



Picture Process Maps (PPM)

E-Commerce Collectibles Lister

October 2024

PURPOSE

This manual is intended to guide collectible listers through accurately listing items for sale. By following the steps outlined, listers will ensure that each item's description and photos are thorough and precise. The goal is to provide clear instructions so that each listing reflects the item's actual condition and value, ensuring a smooth and efficient selling process.

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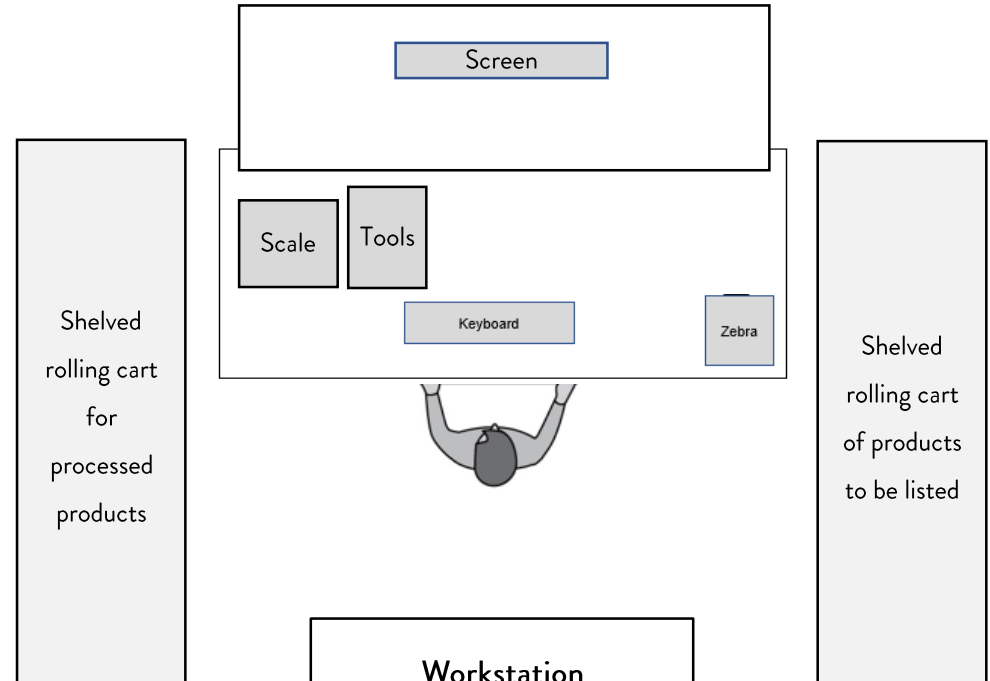
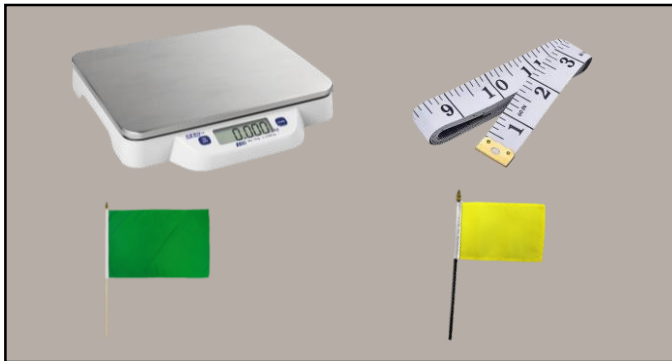
Required Tools and Workstation

This page provides information on the required tools and materials and the workstation setup.

The E-Commerce Collectibles Lister's role is to ensure that all details and images accurately represent the item. Before finalizing the listing, ask yourself a few questions. These questions are indicated on pages 11-12.

Required Tools and Materials

- ☐ Scale
- ☐ Tape measure
- ☐ Flags (green, yellow)



Workstation

- ☐ Two screens
- ☐ Computer
- ☐ Zebra printer
- ☐ Scanner
- ☐ Keyboard
- ☐ Mouse

One of the components of a listing is templates. A template has been created for each category of product that we sell. What a lister enters into the template varies based on the product the template was designed for. Send the item back to the photographers if a template has no pictures. In this example, copy the title and then click **List**.

