

GS操作指引



**mercado
libre**

GS简介

GS (Global Selling) 是一种不同于Merchant Portal的账号管理系统，卖家可以在这里管理账号，Listing，订单，客服，海外仓发货，在这里卖家可以通过1个账号管理不同站点，包括墨西哥，巴西（智利和阿根廷将在不久后开放）。



- GS登录链接：<https://www.mercadolibre.com/jms/cbt/lgz/msl/login>


后台8大模块



登录后台后您可以看到我们后台的8大模块：

- Summary总览
- Orders订单
- Questions站内信
- Listings management产品管理
- Reputation店铺信誉
- Payments reports账单报告
- Selling learning center卖家学习中心
- Settings账号设置


Summary总览


你可以在此页面看到账号目前的一些基础信息，Question未回复的问题，Listings各个站点产品的情况，Operations需要卖家处理的事情（订单处理，纠纷，消息回复），Sales Statistics账号订单数等。





Test  MX | Add listings | 


☰ My account
Hello!


 Summary


 Orders


 Questions

 Listings management ▾

 Reputation

 Payment reports

 Seller learning center

 Settings ▾

Summary

Now you can sell your products in Chile
Set up the new marketplace from you Selling Preferences and add the listings you currently have in other marketplaces.
[Activate new marketplace](#)
[How do I add my current listings](#)

We extended the date so that you can review your listing before March 17th
After that date you will only be able to edit the titles of listings with no sales.
Make sure your titles does not include information that is already in the description, such as shipping methods or your sales.
[Learn more](#)

