



## Welcome to the world of SellerExpress!

Here at SellerExpress we want to make it as easy as possible for you to make full use of your 15 Day trial and have developed this guide to help you get to grips with our software.

This guide and accompanying video will take you through all the basics of SellerExpress and all of the steps required in getting you fully in sync with your marketplace account(s).

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## 1. Initial Setup:

Before you can get started with SellerExpress you will need to first complete your Initial Settings. These are the details that SellerExpress requires to link onto your marketplace accounts. Don't worry about linking your accounts before you are ready to go live, SellerExpress will not make any changes to your accounts until the end of this guide when you enable your account.

Please Review Each Section Below To Complete Your Initial Setup

Task	Status	Required	Last Modified	Completed By	Time To Complete	
Company Settings	Pending	Yes			2 Mins	<a href="#">View Settings</a>
Amazon Account Wizard	Pending	Yes			2 Mins	<a href="#">View Settings</a>
Play Account Wizard	Pending	Yes			2 Mins	<a href="#">View Settings</a>

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Select the first option, 'Company Settings'. This section is for you to enter your company details to be used on your invoices. The required fields have been marked with a red asterisk\*, once you have entered your details click 'Update' on the top right.

Once you have completed these settings you will be taken back to the Initial Settings screen which will now have Company Settings marked as completed. With it completed you can move onto the next step in your setup, click the logo below to be taken to the setup instructions for each of the following marketplaces. When you're done make sure to come back and finish the startup guide!

**Click on the logo of the Marketplace you want to setup next!**



## Stock Import:

Once you have finished entering your initial settings for each marketplace you will be prompted to import your products from a marketplace. You simply need to select which marketplace you want to import from and set a Cost Price Percentage.

Cost Price is a field on each product within SellerExpress which you will use when deciding how your Pricing Rules will work. You can leave it at 100% and edit your cost prices later. We cover this in Section 3, Updating Your Stock & Pricing.

A screenshot of a web interface dialog box titled "Auto Import Stock?". It contains a dropdown menu for "Select Marketplace:" with "Amazon.co.uk" selected. Below it is a text input field for "Enter Cost Price as % of Amazon Price:" with the value "100". There are two buttons: "Import" and "Skip This Step". A note at the bottom says "NB - You can only import inventory from one marketplace".

This process shouldn't take too long but it can take up to 45 minutes.

**NB:** Once you have run this import another Auto Import cannot be run. You can also skip this step if you wish and run a Manual Import later but we recommend that you use the Auto Import.

**NB:** If you are Auto Importing from eBay your SKU on eBay will be overwritten by a SellerExpress SKU. \*If you are an FBA Seller your products will be in SellerExpress with quantity zero until your account is enabled.

## **2. Pricing Rules:**

If you are only selling on eBay then you can skip this step. There are three core elements to SellerExpress, your Inventory Management, Order Processing and Repricing. In this quick start guide we'll only be taking you through the features you need to setup before going live and your Repricing Rules are first on the list.

SellerExpress has been designed with an automatic Repricing tool, this tool allows you to define a minimum and maximum price per product (or across all products) and let the software reprice your products to always be the cheapest. Depending on what marketplace you are using click on the links below for instructions on how to set your Repricing rules up.

**Click on the logo of the Marketplace you need to setup Repricing for!**



## **3. Updating Your Stock & Pricing**

Once you have setup your Repricing rules and are happy with them it's time to update your cost prices and double check your stock numbers before you go live. There are a couple of ways you can do this and the method you take will depend on what you are more comfortable doing.



### **On Screen Inventory**

Open your inventory in SellerExpress and edit it on a dynamic table where you can edit and save your edits directly on SellerExpress

**Recommended For New Users**



### **Spreadsheet Download**

Download your entire stock on an Excel Spreadsheet where you can edit your listings and reimport them back into SellerExpress

**Recommended For Advanced Users**

#### **4. Setting Up eBay**

If you are not selling on eBay then you can skip this step. eBay has its own steps when it comes to getting setup, this includes setting up 'Profiles' which are templates for your listings and applying these to your products.

##### **Setting Up Your Profiles**

The base of all your listings through SellerExpress are your 'Profiles'. Profiles are effectively templates for your eBay listings and hold all the basic details which rarely change from listing to listing.



[Click here to get started setting up your profiles](#)

Once you have setup your profile you need to know how to setup and edit your products. This can be done in a couple of ways, either directly through SellerExpress itself using our onscreen menus or using our New Product Upload files. Whichever you feel more comfortable doing, select the icon below to get started.



##### **On Screen Product Creation**

Create new listings from within SellerExpress itself. No need to use spreadsheets, you can do it all from within SellerExpress.

**Recommended For New Users**



##### **New Product Uploads**

Import your new products with our Excel templates, this lets you add your products quicker but does require a bit more spreadsheet know how

**Recommended For Advanced Users**



##### **Are You Using eBay Multi Variations?**

eBay Multi Variations allow you to link different product SKUs within SellerExpress to a single listing on eBay. These listings allow customers to customise the product they are purchasing based on attributes such as 'Size', 'Colour' or any custom attributes you wish to use.

[Click here to learn more about how to set Variations up in SellerExpress](#)

## **5. Review & Go Live**

Now that you have gone through the motions and got your account setup you can make a final review of your account and go live. Once you have set your SellerExpress account live the following actions will need to be completed through SellerExpress,

- Update product stock quantities
- Update product pricing (if not using the Repricing tool)
- Add all new products
- Process your Marketplace Orders

**NB:** Once you are live you should now only make changes to your products in SellerExpress and not directly on your marketplace accounts. If you do make changes on your marketplace accounts directly these will not be reflected in SellerExpress and may cause inconsistencies and errors in stock.



### **[Using Repricing?](#)**

Click to learn how to download and install your Repricing tool!

**Before you go live we would highly recommend doing a spot check on a few of your products to make sure everything looks correct!**

Thanks for taking the time to go through this start up guide, if you have any problems or questions do not hesitate to contact our customer support team at [support@sellerexpress.com](mailto:support@sellerexpress.com). Thanks again and welcome to SellerExpress!

## **6. You have the basics, what else should you know?**

### **Marketplace quantities**

Marketplace quantities allow you to split up your product quantities across your marketplaces rather than selling everything everywhere.

[Click here to learn more about Marketplace Quantities.](#)



### **Advanced Import**

Learn about the Advanced Method of Importing your products into SellerExpress.

[Click here to learn more about the Advanced Import Stock File.](#)



### **FBA**

Fulfilled by Amazon is a growing portion of the Amazon marketplace. SellerExpress allows you to sell both yourself and with Amazon.

[Click here to learn more about the FBA features in SellerExpress.](#)



### **Order Processing**

SellerExpress has also been specially designed to allow you to process manage and refund your orders for all marketplaces.

[Click here to learn more about Order Processing in SellerExpress.](#)



### **Invoices**

SellerExpress has aimed for a clean and simple invoice, you can however edit these and make use of extra features such as Integrated Label paper and the Royal Mail PPI.

[Click here to learn more about Invoices in SellerExpress.](#)



### **Reports**

SellerExpress offers many reports covering various parts of the software.

[Click here to learn more about Invoices in SellerExpress.](#)



### **Looking for more?**

Learn even more at our Support Centre, [here](#).

Why not watch more videos on SellerExpress? [Click here](#).