Men's Skagen, Fossil, Nike & Timex Watches

Posted by bshipp 03/07/2024 Draft

ITEM DETAILS Print Barcode

SKU: 190VM9XV6-A Location: Product ID: 16888518

Tags

MANIFEST DETAILS

Barcode: 190VM9XV6 Supplier: 190 Created by: bshipp

Processed by: bshipp Processed at: 03/07/2024

ORDERS

No orders yet. Please check back later.

PRODUCT EVENTS

bshipp converted this manifest item to a draft product 3 hours ago

List Edit Duplicate Delete

Lot Of 36 Vintage Football Cards

Posted by ckelln 03/07/2024 Draft

ITEM DETAILS Print Barcode

SKU: 088GYND1K-B Location: Product ID: 16890302

Tags

MANIFEST DETAILS

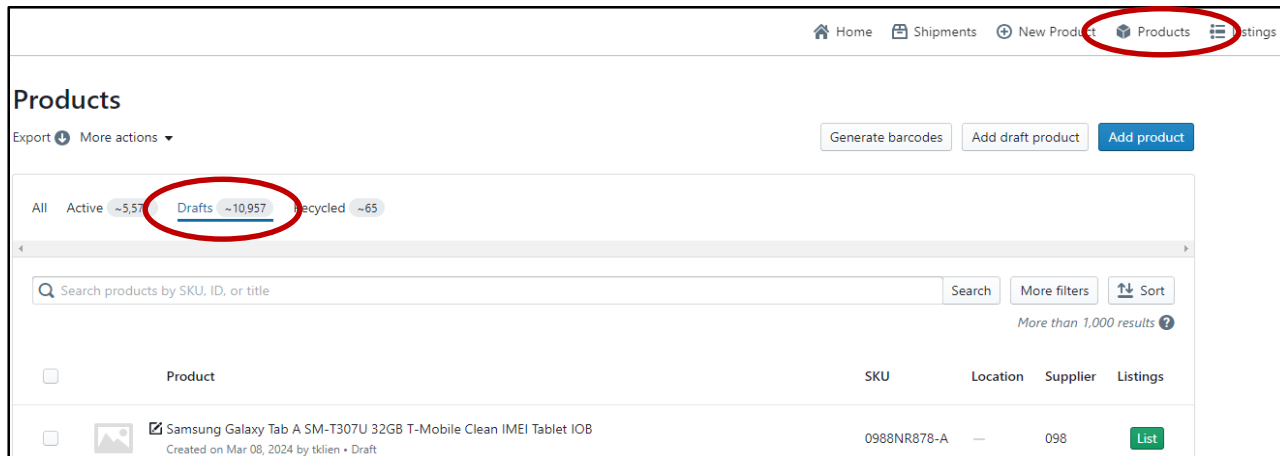
Barcode: 088GYND1K Supplier: 088 Created by: ckelln

Processed by: ckelln Processed at: 03/07/2024

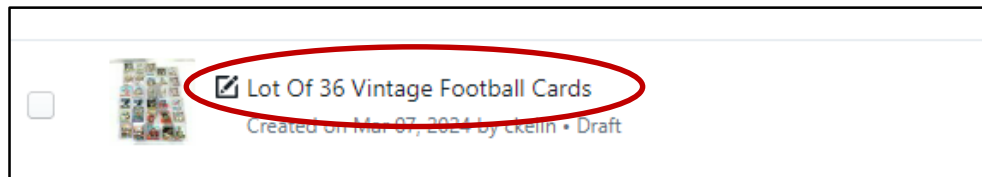
List Edit Duplicate Delete

Note: Items ready for listing will be on a rolling cart with a **yellow** flag. The yellow flag indicates that the items have been photographed and processed and are ready for listing.

1. At the top of the page, click **Products**.
2. Click the search bar and scan the item's SKU number.



3. Your listing will appear. Click on the title to open the listing.



Product Categories Guidelines

Collectibles Lister

- With these templates, products are divided into categories, which help to group like items together. You can type words into the category search or use the drop-down menu. In this example, “cards” was typed in, which greatly reduced the choices, and **Collectibles > Sports Cards/Trading Cards** was selected.
- Different categories will give you the appropriate listing template. Each template requires different informational inputs from the lister based on the item. Below is the list of categories.

What are you working on?

