



目录

CONTENTS

导言

Conceptualizing Cross-border E-commerce (概念化跨境电商)

Vocabulary & Expressions	002
Exercise	007

Project 1

Registration (注册)

Task 1	Open an account on Amazon (在亚马逊上开立账户)	009
	Vocabulary & Expressions	009
	I. Types of Amazon sites	009
	II. The work needs to be done before Registration	009
	III. Open an account on Amazon	010
	IV. Amazon Accounts	012
	Exercises	012
Task 2	Understand seller's central on Amazon (了解卖家后台)	013
	Vocabulary & Expressions	013
	I. What is Amazon Seller Central	016
	II. Seller Info.	016
	III. Understand seller's central on Amazon	016
	Exercise	016
	Thinking & Practicing	017

Project 2

Products Selection (选品)

Task 1	Selection Methods (选品方法)	019
	Vocabulary & Expressions	019
	Exercise	020

Task 2	Selection Tools (选品工具)	020
	Vocabulary & Expressions	020
	I. SELLERMOTOR	021
	II. Product scout	022
	III. Market Research	023
	IV. Risk Assessment	026
	V. ASIN Lookup	026
	Exercise	026
	Thinking & Practicing	026

Project 3 Add Products (上架产品)

Task 1	Creating a product listing (创建产品链接)	028
	Vocabulary & Expressions	028
	I. Product Detail Page	029
	II. How to make a great Detail Page	030
	III. Quick Start Guide for Listing Creation	033
	Exercises	036
Task 2	Add a Product (添加单件商品)	038
	Vocabulary & Expressions	038
	Exercises	043
Task 3	Add a Variation (创建变体流程)	043
	Vocabulary & Expressions	043
	Exercise	047
Task 4	Add Products via Upload (批量上传)	048
	Vocabulary & Expressions	048
	Exercise	053
	Thinking & Practicing	053

Project 4 In-site operations and Off-site Drainage (站内运营和站外引流)

Task 1	Listing optimization (优化产品页面)	055
	Vocabulary & Expressions	055
	I. What is Amazon Listing Optimization	055
	II. Amazon Ranking	056

	III. Amazon Marketing	056
	IV. Steps to Optimize Your Amazon Listing	056
	Exercises	061
Task 2	Promotion and holiday marketing (促销活动及节假日营销)	062
	Vocabulary & Expressions	062
	I. Ways of promotion activities in Amazon	062
	II. Holiday marketing	063
	Exercises	064
Task 3	Off-site Drainage (站外引流)	066
	Vocabulary & Expressions	066
	I. The importance of digital marketing in cross-border e-commerce	066
	II. Social media in digital marketing	067
	III. Strategies for cross-border e-commerce promotion	067
	Exercises	078
	Thinking & Practicing	079

Project 5 Mail contacts (邮件往来)

Task 1	Mail contacts with customers (与买家的邮件往来)	081
	Vocabulary & Expressions	081
	I. Pre-sale Service	081
	II. After-sale Service	087
	Exercise	097
Task 2	Mail contacts with Amazon (与亚马逊的邮件往来)	098
	Vocabulary & Expressions	098
	I. About Listing	099
	II. Complaint	099
	III. Appeal	101
	Exercise	103
Task 3	Mail contacts with other sellers (与其他卖家的邮件往来)	104
	Vocabulary & Expressions	104
	Exercise	107
	Thinking & Practicing	108

Project 6 Delivery (物流)

Task 1 Fulfillment by Amazon (亚马逊物流 FBA)	111
Vocabulary & Expressions	111
I. The benefits of using FBA	112
II. How to use FBA	112
Exercises	120
Task 2 Fulfillment by Merchant (卖家自发货 FBM)	120
Vocabulary & Expressions	120
I. The benefits of using FBM	121
II. Main Types of FBM	122
III. FBA or FBM	122
Exercise	126
Thinking & Practicing	126

Project 7 Payment (支付)

Task 1 Sellers set up account via Amazon (卖家通过亚马逊设置账户)	128
Vocabulary & Expressions	128
Exercises	129
Task 2 Benefits and Concerns of Electronic Payment (电子支付的优缺点)	132
Vocabulary & Expressions	132
Exercise	137
Task 3 Replies to enquiries about Payment (回复关于支付的咨询)	137
Vocabulary & Expressions	137
Exercise	139
Thinking & Practicing	139
附录 1 参考答案	140
附录 2 知识拓展	152
附录 3 相关网站链接	157
参考文献	158