🗨 Questions

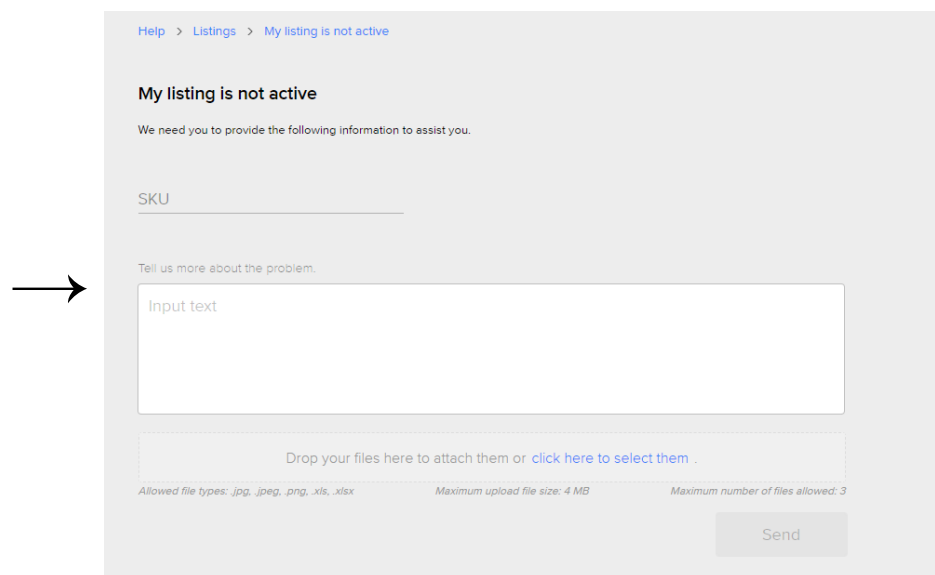
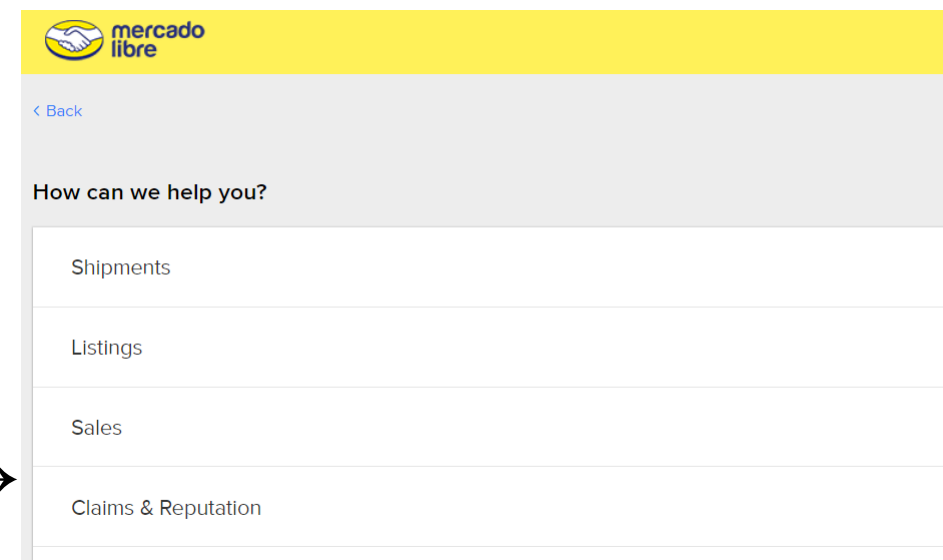
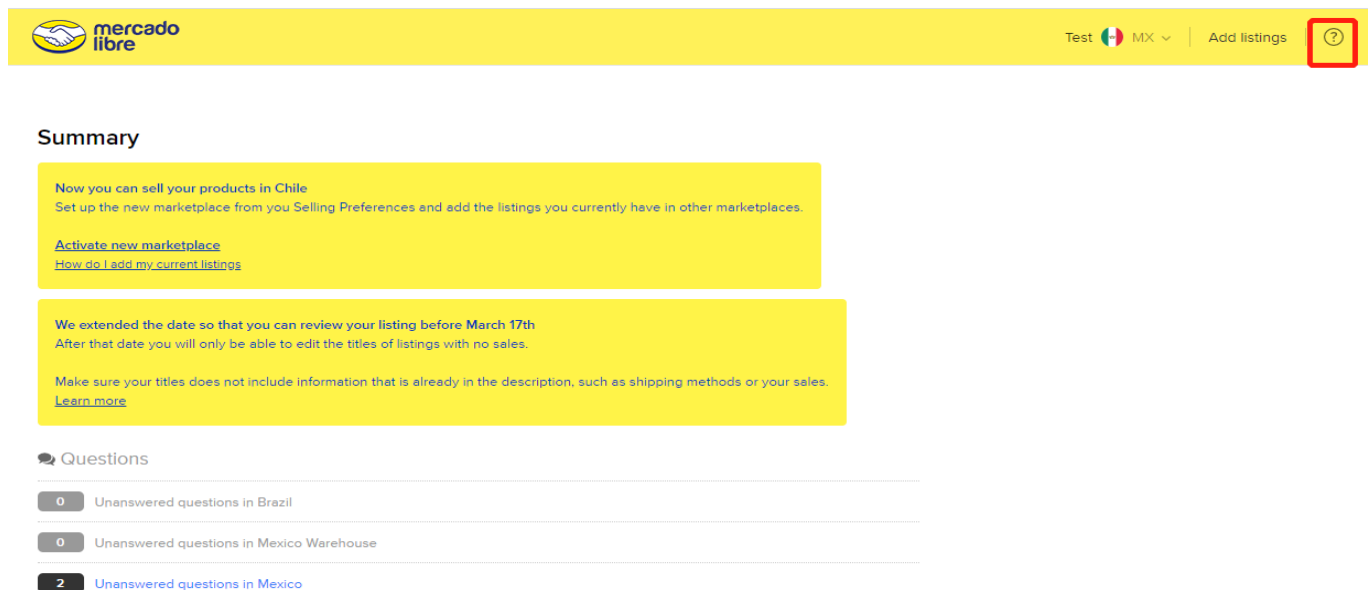
0 Unanswered questions in Brazil

0 Unanswered questions in Mexico Warehouse

2 Unanswered questions in Mexico

📦 Listings [Add Listings](#)

*如果运营时遇到问题怎么办？首先建议卖家先自行提help，点击**Summary 右上角的?**→选择
您想解决的问题的问题→填入有关问题的具体信息，如：SKU, 订单ID等并详细描述问题。



