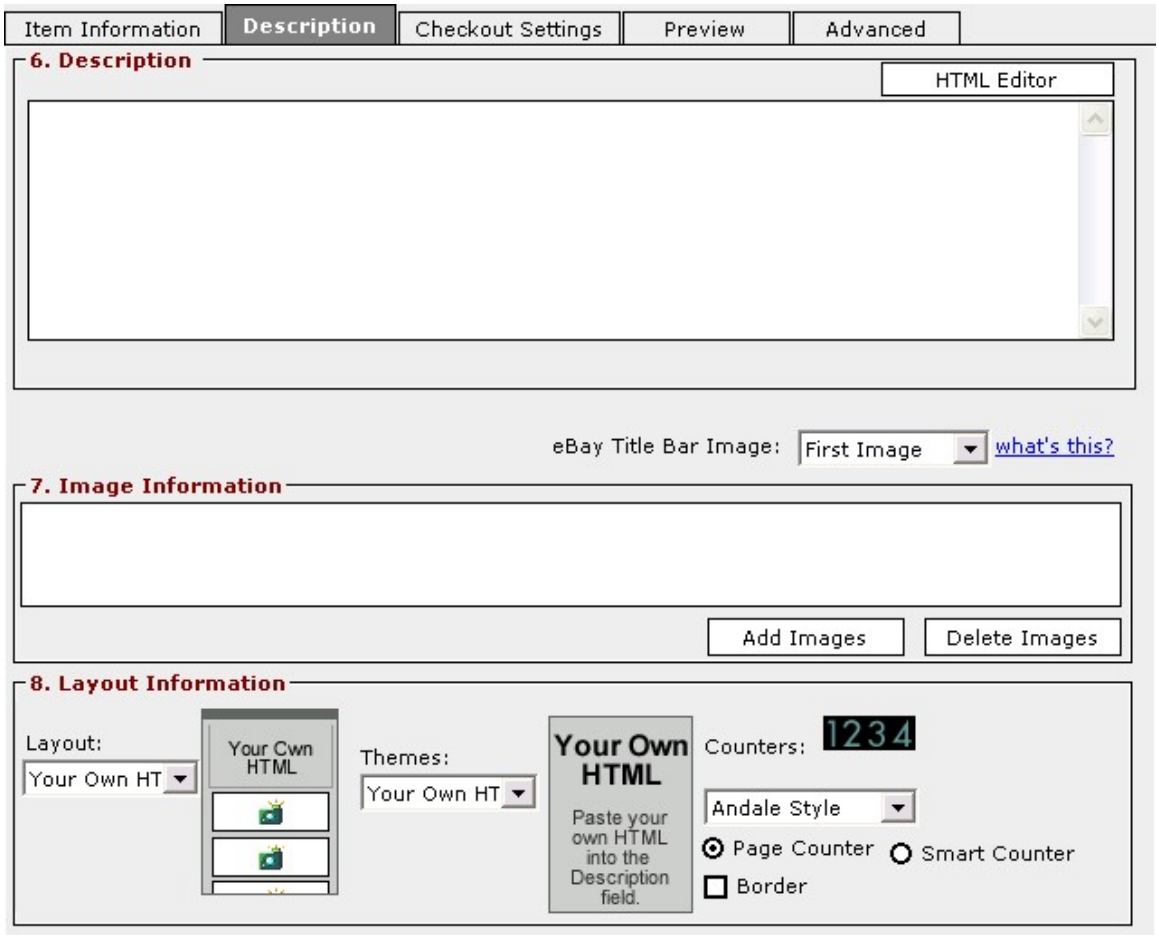

FIGURE VI. Description View

3.1 Enter Your Description

Enter the description of your item in the Description box. You may use HTML, or select to utilize the HTML editor to create your item description.