导言

Conceptualizing Cross-border E-commerce (概念化跨境电子商务)

| 项目导读 |

“工欲善其事，必先利其器”。想要从事跨境电子商务行业，必须先从了解跨境电商的内涵开始。本章介绍了跨境电商的基本内涵、常见商务模式，并列举了常见的跨境电商平台：阿里巴巴、阿里国际站、亚马逊和敦煌网。

| 教学目标 |

知识目标

1. 熟悉跨境电商的定义。
2. 熟悉跨境电商的特点。
3. 熟悉跨境电商的常见模式。
4. 熟悉跨境电商的常见平台。

技能目标

1. 能够区分跨境电商平台。
2. 具备跨境电商从业者的素质和职责，并与时俱进地提升从业技能。

情感目标

树立跨境电商的职业意识。



Vocabulary & Expressions

translate <i>v.</i>	express (ideas, feelings, etc) in a different (esp a more concrete) form 把(思想、情感等)用另一种(尤指更具体的)形式表现出来 It's time to translate our ideas into action. 我们该把思想变为行动了。
prime <i>a.</i>	of the best quality; excellent 质量最好的; 第一流的 prime (cuts of) beef 上等牛肉(块) a prime site for development 最适于发展的场地
warehouse <i>n.</i> (US storehouse)	a large building for storing items before they are sold, used or sent out to shops, or a large shop selling a large number of a particular items at a cheap rate 仓库; 货栈; 货仓
infrastructure <i>n.</i>	the basic systems and services that are necessary for a country or an organization, for example buildings, transport, water and power supplies and administrative systems (国家或机构的) 基础设施, 基础建设
supplier <i>n.</i>	a person or company that supplies goods 供应者; 供货商; 供货方
corporate <i>a.</i>	of or shared by all the members of a group; collective 团体的; 共同的 corporate responsibility, action, etc. 共同的责任、行动等
engage <i>v.</i> (<i>fml</i> 文)	occupy or attract (sb's thoughts, time, etc.) 占用(某人的想法、时间); 吸引(某人的注意力等) The woman's plight engaged our sympathy. 那女人的困难处境引起我们的同情。

express <i>n.</i>	service provided by the post office, railways, road services, etc. for carrying goods quickly (邮局、铁路、公路等部门提供的) 快邮, 速递, 速运 send goods by express 特快货运
negotiate <i>v.</i> ~ (with sb.)	try to reach agreement by discussion 商议, 谈判, 协商 We have decided to negotiate with the employers about our wage claim. 我们决定就工资问题与雇主谈判。
lever <i>v.</i>	move (sth.) with a lever (用杠杆) 撬动 (某物) They levered the rock into the hole. 他们用杠子把大石撬进洞里。

Cross-border E-commerce refers to the international business activity that transaction subjects in different countries electronize the traditional trade in terms of exhibition, negotiation, and transaction through the means of e-commerce and deliver products through cross-border logistics or international warehousing services to complete the transaction. In terms of business model, Cross-border E-commerce can be divided into Cross-border Retail E-commerce (B2C and C2C), and Cross-border B2B E-commerce. Cross-border B2B E-commerce not only includes online transactions through cross-border trading platform, but also includes the off-line transaction resulting from online activities. Cross-border B2C (business to consumer) refers to the international business activity of companies in different customs areas directly selling products or services to consumers through E-commerce platforms. Cross-border B2B (business to business) E-commerce refers to the international business activities between companies in different customs areas.





Alibaba.com

Launched in 1999, Alibaba.com is the leading platform for global wholesale trade as part of the Alibaba group. It is designed to make it easier to do business anywhere by giving suppliers the tools necessary to reach a global audience for their products, and by helping buyers find products and suppliers quickly and efficiently. It provides the fundamental technology infrastructure and marketing reach to support merchants, brands, and other businesses that provide products, services, and digital content to leverage the power of the internet to engage with their users and customers. Their business is comprised of all commerce, cloud computing, digital media and entertainment, innovation, initiatives, and others through investing athletes. It also sets its food in the logistics and local services sectors. Alibaba.com brings you hundreds of millions of products in over 40 different major categories, including consumer electronics, machinery and apparel buyers for these projects are in over 200 countries and regions and exchange hundreds of thousands of messages with suppliers on the platform each day. As a platform, it continues to develop services to help businesses do more. Whether it is sourcing from your mobile phone or contacting suppliers in their own local language, is turning to Alibaba.com for all your global business needs.