Category

Collectibles > Sports Cards/Trading Cards

▼

Accessories - V2	Tobacciana	Computer Components
Art - V2	Toys, Dolls, & Games	Computers
Bath & Body	Trading Cards	General Collectibles - V2
Bicycles	Transportation	General Electronics
Coins & Paper Money - V2	Travel & Luggage	Gold Scrap Lot
Crafts & Hobbies - V2	Watches	Jewelry Grabbags
Earrings	Weaponry/Artifacts/Ceremonial Items	Lego Lots & Sets
Eyewear - V2	Audio Equipment	Phones/Tablets/MP3/Smartwatches
For The Home - V2	Bicycles	Shopify Jewelry
Instruments - V2	Books / Movies / Music	Sports
Loose Gemstones	Bracelets	Stamps
Magazines & Comics - V2	Brooches & Pins	Tools & Office
Memorabilia - V2	Bulk CRAFT Jewelry Boxes	Video Equipment
Necklaces	BULK Disney & Vintage Jewelry Boxes	Video Games
Office Supplies - V2	BULK Jewelry Boxes - Backup	
Postcards - V2	BULK Mardi Gras/Party/ Dress Up Boxes	
Rings	Cameras & Camcorders	
Seasonal & Holiday - V2	Clothing 2-22	
Sporting Equipment & Memorabilia - V2	Clothing Bundles	
Table & Kitchenware 2-22		



Filling Out a Template- Listing Strategy

Collectibles Lister

1. You may update the strategy through the drop-down menu of the Listing Strategy section, as directed by a manager. The **Standard 7 Day SGW Only** is the typical option used.
2. Click **Next**.

Listing Strategy

Standard 7 Day SGW Only

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▼

Next

Buy It Now - Bulk Boho & Fashion \$8.50 PER POUND - 2/28/24

Buy It Now - Scrap Gold - Current Market Price

Single/Small Lot Jewelry - 10 Day

Buy It Now - Multi-Channel Clothing

JEWELRY ONLY Standard 7 Day SGW

DO NOT USE - JEWELRY ONLY 5 Day ShopGoodwill

Wedding Dresses

Set Starting Price Higher - Decrease Not Sold

DO NOT USE - Buy It Now - Bulk Boho & Fashion \$8.50 PER POUND

Buy It Now - Bulk Mystery Metals & Stones - \$185 PER POUND

5 Day ShopGoodwill

All Video Games

DO NOT USE Tuesday 5 day Jewelry Strategy SGW

Computers

Standard 7 Day SGW Only

1. Select either the **No** or **Yes** button under Buy It Now. Buy It Now means it will show with a selling price, and the first person who purchases the item will receive it. If you mark No, the item will go up for auction. The manager will direct you to use **Buy It Now**.
2. Select the appropriate option from the Type dropdown menu under Type/Item Info.

Collectible Trading Cards

1) Buy It Now?
Buy It Now? **Required**
☒ No ☐ Yes

2) Type / Item Info
Type **Required**

Football

Quantity and Condition Information

Collectibles Lister

1. If you know the number of cards you have, click **Known Quantity**.
2. Type in the item quantity.
3. Determine if you have cards/a box of cards, etc.
4. Add additional information on the condition of the cards.
5. Click **Preview**.

NOTE: Choosing the correct condition is very important. You need to pay close attention to any damage, wear and tear, or other issues the item might have. Choosing “Good” on an item with noticeable damage and wear and tear sets the customer up for disappointment when they receive the item and opens us up to refund the customer, which requires us to pay for shipping to have the item returned. Don’t oversell the item; people know that Goodwill posts used items. Be honest, and the customer will be happy.

The screenshot displays a form titled "2) Quantity Info" and "3) Condition Info". In the "2) Quantity Info" section, there is a checkbox for "Known Quantity?" which is unchecked. Below it is a "Preview" button. To the right, the "Item Quantity" is set to "36" in a text box, and the "Qty Type" is set to "Card(s)" in a dropdown menu. In the "3) Condition Info" section, the "Condition" is set to "Good" in a dropdown menu. To the right of the "Condition" dropdown is a checkbox for "Condition (Other)" which is unchecked, and a text box containing "Vintage Cards are in protective sleeves". Red circles highlight the "Preview" button, the "Item Quantity" text box, and the "Condition" dropdown menu.