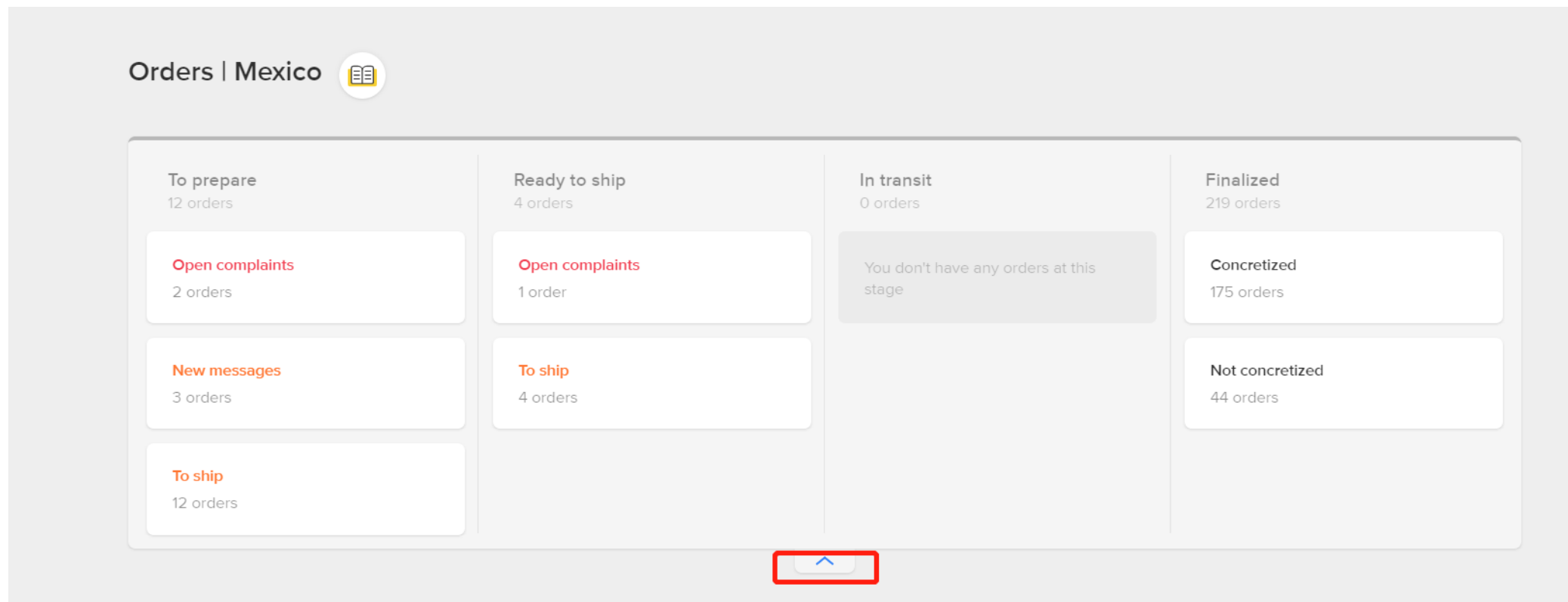
Orders订单

- 卖家每日需要注意：To prepare(还未打印面单的订单)，Ready to ship(还未发货的订单)
- 而In transit(未签收的订单) 和Finalized(已经完结的订单) 主要需要注意物流是否正常，以避免纠纷。

The screenshot displays the Mercado Libre seller interface for Mexico. The top navigation bar is yellow with the Mercado Libre logo and links for 'Test', 'MX', 'Add listings', and a help icon. The left sidebar contains a menu with 'My account', 'Summary', 'Orders', 'Questions', 'Listings management', 'Reputation', 'Payment reports', 'Seller learning center', and 'Settings'. The main content area is titled 'Orders | Mexico' and features a summary of orders by status: 'To prepare' (12 orders), 'Ready to ship' (4 orders), 'In transit' (0 orders), and 'Finalized' (219 orders). Below this, there are filters and a search bar. The 'Printed label' section shows a list of orders with details like 'Test Item - Title In English - For Ppl Tests', price in USD and MXN, and quantity. It includes a 'Print label again' button and a 'View complaint' link. The 'Label ready to print' section shows a similar list of orders with a 'Print label' button and a 'View messages' link.


Orders订单


卖家点击下图的下拉键，可以看到每个状态下的订单，有哪些待处理事项（需要及时处理，否则会影响店铺信誉）




Orders订单

- Download Orders Excel File: 可以下载账号的订单报表
- Filter and sort: 可以精确筛选订单

Orders | Mexico 


To prepare
12 orders 

Ready to ship
4 orders 

In transit
0 orders

Finalized
219 orders

可以单击Filter and sort或者搜索框精确筛选订单

Filter and sort |  Search by SKU or #


242 orders | Mexico


Download Orders Excel File

Printed label

Hand the package to CBT México within the next 24 business hours.