AliExpress

Serving as the only global online trading platform of Alibaba. AliExpress marks its official debut in April 2010, also known as the international version of Taobao by most sellers. AliExpress is a platform for overseas miles with the payment realized through Alipay international accounts, and the products are shipped by international express. After several years, the transaction volume of the platform currently develops at an average annual growth rate of 400%. The Top trading countries are Russia, the United States, Brazil, Spain, Great Britain, France, Canada, Australia, Israel, and Ukraine, etc.. By March 2013, the buyers of AliExpress have covered more than 220 countries and regions.

It covers clothing, 3C, home, jewelry and other 26 categories of products. The number of daily visits from overseas buyers exceeds 50 million. The advantage of AliExpress lies in the reasonable platform entrance fee compared with other competitors equipped already with the recent projects in Taobao, sellers can sell them very conveniently and directly to the world through sales by Taobao. AliExpress also provide services as one stop translation of products, products releasing payment, logistics and other services. With the rising popularity of Alibaba international station coupled with the promotion of related sites from other continents, Google online promotion and other channels on AliExpress wins a steady stream of high-quality flow.



Amazon Platform

Amazon launched the B2B e-commerce platform Amazon Business in 2012 for enterprise clients, selling machines or office supplies and other products. The introduction of this platform also means that the world's major B2B e-commerce platforms will be faced with a new strong opponent with already more than 2 million products. It is reported that Amazon Business may take the existing business as the starting point, will make a great leap forward in the field of B2B common market. The characteristic of Amazon Business is that products are directly sold by Amazon.com or sellers from 3rd party platforms, and Amazon believes that as a business-only platform, the new site will be able to improve the relationship between Amazon and those sellers who only do business with companies, having the platform to provide a wide range of products. Amazon will charge the 3rd party seller commission. For consumer goods, Amazon charges 8% commission if the total transaction amount is below \$1,000, and 6% if over \$1,000. For office supplies, the charge is 15% commission if the transaction amount is below \$1,000, and 10% between \$1,001 and \$3,000, and 6% if over \$3,000.



亚马逊小动画介绍





Amazon.com Inc (AMZN) is considered as a typical B2C e-commerce company, profits from selling books and consumer electronics online at reasonable prices. However, this is just part of the story different from its domestic peers Dangdang.com and JD.com. There runs blood of novelty benefits beneath its plain B2C business model. Every single movement has brought profound influence into our current life and even future. AMZN only has currently woven into every fabric American daily life. And the accessibility to daily necessities as milk, cereal, sofa so on and so forth or e-books, magazines and textbooks on kindle, or songs downloaded from Amazon MP3 Music Store, or movie available in video-on-demand services of Amazon Prime Video. It even opens opportunities to accumulate your startup capital by investing in its shares, or to working in Seattle headquarters. Then to do business in its marketplace as well as to set up your own Internet company by purchasing it EC2 service.

DHgate

In 2004, DHgate was co-founded by Ms. Wang Shutong, the famous Chinese e-commerce leading figure, served as the first CEO of Joyo.com together with her excellent team. It is an online B2B platform with a large number of small and medium-sized suppliers of China, providing effective international online wholesale procurement services to many foreign small and medium-sized buyers all day long, DHgate takes into full consideration the special nature of international trade integrating emerging e-commerce with the traditional international trade, providing professional and effective information flow, safe and reliable capital flow, fast and simple logistics services to international trade operation. There are more than 1.2 million domestic supplies online over 30 million kinds of foods and 10 million online buyers covering 224 countries and regions all over the world and educate their 100,000 buyers per hour purchasing online in real time, every 3 seconds one order will be produced. DHgate is a major innovation in international trade and open a new chapter in international trade in China. Unlike Alibaba, DHgate provides a one-stop solution for online international trade, including corporate information promotion services, precise billing, negotiation and communication with buyers, full guidance of online transaction, international payment, international logistics and other services. It collects transaction commission from foreign buyers. It will advance a further step from the first generation of B2B. It does not only display information, but also gather the logistics payment, customer relationship management and other services on one platform. In the first half of 2013, DHgate launched the logistics service called “online delivery” .