2) Quantity Info		3) Condition Info	
<input type="checkbox"/> Known Quantity?	Item Quantity 36	Qty Type Card(s)	Condition Good
Preview			Condition (Other) <input type="checkbox"/> Vintage Cards are in protective sleeves

Title: Along with the “condition,” it is imperative that the title **accurately** reflects the item. Be aware of the following guidelines:

- Avoid words like “Pristine,” and do not oversell the item.
- If you have an item count in the title, ensure the count is accurate.
- You have a maximum of 80 spaces. However, you don’t have to use it all.
- Be specific and ensure the information is accurate. Don’t set the customer up for disappointment when they receive the item.
- Check your spelling.

Measurements: Add measurements of the item. **Every item** must be measured accurately, as this will affect the shipping costs. You must also determine whether padding is required when the item is shipped.

The screenshot shows the 'PRODUCT DETAILS' form with the following fields and values:

- Title:** Lot Of 36 Vintage Football Cards (32/80)
- Category:** Collectibles > Sports Cards/Trading Cards
- Strategy:** Standard 7 Day SGW Only
- SKU:** 088GYND1K-B
- Item Weight:** 1.5 (LBS)
- Supplier:** 088
- Length:** 4 (IN)
- Width:** 3 (IN)
- Height:** 2.5 (IN)
- Box Padding:** No Padding Required
- Tags:** Select or create tags

Red circles highlight the 'Item Weight', 'Length', 'Width', 'Height', and 'Box Padding' fields, indicating their importance for accurate measurements and shipping costs.

- The description already includes some details. However, the information may need to be edited to make it specific to the item being listed.
- The title, quantity, and condition fields should automatically fill in based on the data previously provided.
- Disclaimers are usually added automatically, but may need to include one manually if it's missing or adjust it as needed.

Description

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Insert Template ▼

36 Vintage Football Cards

Type: Football Cards

Quantity: 36

Condition: Good

Disclaimer: Cards are not graded unless otherwise noted in listing. All trading/collectible/sports cards are sold AS-IS. Please review the photos carefully prior to bidding.

When reviewing the photos, consider the following questions:

- Is there any damage on the item that cannot be seen in the pictures?
- Does the picture of the item visibly show all of its markings, serial numbers, and other statements?
- Are essential details of the item visible in the pictures?
- Are sizes noted in the pictures?
- Do the pictures “answer” any questions a customer may have?
- Are the pictures posted correctly, either horizontally or vertically?
- Does the chosen picture best show all the pieces together?

The standard quantity of photos to post is six. Additional pictures may be required to show detail, especially on items of value.



You are the only person who has seen all of the information and pictures put together for the final listing. You must ensure the information is accurate by asking yourself the following questions.

- Does the title accurately reflect the product? If a quantity is noted, is it correct?
- Were you genuine and honest when choosing the product's condition?
- Did you measure the items?
- Have you answered every possible question a customer might have?
- Do the pictures reflect all of the details of the item?

If you answered no to any of these questions, ensure the correct information is added. If pictures need to be retaken, send the item back to the photographers.



- After completing the previous elements, the listing is now complete.
- Place the item on your cart with the **green** flag. The green indicates they are ready to be shelved.
- If you remove the item from a bag or other packaging, ensure you have placed it back into the packaging.

ShopGoodwill.com Listing Example:

The screenshot shows the ShopGoodwill.com website interface. At the top, there's a search bar with the text "Search by keywords, item #" and a magnifying glass icon. To the right of the search bar is a "Sign In" button. Below the search bar is a navigation bar with tabs: "CATEGORIES", "FEATURED", "NEWLY LISTED", "MY SHOPGOODWILL", and "STORIES". The main content area displays a listing for "Lot Of 36 Vintage Football Cards". The listing includes a large image of the cards, a "Time left: 7d 5h (update)" timer, and a "Bids: 0" indicator. The "Current Price" is listed as "\$12.99", with a "Minimum Bid" of "\$12.99". There is a "Set Your Maximum Bid" input field with a placeholder of "\$0.00". A prominent purple button labeled "Place My Bid" is visible. Below this, a blue banner promotes PayPal with the text "Pay in 4 interest-free payments on purchases of \$30-\$1,500. Learn more". At the bottom of the listing, there are links for "Contact Seller", "Print Page", and a "Share:" icon. The bottom of the page features a navigation bar with tabs: "Item Info", "Shipping", "Seller Info", and "Bid History".

The product is a leather ID badge carrier.