[Print label again](#)

 Test Test
TESTY0DT2NRL
[View complaint](#)

	Test Item - Title In English - For Ppi Tests Dhl	U\$S 89.90 MXN \$1,788.13	1 u.
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Orders订单

点击订单右侧三个点：View detail(查看订单详情，可以看到卖家信息，及整个订单费用组成)，Cancel order(取消订单)，Print invoice(打印发票)，View messages(售后消息)。

Orders | Mexico

To prepare
12 orders

Ready to ship
4 orders

In transit
0 orders

Finalized
219 orders

Filter and sort

Search by SKU or #

242 orders | Mexico

Download Orders Excel File

Printed label

Hand the package to CBT México within the next 24 business hours.

Print label again

Test Item - Title In English - For Ppi Tests
Dhl

U\$S 89.90
MXN \$1,788.13

1 u.

Test Test
TESTY0DT2NRL

View details

Cancel order

Print Invoice

View messages

Add stock

Printed label

Hand the package to CBT México within the next 24 business hours.



Print label again

Test Test
TETE3237647

View messages

Orders订单

- 线上物流：点击Print label可以直接打印面单（打印面单后贴在产品上发送至线上物流商就可以了，平台会自动提供物流跟踪信息给到卖/买家）
- 其他物流方式，请看下一页

Test  MX [Add listings](#) [?](#)

Orders | Mexico

To prepare
11 orders

Ready to ship
5 orders

In transit
0 orders

Finalized
219 orders


242 orders | Mexico

[Download Orders Excel File](#)

Printed label
Hand the package to CBT México within the next 24 business hours.

[Print label again](#)

Test Test
TESTY0DT2NRL
[View complaint](#)



Test Item - Title In English - For Ppi Tests
Dhl

U\$S 89.90
MXN \$1,788.13

1 u.

Orders订单

线下物流： 点击Add shipment details添加订单的物流信息， 并填写以下信息： Tracking ID物流单号， Carrier物流商， Tracking URL物流跟踪链接。

Pending delivery


Send the package and add the tracking information before the next 72 business hours.

Add shipment details

MA

Marcelo Alexsander AMENRA

View messages

	I9000 Tws Bluetooth Earphone Airpod	U\$S 25 BRL R\$110,48	1 u.	Cor: Branco SKU TWS-I9000
---	-------------------------------------	--------------------------	------	------------------------------

Add shipment details

×

Address

Avenida Ministro Ivan Lins 460

Tracking ID

物流单号

Carrier (required)

物流商

Tracking URL

物流链接

Save

Cancel

Listings management 产品管理

分为Listings和Advertise campaign两块（墨西哥海外仓站点另有Created shipments Full 和 Created pickups Full）

Listings: 点击产品右边的三个点，可以修改，查看产品前台界面，暂停出售，将该产品上传到其他站点。

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Test MX (Warehouse) Add listings

Listings Warehouse | Mexico

原价产品 折扣产品

Listing待优化的提示，需要尽量完成

3 With product specifications to review Recover your exposure by completing them in...

1 With Basic Quality Review the objectives to improve!

3 With incomplete characteristics Add a color or other details for your products.

Filter and sort Search by SKU or #

147 listings | Mexico Bulk edit

此处可以精确筛选查找listing

批量编辑listing

	#721483558 SKU 129euidw01eiwjd081ij2ewu90di1 Artículo De Prueba De 3pl - Con Sku 63 visits 15 orders	\$ 300.50	74 u.	Active · Losing exposure Complete the datasheet correctly and regain exposure. Complete datasheet
	#720498252 SKU 129euidw01eiwjd081ij2ewu90di1 Artículo De Prueba De 3pl - Con Sku 0 visits 0 orders	\$ 300.20	100 u.	Active · Losing exposure Complete the datasheet correctly and regain exposure. Complete datasheet

Listings（海外仓站点）如何发货到海外仓？

首先切换至MX(full)站点→点击Listing management里面的Stock management Full→选择需要发海外仓的listing→Create shipment