It simplifies the delivery process and provides more convenient express services for foreign trade businesses through online applications and offline delivery. The delivery time is usually between 5 and 7 days, covering 107 countries and regions all over the world. Integrated logistics platforms, DHLink and DHgate has signed a contract with the world's four major logistic companies currently covering over 190 countries and regions. Each link has obvious advantages in logistics channels, prices, etc.



Exercise

Answer the question: What are the four major cross-border e-commerce platforms mentioned above?

Thinking & Practicing

1. What is the Cross-border E-commerce?
2. What are the common models for Cross-border E-commerce?

Project 1

Registration (注册)

| 项目导读 |

根据国别报告：2018年1—6月，中国商品位于美国进口总额的Top1；在美国消费者购买过的跨境电商所在地中，中国位居榜首（56%），而在打算购买的跨境电商所在地数据中，中国也位居首位（72%）。美国电子商务继续加速增长，亚马逊在美国最受欢迎的Top10网站中排名第一。该网站平均每月的流量约为17.8亿，所占流量份额达54.1%。因此，亚马逊美国站或北美站注册将成为跨境电商者的首选。

| 教学目标 |

知识目标

1. 熟悉注册站点的类型。
2. 了解亚马逊网站的账户类型。
3. 掌握账户注册的操作流程。
4. 熟悉卖家的后台管理。

技能目标

1. 具备亚马逊美国站注册的能力。
2. 具备管理卖家后台的技能。
3. 具备跨境电商从业者的素质和职责，具备既懂技术又懂市场的综合技能。

情感目标

1. 树立跨境电商的职业意识，增强职业自豪感。
2. 培养对客户的服务意识。

| 任务导入 |

公司近期将开拓跨境电商业务，决定入驻亚马逊平台，站点为美国站，请为公司开立一个账户。

Task 1 Open an account on Amazon (在亚马逊上开立账户)

Vocabulary & Expressions

UPC	universal production code 商品统一代码
EAN	European article number 欧洲商品编码
sign up (for sth.)	join a club, enrol on a course, etc 参加一个俱乐部、课程等 sign up for a secretarial course 注册参加秘书课程
OTP	one time password 一次性密码
subscription <i>n.</i> [C, U] ~ (to / for sth.)	an amount of money you pay, usually once a year, to receive regular copies of a newspaper or magazine, etc. 订阅, 订购款

Cross-border E-commerce practitioners must have the ability to register. In this chapter, you will learn how to register and manage seller's central on Amazon.

I. Types of Amazon sites

Amazon has five main sites: North America, Europe, Japan, India and Australia. The North American site includes three countries: the United States, Canada and Mexico; European site includes five countries: the United Kingdom, France, Italy, Germany and Spain.

II. The work needs to be done before Registration

1. Self-Inspection of Product

- Please make sure your product does not have the name and logo of others' brand which results in infringement of intellectual property rights.
- Restricted commodity policy: in order to ensure the commodities with certain safety risks meet the regulatory standards, Amazon may ask you to submit the corresponding qualification for the specific goods; the sales will be permitted after passing the audit.
- If your certain commodity belongs to the restricted commodities or needs to meet the



local professional qualification, please ask suppliers to provide corresponding credentials.

2. Contact Information

· Your email address and telephone number which can be reached during the registration.

Company Sellers:

· ID card of legal representative and business license.

Other Preparations:

· Credit cards such as visa / Master card that support US dollar payment.

· Overseas bank account (including Hong Kong) for receiving money.

