Learn To Sell on eBay The Right Way!

Home Based Business

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Paul on eBay - http://www.ebay.com/usr/papollonia

Paul ebay store Pauls Discount Store http://stores.ebay.com/paulsdiscountstore

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Tell me about yourself? What do you want to get out of this class?



Resources <u>NCSmallBusinessTraining.com</u>





Raleigh e-Commerce & eBay Sellers Meetup Group

Day & Time: Second Thursday of the month 6pm 8pm

Place: Panera Bread 6201 Glenwood Ave Raleigh NC

Price: \$5

www.meetup.com/Raleigh-eBay-Users-Group/

About YOU!

- Who are you?
- What is your experience of eBay?
- What do you want to get out of this class?
- Your initials.

No Cross talking in the classroom write notes.

Fundamentals of eBay – what we will cover

- What is eBay?
- Signing up and what you see.
- How do you buy?
- What is Paypal?
- How do you Sell?
- Rating / feedback system.
- How to take pictures.. backgrounds.. etc.
- 1st we will go over buying, then selling, then we will go live to post an item.

The big picture of eBay

- Look up your item in completed listings
- Photo your item
- Box your item (collected)
- List your item
- Sell your item
- Ship it
 - Use Paypal & Parcel tracking
- Give feedback after receive

From completed listing learn:

- •Current selling price
- •Shipping price
- •Description and text to use
- •Categories to use
- •And What sells best!

Where do you get stuff to sell on eBay?

- Your Attic, Closets, Garage, Storage Unit
- Average person has at least \$3000 worth of unwanted items
- Items you look at everyday

Sell only Items you have Zero attachment too!!

- Garage, Estate, Yard sales
- Flea Markets
- Refining hobbies



Objectives

Upon completion of *this Class* you will be able to:

- Describe the features that ensure eBay is a safe and secure online environment.
- Explain how to determine the current market value of an item on eBay.
- Distinguish characteristics of an effective eBay listing.
- Create a listing for an item that incorporates eBay seller best practices.
- Develop a personal action plan for selling on eBay.

eBay Essentials

eBay is...

- A people's market that contains anything you can imagine.
- A revolutionary new way to buy and sell.
- A place where trust, honesty, and efficiency are rewarded.

Join the **25 million ++ members** that currently sell on eBay worldwide today!

eBay: The Safe Place Sell and Buy.

- eBay Core Values
 - "People are basically good."
- Safe Trading
 - Industry-leading protection programs
- eBay Trust and Safety
 - Proactively monitors listings and activity
 - Consists of over 1,000 dedicated representatives working around the clock
 - Works with U.S. and global law enforcement and the eBay Community

eBay: Is safe.



(a)



eBay Buyer Protection

eBay will cover your purchase price plus original shipping.

Detailed seller ratings	(last 12 months)	?
Criteria	Average rating	Number of ratings
Item as described	*****	16698
Communication	*****	16655
Shipping time	*****	16666
Shipping and handling char	aes 🛨 🛨 🛨 🛨	18451

My eBay	Sell	Community	Customer Suppor
			Learning center
	All Categ	ories	Resolution center
			eBay university

Feedback Your eBay reputation

eBay Buyer Protection Program Full coverage for all eBay purchases

Seller Protection

Against fraudulent chargebacks and claims of non-receipt

Resolution Center resolutioncenter.ebay.com (in the Customer Support menu)

Sellers Protection Center



Seller Protection Center: pages.ebay.com/sellerprotection

Detailed seller ratings requirements:

- Avoid getting 1s and 2s.
- Excessive 1s and 2s lead to selling restrictions.



Find more information at:

pages.ebay.com/help/policies/seller-non-performance.html

eBay Safety Tips

Sellers

- Ship only after payment.
- Obtain tracking numbers or delivery confirmation for all parcels.
- Document all eBay sales (receipts, proof of delivery, etc.).

Buyers

- Always check seller feedback.
- Always use approved electronic payment methods.