- Enter Description

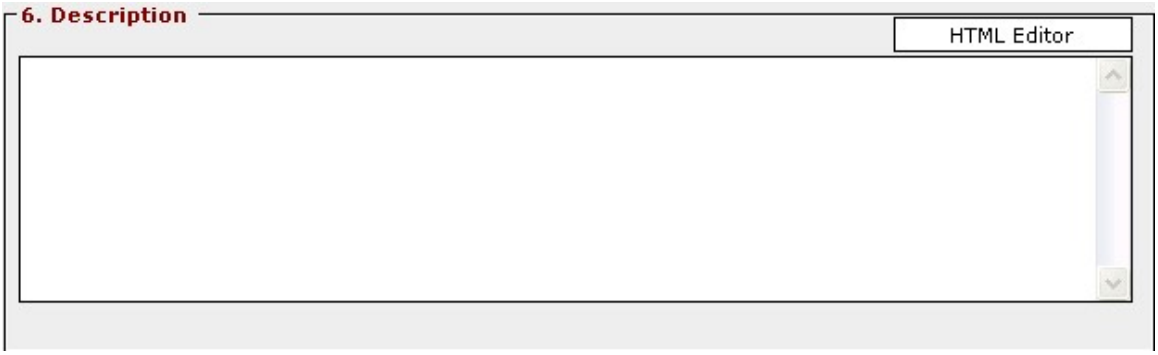

FIGURE VII. Enter Your Description

3.2 Enter Your Image Information

The Image Information section allows you to upload images from your computer or from you Image Library on Andale as well as allowing you to select your eBay Title Bar Image.

- Select the image you wish to use as your Title Bar Image.
- Select Add Images and upload images to Lister Pro from your Computer or from your Andale Image Library.

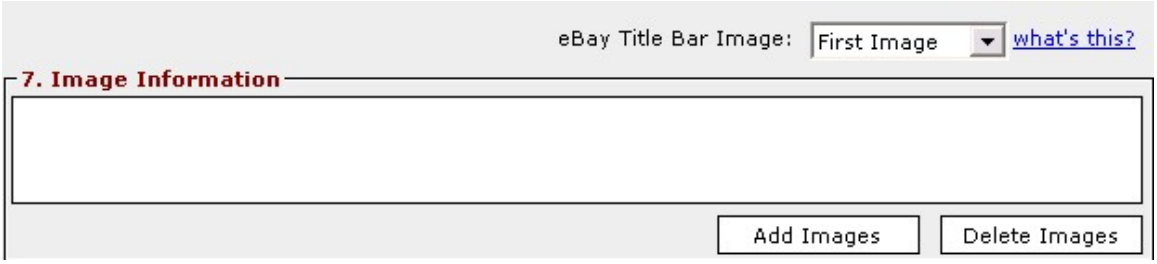

FIGURE VIII. Enter Your Images

3.3 Select Your Layout Information

The Layout Information Section is where you will select the theme, layout and counter style for your listing. For Advanced users, Andale offers the ability to utilize your own html.

- Select Your Layout
- Select Your Theme
- Select Your Counter Style

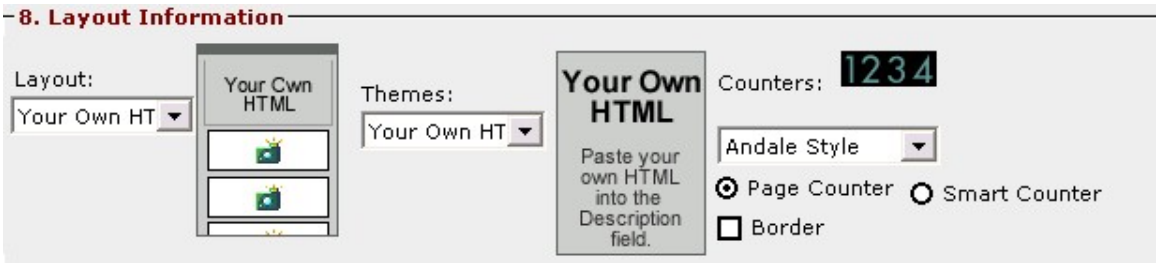

FIGURE IX. Select Your Layout

4. Enter Your Checkout Settings

The Checkout Settings page is the third tab of your One Step Lister and contains your payment and shipping details. Once you have completed a listing, items entered in the One Step Lister will appear in the grid view.

Once you have created a Pay and Ship Preference (Checkout Profile), select it from the drop down menu when creating your ad. The Checkout Profile will fill in any information you have entered for that template. Create as many templates as you would like. For instance, if you ship Internationally occasionally, you may create a Checkout Profile named “International” and another Profile named “No International”.

Each Profile you create will be available from a drop down menu, simply select the one you wish to use. Some features in the Checkout Profile are only available if you have Andale Checkout.

To begin, select CREATE NEW.