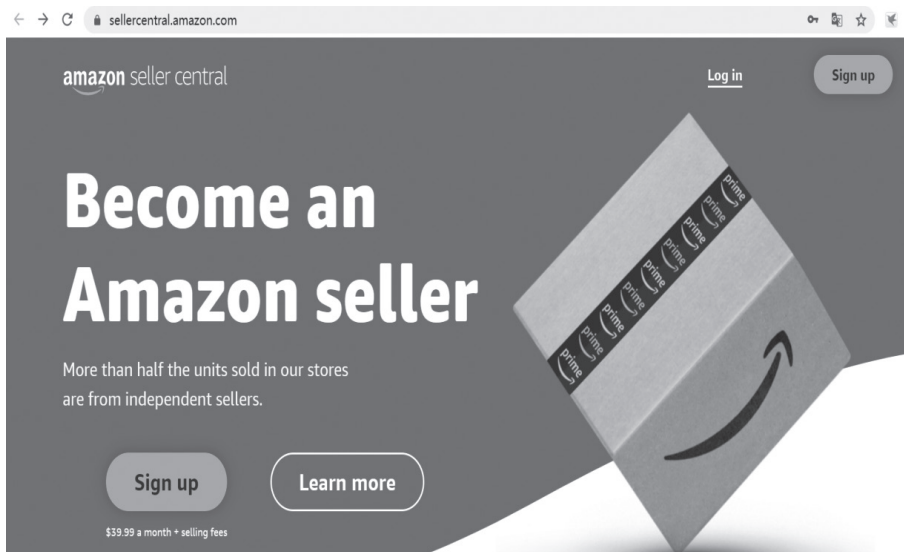
· UPC / EAN code. If there is no UPC, you can buy UPC official website from UPC official website.

III. Open an account on Amazon


北美站账户包含美国站、加拿大站和墨西哥站，因此推荐直接开立北美站点账户。

You can sign up to sell on Amazon.

Step1 Go to <https://sellercentral.amazon.com/>.



Step2 Click “Sign up” on the top-right of the home page, then click “Create your Amazon account”, you will switch to a new page as shown below.



Get started selling on Amazon

Email (phone for mobile accounts)


Password [Forgot your password?](#)

Next

Keep me signed in. [Details](#) ▾

————— [New to Amazon?](#) —————

Create your Amazon account



Create account

Your name

Email


Password

i Passwords must be at least 6 characters.

Re-enter password

Next

Step3 Enter your name, email address, and set your password, then click “Next”, you will find a new page as shown below.



Verify email address

To verify your email, we've sent a One Time Password (OTP) to 961527886@qq.com ([Change](#))

Enter OTP

Create your Amazon account

By creating an account, you agree to Amazon's [Conditions of Use and Privacy Notice](#).

[Resend OTP](#)



Step4 Enter the OTP which will be sent to your Email address, then click “Create your Amazon account” button to finish the registration.

IV. Amazon Accounts

To get familiar with Amazon’s account types and the account settings.

Account types: When you sign up to sell on Amazon, you’ll choose one of two different selling categories depending on the scale of your business. There are two selling plans available to marketplace sellers: Individual or professional.

Sell as an individual: it is a pay-as-you-go plan. If you own a very small business and plan to sell fewer than 40 items per month, you can sell as an individual on Amazon for just \$0.99 per sale, plus a few other small selling fees.

Sell as a professional: most small businesses will fall into this category. If you plan to sell more than 40 individual items per month, Amazon will charge a subscription of \$39.99 per month, plus individual transaction fees.



Exercises

1. 注册账号时，在 Seller Information 内，Display name 是指以下哪个选项? ()
A. 注册办公地址 B. 公司名称 C. 店铺名称 D. 法人名字
2. 亚马逊卖家后台，在下列哪个选项可以看到? ()
A. Your orders B. Fulfillment
C. Inventory Reports D. Amazon Seller Central

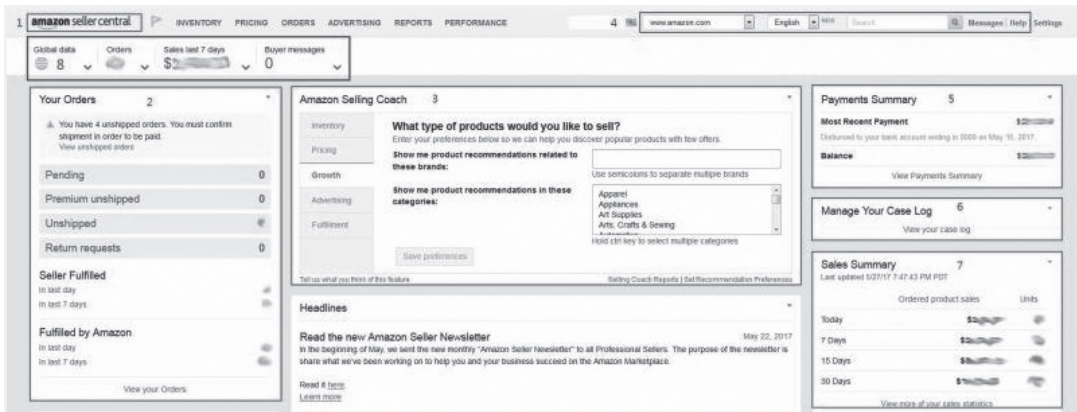
Task 2 Understand seller's central on Amazon (了解卖家后台)