1. At the top of the page, click **Products**.
2. Click your cursor in the “search” line and scan the item’s SKU number.

Products

Export More actions

Generate barcodes Add draft product Add product

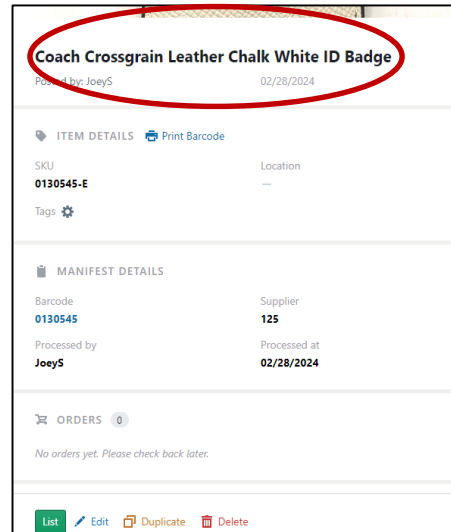
All Active ~5,832 **Drafts ~10,964** Recycled ~66

0130545-e Search More filters Sort

1 result

<input type="checkbox"/>	Product	SKU	Location	Supplier	Listings
<input type="checkbox"/>	<input checked="" type="checkbox"/> Coach Crossgrain Leather Chalk White ID Badge Created on Feb 28, 2024 by JoeyS • Draft	0130545-E	—	125	

3. Copy the Title and then click **List**.



Coach Crossgrain Leather Chalk White ID Badge
Posted by: JoeyS 02/28/2024

ITEM DETAILS [Print Barcode](#)

SKU: **0130545-E** Location: —

Tags: [+](#)

MANIFEST DETAILS

Barcode: **0130545** Supplier: **125**

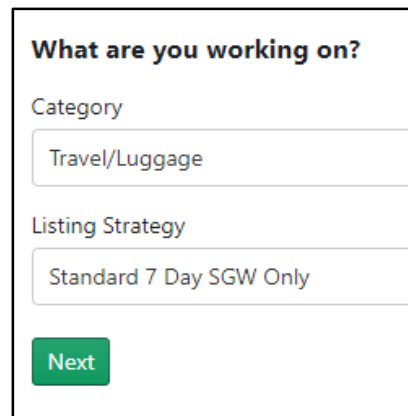
Processed by: **JoeyS** Processed at: **02/28/2024**

ORDERS **0**

No orders yet. Please check back later.

[List](#) [Edit](#) [Duplicate](#) [Delete](#)

4. Choose the category, select the Listing Strategy, and then click **Next**.



What are you working on?