- Select Payment and Shipping Options
- Select Shipping Options

- Select Tax Options

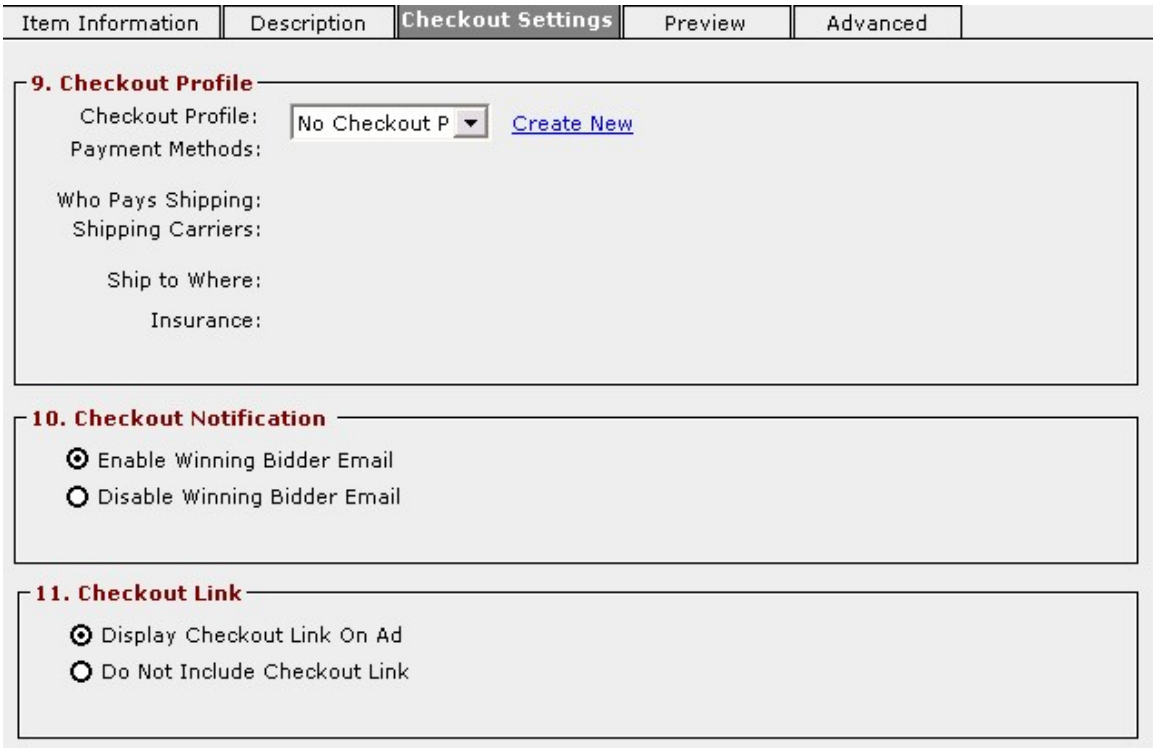

FIGURE X. Checkout Settings View

4.1 Enter Your Checkout Profile

The Enter Your Checkout Profile section is where you will select a profile (that you created above). When you choose a profile, the information from the profile is filled in below the Profile for your convenience.

- Select Your Profile

FIGURE XI. Enter Your Checkout Profile

4.2 Select Checkout Notification

The Select Checkout Notification is applicable if you have Andale Checkout. Select to automatically send your Winning Bidder Email. The Email can be customized from the Checkout Settings Page on the Main Andale Site

- Select Your Checkout Notification Option

FIGURE XII. Select Checkout Notification

4.3 Select Checkout Link

The Select Checkout Link Notification is applicable if you have Andale Checkout. If you have selected Checkout Redirect placing an Andale Checkout Link on your ad is not necessary, as the Checkout Redirect will bring your buyer to your checkout from the eBay Links

- Select your Checkout Link Preference

FIGURE XIII. Select Checkout Link

5. Preview

The Preview page is the fourth tab of your One Step Lister and contains a view of your Ad. You may navigate between the tabs of your One Step Lister to make any changes.

- View Preview

FIGURE XIV. Preview View

6. Advanced Options

The Advanced Options page is the fifth tab of your One Step Lister and contains additional optional details. Once you have completed and saved a listing, all items entered in the One Step Lister will appear in the grid view.