Vocabulary & Expressions

1. Amazon Seller Central	亚马逊后台界面
2. Your Orders	订单界面
Pending	展示操作中的订单 [Pending 状态订单无需操作, 此状态订单买家完成购买, 会自动进入 Unshipped (未发货) 里面]
Premium unshipped	优先发货订单
Unshipped	未发货订单
Return requests	退货要求
3. Amazon Selling Coach	亚马逊销售指导
Inventory	库存
Pricing	价格
Growth	(店铺销量) 增长计划
Advertising	广告
Fulfillment	实现, 完成
4. Search	可以搜索任何有关亚马逊的问题
Messages	和买家来往的邮件



Help	功能与 Search 栏一致，帮助卖家解决实际操作问题，亚马逊在这一栏对问题进行了集成，卖家可以查看固定的答案
5. Payments Summary	转款周期
Most Recent Payment	上个转款周期的金额
Balance	展示本次转款的金额，转款周期为 14 天
6. Manage Your Case Log	卖家与亚马逊官方来往的邮件
7. Sales Summary	销售摘要，包括近 7 天、15 天、30 天的营业额
8. Global data	全局数据，可以切换北美站点的任意一个国家
Orders	订单总数量，包括北美站点所有的订单
Sales last 7 days	最近七天北美站点的销售额
Buyer Messages	买家消息



**9. Performance**

绩效

Buyer Messages

买家邮件，要求 24 小时内回复

A-to-Z Guarantee claims

亚马逊商城交易保障索赔

Chargeback claims

信用卡拒付索赔

Customer Feedback

12 个月内客户对店铺的评价

Account Health

账号指标

10. Inventory Planning

库存规划

Days in inventory

库存天数

SKUs to restock today

今天要补货的产品

Excess units

冗余产品

SKUs with stranded inventory

具有无在售信息库存的 SKU



I. What is Amazon Seller Central

Amazon Seller Central is the online network used by sellers to list and sell products on the Amazon marketplace. Through Seller Central, you are considered a third-party (3P) seller and are referred to as a “marketplace seller”.

When listing products on Amazon as a 3P seller, you have two pricing options for managing your account. You can select to be an “Individual Seller” or a “Professional Seller”. Selecting a Selling Plan which suits you best will help maximize your revenue.

II. Seller Info.

Add details about your business in this section. By providing specific information, you can showcase your business and give buyers an additional level of confidence that they are making informed buying decisions.

III. Understand seller’s central on Amazon

Navigation Bar



Exercise

Please match the following English expressions with Chinese.

- | | |
|-------------------------|---------|
| 1. Performance | a. 销售指导 |
| 2. Your Orders | b. 设置 |
| 3. Settings | c. 绩效 |
| 4. Payment Summary | d. 付款一栏 |
| 5. Amazon Selling Coach | e. 订单信息 |

Thinking & Practicing

Selling plan comparison about the differences between individual and professional selling plans. 研究比较两种不同亚马逊卖家账户类型（个人销售和专业销售）。

Seller Account Feature	Plan Type	
	professional	individual
\$39.99 monthly subscription fee		
\$0.99 per-item fee when an item sells		
create new product pages in the Amazon catalog		
manage inventory using feeds, spreadsheets and reports		
use Amazon Marketplace Web Service to upload feeds, receive reports and perform other API functions		
Amazon-set shipping rates for all products		
seller-set shipping rates for non-BMVD products		
promotions, gift services and other special listing features		
eligibility for listing placement in the Buy Box		
ability to calculate U.S. sales and use taxes on your orders		
access user permissions/grant access right to other users		