Category

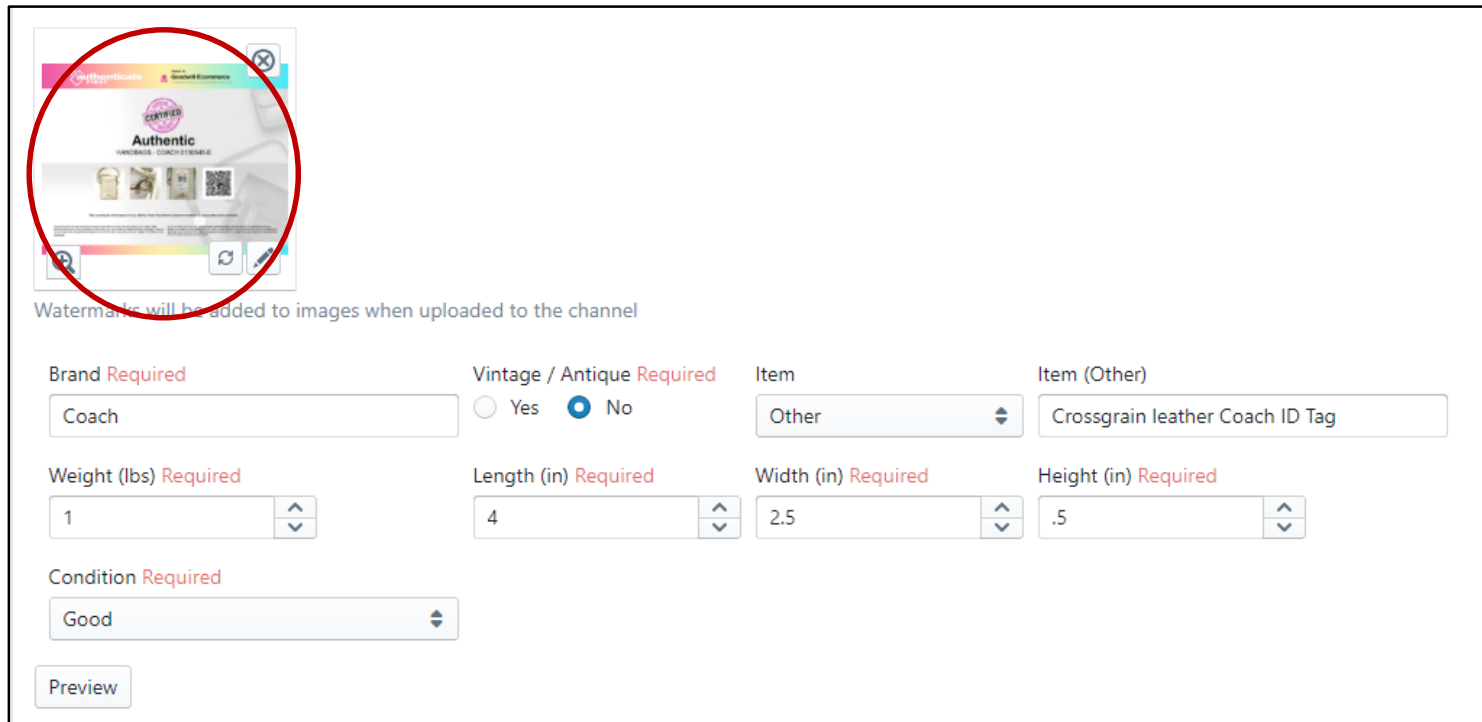
Travel/Luggage

Listing Strategy

Standard 7 Day SGW Only

Next

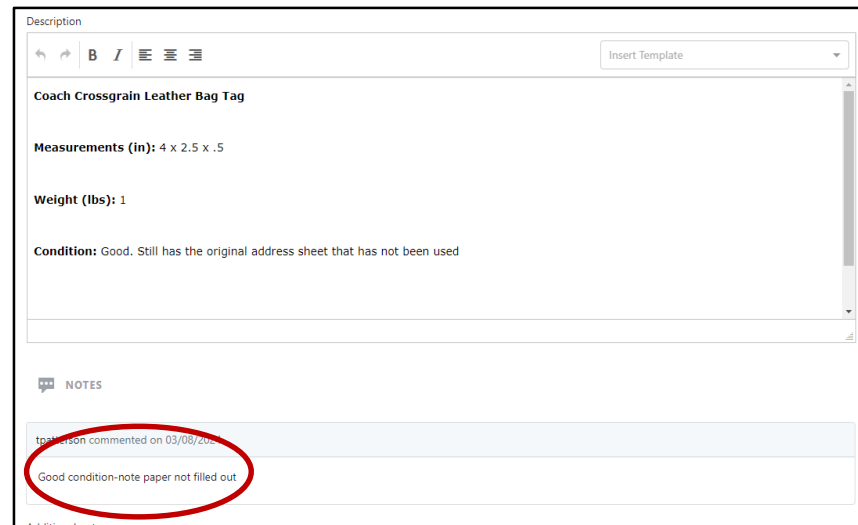
IMPORTANT: Authenticating name-brand and high-value items shows the customer that we have done our due diligence. Selling fakes or knock-offs is illegal.



Watermarks will be added to images when uploaded to the channel

Brand Required	Vintage / Antique Required	Item	Item (Other)
<input type="text" value="Coach"/>	<input type="radio"/> Yes <input checked="" type="radio"/> No	<input type="text" value="Other"/>	<input type="text" value="Crossgrain leather Coach ID Tag"/>
Weight (lbs) Required	Length (in) Required	Width (in) Required	Height (in) Required
<input type="text" value="1"/>	<input type="text" value="4"/>	<input type="text" value="2.5"/>	<input type="text" value=".5"/>
Condition Required			
<input type="text" value="Good"/>			
<input type="button" value="Preview"/>			

5. Add the title and any other important information to the listing description. Look in the “additional notes” area to see if the processor left you important notes to use in your description.