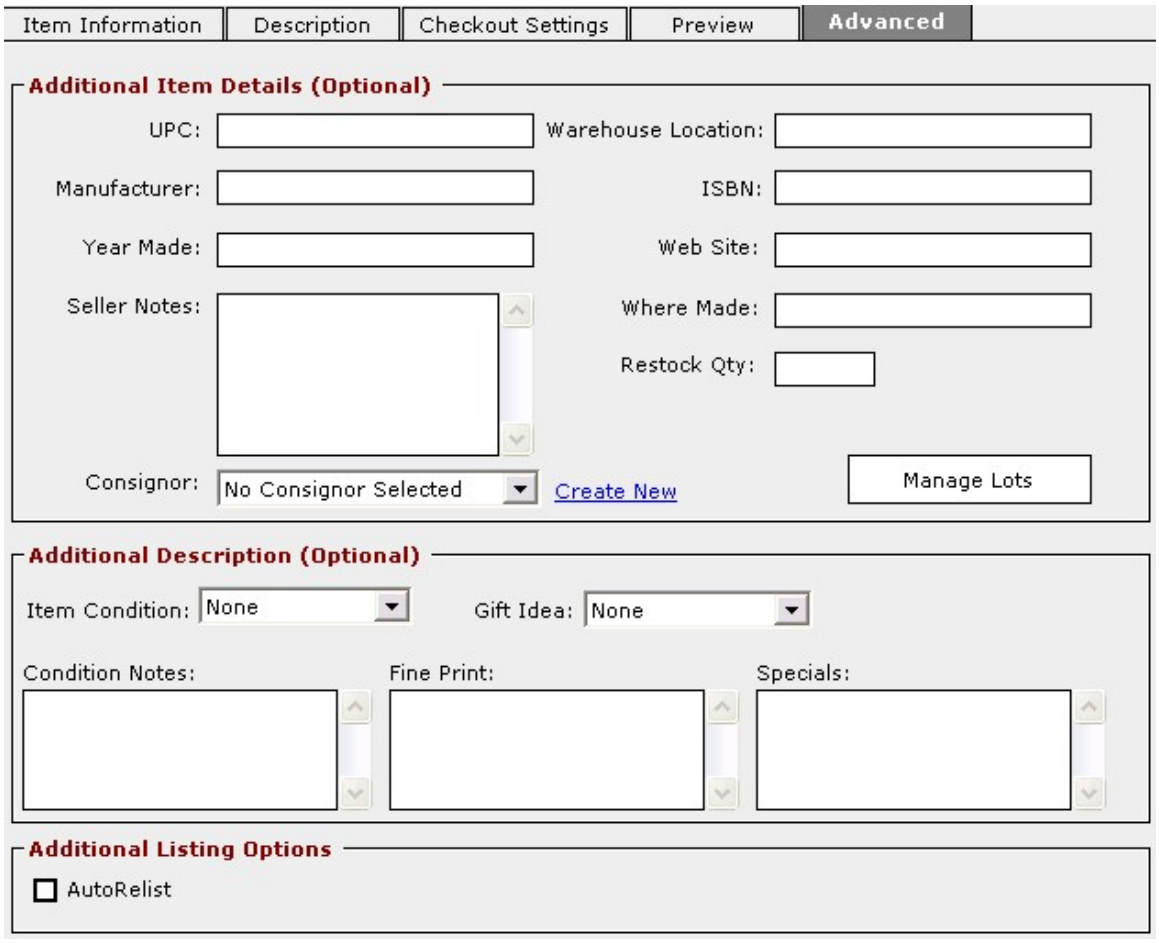

FIGURE XV. Advanced Options View

6.1 Additional Item Details

The additional Item Details are optional sets of information that you may wish to have for your items. Enter any of the Additional Item fields that are applicable.

Andale also offers the ability for you to create and manage Consignors as well as the ability to Manage lots from your Additional Item Details Page.

FIGURE XVI. Add Additional Item Details

6.2 Additional Description

The additional description information is entered into your listing. Typically these are utilized within the Andale Template.