The screenshot shows the Mercado Libre interface for managing listings in Mexico. The top navigation bar is yellow with the Mercado Libre logo and a dropdown menu for the country, currently set to 'MX (Full)'. A red box highlights this dropdown with the label '切换站点' (Switch site). Below the navigation bar, a red banner indicates that the user is impersonated. The main content area is titled 'Listings Full | Mexico' and has tabs for 'General', 'Discounts', and 'Stock management Full'. The 'Stock management Full' tab is active. Below the tabs, there are four cards showing different stock statuses: '10 With stock stored not for sale', '66 Ready to ship with Mercado Envios Full', '11 Out of stock', and '32 With low stock'. Below these cards, there is a search bar and a filter button. A red arrow points to the '50 selected' button, with the label '可以批量/单独选择需要发海外仓的listing' (Can batch/individually select listings to be shipped to overseas warehouse). Below the search bar, there is a table of listings. The first row shows a listing with a checkmark in the selection column, a thumbnail image, the title '#719576862 | ML Code: LCVK71634 | SKU: 445125701', and the stock status 'There is a good stock level'. A red arrow points to the checkmark in the selection column. Below the table, there is a 'Create shipment' button, which is highlighted with a red box and the label '创建shipment' (Create shipment). To the right of the 'Create shipment' button, there is a 'More actions' dropdown menu and a 'Create shipment from Excel' button.

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MX (Full) Add listings ?

切换站点

Este usuario esta impersonalizado, por lo que algunas acciones podrian no funcionar. Habilitar acciones

Listings Full | Mexico Add listings

General Discounts Stock management Full I need help

10 With stock stored not for sale Remove it or offer Mercado Envios Full.

66 Ready to ship with Mercado Envios Full Make a shipment to be able to sell.

11 Out of stock Send units to sell again.

32 With low stock Send more units to avoid losing sales.

Shipments and Stock Control Filter Search by # or title 4 applied filters results 181

50 selected See selection

Create shipment More actions Create shipment from Excel

可以批量/单独选择需要发海外仓的listing

#719576862 | ML Code: LCVK71634 | SKU: 445125701

0 1 26 There is a good stock level You can still send 173 units.

Listings（海外仓站点）如何发货到海外仓？

填写需要发往海外仓的产品数量→请核对每个产品的UPC是否正确→打印产品标签（选择Laser和适当的标签尺寸）

Add how many units you will send

Tell us how many of each product you will send.

[Add product](#)

PRODUCTS	UNITS
Listing: #762845557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco	<input type="text"/> ×
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	<input type="text"/> ×
Listing: #763065045 10pcs Sumergido Lápiz Tiro Blónico Cebo De Pesca Cebo	<input type="text"/> ×
Listing: #763066924 Esfigmomanómetro De Brazo De Viaje De Estetoscopio De Sangr	<input type="text"/> ×

4 products [Download product list](#) Total units: 0

[Save and continue later](#) [Continue](#)

然后点击Continue

Review the universal codes of the products you will send

The universal codes are already informed for the products you're sending. Also review if any of them changed by comparing the codes you informed with the ones printed on the products.

PRODUCT	UNIVERSAL PRODUCT CODE
Listing: #762845557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco	795749053287
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris	795749053294
Listing: #763065045 10pcs Sumergido Lápiz Tiro Blónico Cebo De Pesca Cebo	795749053324
Listing: #763066924 Esfigmomanómetro De Brazo De Viaje De Estetoscopio De Sangr	795749053317

4 products

[Save and continue later](#) [Continue](#)

请核对每个产品的UPC是否正确

We recommend that you label your products

We can identify your products with the universal codes you informed. But if you attach a label on them, we'll put them up for sale faster.

PRODUCTS	UNIVERSAL CODE	TAGS
Listing: #762845557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco 30 labels	GTIN: 795749053287	Print
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris 30 labels	GTIN: 795749053294	Print
Listing: #763065045 10pcs Sumergido Lápiz Tiro Blónico Cebo De Pesca Cebo 30 labels	GTIN: 795749053324	Print
Listing: #763066924 Esfigmomanómetro De Brazo De Viaje De Estetoscopio De Sangr 30 labels	GTIN: 795749053317	Print

4 products [Print All](#)

[Save and continue later](#) [Continue](#)

点击Printer All后
点击Continue

We recommend that you label your products

We can identify your products with the universal codes you informed. But if you attach a label on them, we'll put them up for sale faster.