The screenshot shows a web form for listing an item. The title is "Coach Crossgrain Leather Bag Tag". The measurements are "4 x 2.5 x .5". The weight is "1". The condition is "Good. Still has the original address sheet that has not been used". Below the description is a "NOTES" section. A red circle highlights a note that says "Good condition-note paper not filled out".

Description

Coach Crossgrain Leather Bag Tag

Measurements (in): 4 x 2.5 x .5

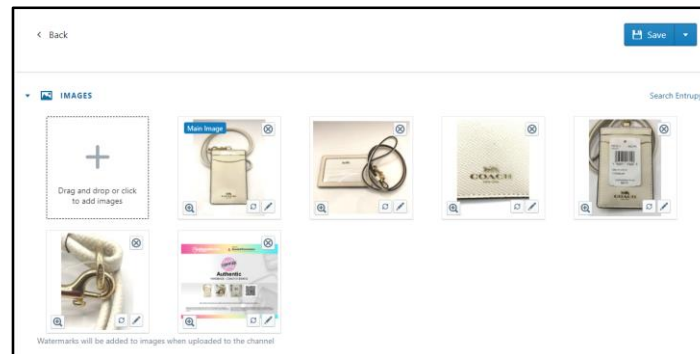
Weight (lbs): 1

Condition: Good. Still has the original address sheet that has not been used

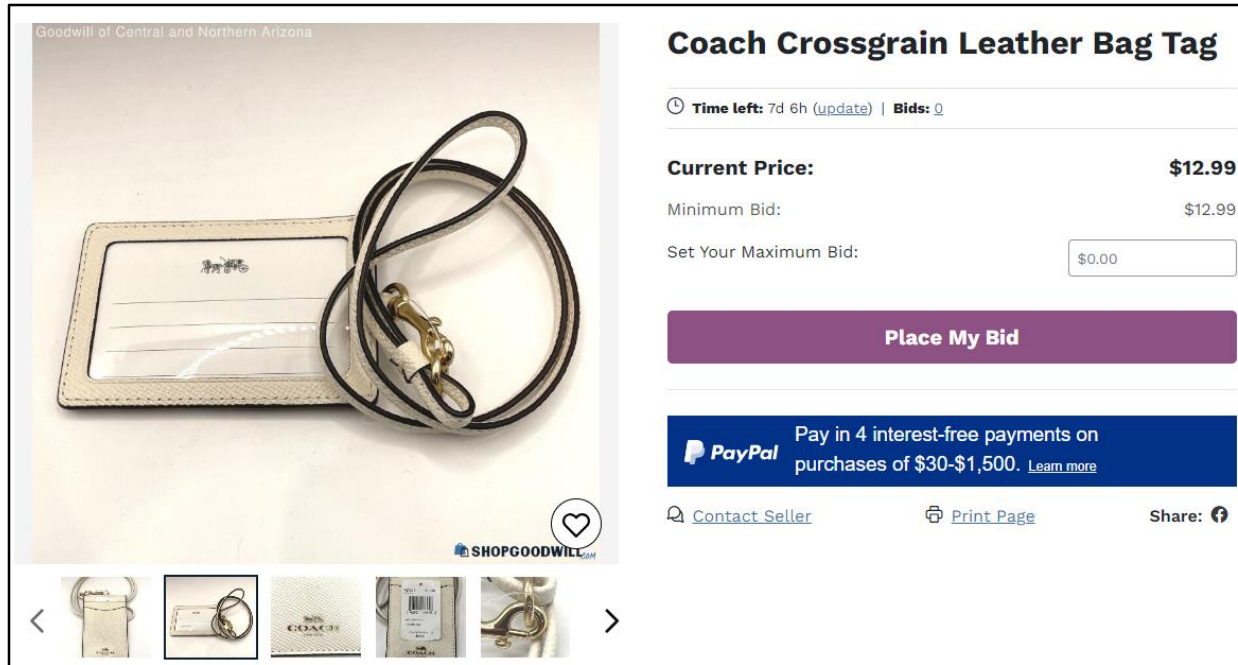
NOTES

Good condition-note paper not filled out

6. Review the photos and consider the questions noted earlier (pages 11-12).



- Once the final product is posted to SGW, put the item back into its original container.



- Place all listed items on a rolling cart and place a green flag on the cart, indicating the item is ready for listing.
- At the end of your shift, wipe down your station and pull all items back where they belong.