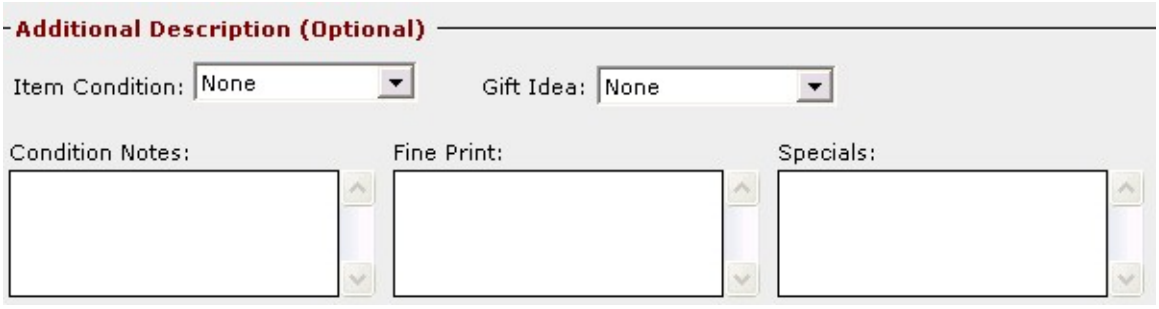

FIGURE XVII. Enter Additional Description

Tip: To view how your item condition is displayed, click on the following link and view Item Condition:

http://www.andale.com/sell/sell_ad_preview.jsp

6.3 Additional Listing Options

The Additional Listing Options allows you to select to automatically relist the item one time. If you are going to utilize the advanced scheduler, you may wish to leave this box unchecked to reduce the possibility of duplicate listings (if you schedule this ad to launch every Tuesday, it will launch Tuesday and AutoRelist).

FIGURE XVIII. Select Additional Listing Options

7. Launch your item

Once you have created your listing, you will want to save it to launch later, schedule your item, or launch you item now.

- To Save your Item, select the SAVE Icon at the top of your One Step Lister screen.
- To Schedule or Launch your item, select the SEND TO OUTBOX Icon and select the items you would like to Launch.

7.1 Launch Immediately

The Launch Immediately Option will launch your item to the market. This may take a few minutes for your item to be live on the selected market.

FIGURE XIX. Launch Immediately Option

7.2 Delayed Launch

The Delayed Launch option allows you to schedule your items to launch at a later time.

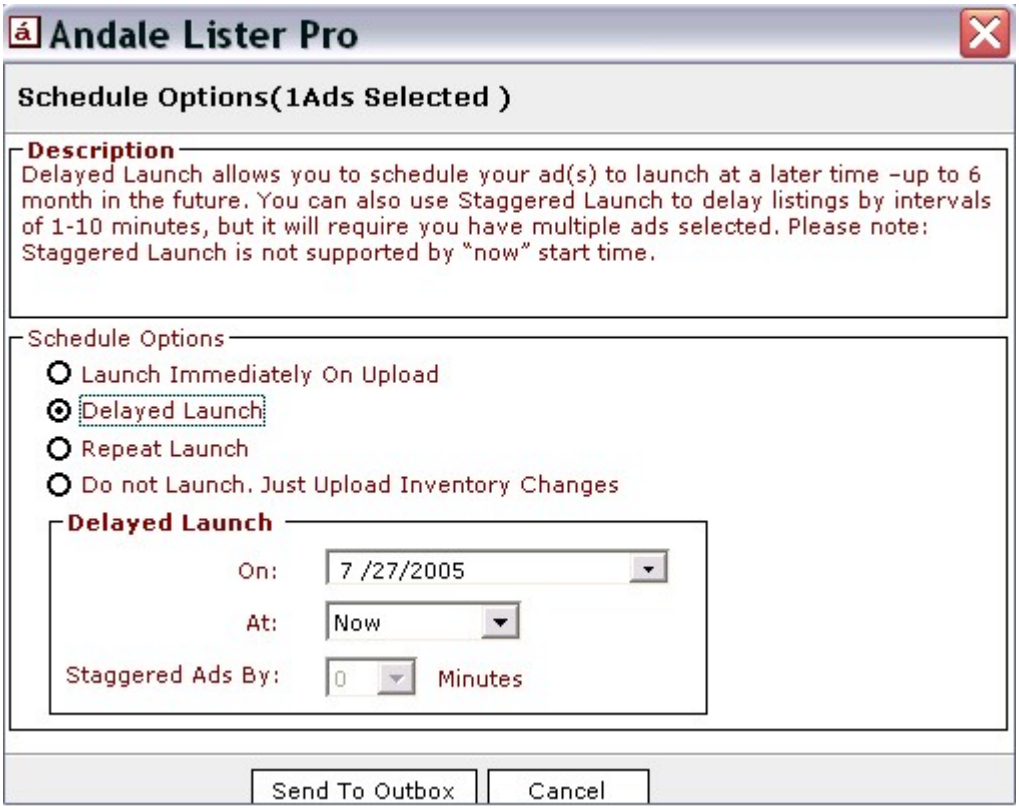

FIGURE XX. Delayed Launch Options

7.3 Scheduled Launches

The Scheduled Launch option allows you to set your launches into the future and continue launching them based on time or inventory.