PRODUCTS	UNIVERSAL CODE	TAGS
Listing: #762845557 G-shock Ga-110gw-7a - Reloj De Pulsera Para Hombre Blanco Blanco Blanco 30 labels	GTIN: 795749053287	Print
Listing: #762841284 G-shock Ana-digi Ga-100cf-8a - Reloj De Pulsera Para Hombre Gris Gris Gris 30 labels	GTIN: 795749053294	Print
Listing: #763065045 10pcs Sumergido Lápiz Tiro Blónico Cebo De Pesca Cebo 30 labels	GTIN: 795749053324	Print
Listing: #763066924 Esfigmomanómetro De Brazo De Viaje De Estetoscopio De Sangr 30 labels	GTIN: 795749053317	Print

4 products [Print All](#)

[Save and continue later](#) [Continue](#)

You'll print 120 Product Labels

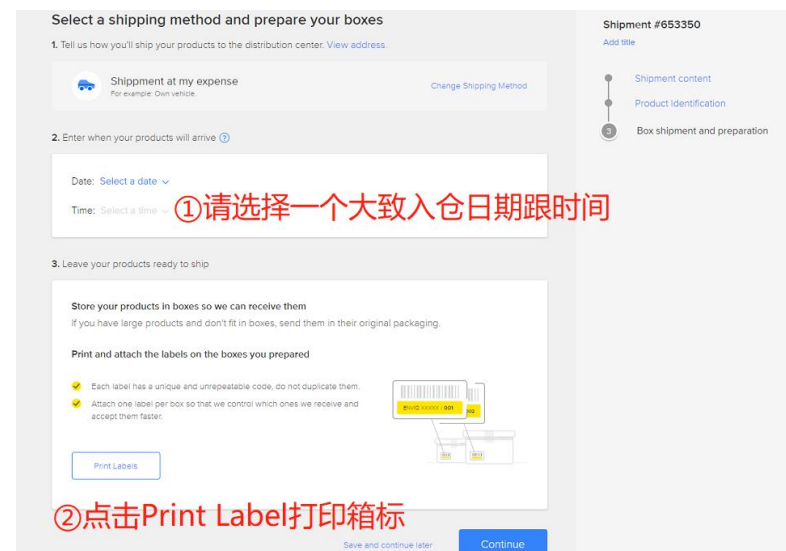
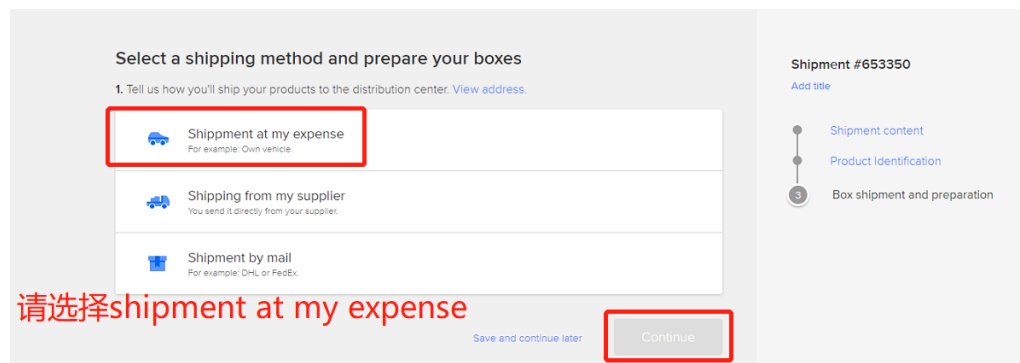
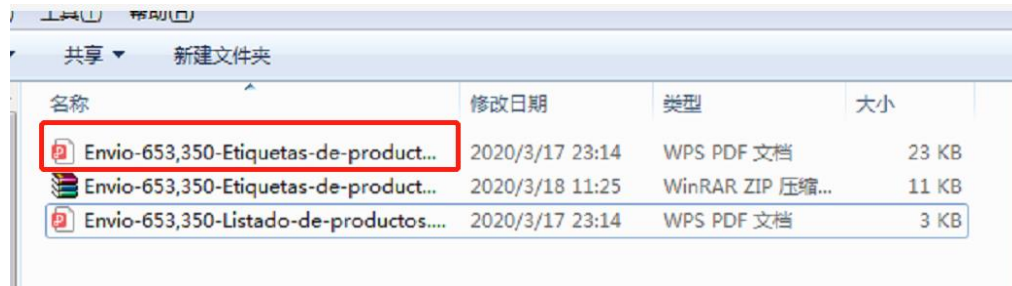
Print mode:

Type of printer: [Laser](#) Label sizes: [8x5cm | 10 labels on A4 sheet](#)

[Print Labels](#)

Listings（海外仓站点） 如何发货到海外仓？

得到一个压缩包（只需将产品标签打印出来）→请核对每个产品的UPC是否正确→选择头程发货方式（请选择shipment at my expense）→选择一个入仓日期跟时间→点击print label打印箱标



Listings（海外仓站点） 如何发货到海外仓？

设置箱标并点击continue→最后填写箱数并点击confirm shipment→打印入仓授权书（入仓授权书需要发货时交给头程物流商）→点击print label打印箱标

The screenshot shows a shipping setup interface with a modal titled "How many labels do you need?". The modal contains fields for "Number of labels" (with a red "箱数" label) and "Boxes to be labeled" (with a red "标签尺寸" label). It also has a "Print mode" dropdown set to "Laser" and a "Print Labels" button. The background interface shows steps for shipping setup, including "Shipment at my expense", "Enter when your products will arrive", and "Leave your products ready to ship".



The screenshot shows a shipment details page for shipment #653350. It includes sections for "Shipment content" (4 products, 120 units), "Product identification" (You identified all your products with labels, we will put them up for sale faster!), and "Box shipment and preparation" (Shipment at my expense, Arrives on Thursday, April 2, 3:00 pm hs., 2 printed labels). There are "Edit" buttons for each section.

Confirm how many boxes you will send:
填写箱数

We'll use this data to check if we received all your boxes.

We will issue the entry authorization when you confirm the shipment.

Confirm shipment

Save and confirm later

The screenshot shows a green screen with the text "Done! Now you can send your boxes to the distribution center" and "打印入仓授权书". A modal titled "Print the Entry Authorization" is overlaid, with a red arrow pointing to the "Print authorization" button. The modal text says "You must present it at the entrance of the distribution center." and includes a "Go to Shipment Details" link. Below the modal, there is a note: "We'll start to manage your shipments as soon as we receive your stock. In the meantime, you'll continue to ship your sales as usual."






Advertise campaign

目前需要找您的客户经理申请开广告

Reputation店铺信誉

店铺信誉对Mercado Libre账号来说是非常重要的，它会影响你的店铺曝光，及转化率，所以请保持店铺信誉为绿色！

1. 及时回复买家消息 2. 及时处理订单并保证投递率 3. 及时解决并关闭纠纷


Test  MX [Add listings](#) 

Reputation | México

As of today, your reputation as a seller is red:

实时的店铺信誉
请保持店铺信誉为绿色


To be green you need:



2058 **请注意这里的提示**
new sales without complaints from your buyers

Follow our tips to avoid new complaints:

- Wrap your packages neatly and safely. [Choose the packaging](#) that best suits your products.
- [Describe your product in detail](#) so your buyer knows exactly what you are selling. Complete the datasheet, [include good photos](#) and add additional information in the description.




325
new successful sales
Avoid canceling your sales to meet this variable.

These values may change if you receive new sales, and/or at the beginning of each month.

以下是导致店铺信誉下降的原因，请尽量避免

Why is my reputation color red?

Quality of your customer service

 You don't offer good customer service
You received 46 sales with complaints, which represent 19% of the total. Make sure to lower it to 2%.

How is this 19% made up?

- 82.22% the product is defective
- 17.78% the product is different than agreed

Delivery time to the mail

Canceled sales

Number of sales

Selling learning center卖家学习中心

卖家可以点击**Selling learning center**可以了解到有关Global selling和平台的相关操作信息。

Selling learning center链接：

https://sellers.mercadolibre.com/?utm_source=mercadolibre&utm_medium=referral&utm_campaign=globalselling&utm_content=main_menu

Welcome to
Seller Learning Center

Find everything you need to know to expand
internationally.

Start selling in Latin America.



Settings账号设置

Settings分为三个My details, Selling preferences, Changed passwords三块。

1. My details: 卖家可以在这里查看到账户信息
2. Selling preferences: 卖家可以在这里添加站点, 修改收款方式, 设置子账号等
3. Changed passwords: 卖家可以点击这里进行账户密码修改