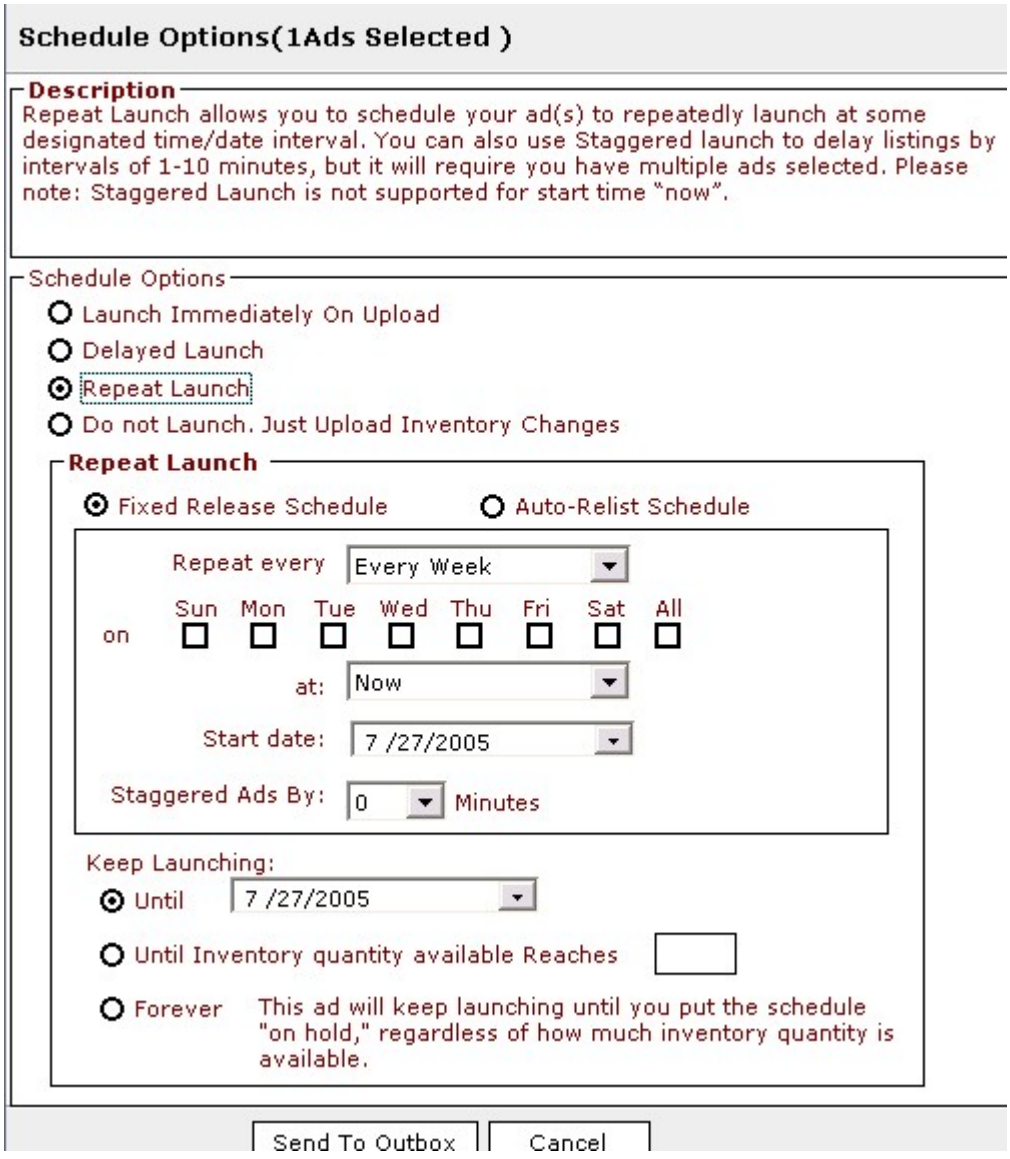

FIGURE XXI. Schedule Launch Options

Congratulations!!

You have now launched your first item with Andale Lister Pro. Please view the various other headings to view all the options that you have within Lister Pro.