Everyone

- Keep passwords complex and unique (numerals and letters).
- <u>Never</u> provide your password or other personal information in an email! Report suspicious emails to spoof@ebay.com.
- Never buy or sell an eBay item offline (except payment on pickup).
- Use My Messages (in My eBay) for all eBay correspondence.

Become an eBay Seller

- 1. Go to www.ebay.com.
- 2. Click **register**.
- 3. Create user ID/password.
- 4. Enter information.
- 5. Check email for confirmation.

	Hi! Sign in o register	Daily Deals	
0	ebay	Browse by category -	
-	Motors	>	
	Fashion	>	
. 👝 🗱	Electronics	2	

Becoming a eBay Seller

- 1. Sign-in to My eBay.
- 2. Under Account, click Personal Information.



My eBay: Personal Information

3. Click Update your automatic payment method.

Sign-in	Personal Information	Account Information	Malassa ha Bau
· Sign in,	Preferences	Account type	vveicome to eBay
financesori	= Feedback	User ID	
r necessary.	= Subscriptions	Password	Sign in to your account
	Item counts delayed. Refresh	Secret question	Back for more fun? Sign in now to buy, bid and sell, or to manage your account.
		About Me page	
		Email and Contact Information	User ID I forgot my user ID
		Registered email address	Password
		Registered name and address	
			Sign in
		Mobile phone number for SMS alerts	Sign in Sign i
		Mobile phone number for SMS alerts Instant Messenger IM alert provider	Sign in Sign i
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information	Keep me signed in for today. Don't check this box if you're at a public or shared comp
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information	Keep me signed in for today. Don't check this box if you're at a public or shared comp
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information Update your <u>automatic payment witho</u> You can make a <u>one-time payment using</u>	Sign in. Keep me signed in for today. Don't check this box if you're at a public or shared comp Note SayPal or another payment method.
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information Update your <u>automatic payment</u> witho You can make a <u>one-time payment</u> using & eBay Giving Works Donation Payment	Keep me signed in for today. Don't check this box if you're at a public or shared comp
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information Update your <u>automatic payment</u> witho You can make a <u>one-time payment</u> using & eBay Giving Works Donation Paym Please select a payment method for your p payment method will be deleted. At any time	Sign in. Keep me signed in for today. Don't check this box if you're at a public or shared comp www. Keep me signed in for today. Don't check this box if you're at a public or shared comp www. Source
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information Under your automatic payment witho You can make a <u>one-time payment using</u> & eBay Giving Works Donation Paym Please select a payment method for your g payment method will be deleted. At any tim Checking account	Sign in. Keep me signed in for today. Don't check this box if you're at a public or shared composition Keep me signed in for today. Don't check this box if you're at a public or shared composition approximation of the state
		Mobile phone number for SMS alerts Instant Messenger IM alert provider Financial Information Update your automatic payment witho You can make a <u>one-time payment using</u> & eBay Giving Works Donation Paymen Please select a payment method for your a payment method will be deleted. At any time Checking account Credit card	Sign in. Keep me signed in for today. Don't check this box if you're at a public or shared comp Keep me signed in for today. Don't check this box if you're at a public or shared comp average of the state of the

Create a Seller's Account

- 5. Choose how you plan to pay your eBay fees.
- 6. On the next page, click **Create a seller's account**.

asily pay yo	ır eBay Seller fees usi	ng PayPal, Dire	ct Debit or Credit Card.	
NEW NEWYS	5			
PayPal PayPal				
Direct Pag	yPal'		-	
Credit Car	VISA	DISCOVER BANK	1	
			1	
Payr	ai is a sate, convenier	it way to automa	atically pay your ebay seller	rtees.
	Set up Automatic	Payments	Cancel	

Please Create a Seller's Account



need to open a seller's account for identification purposes.

a seller's account charge. It's fast and easy.

About eBay | Announcements | Security Center | Policies | Site Map | Help

Select a Payment Method for Fees

7. Choose a payment method for your eBay fees; then click **Continue**.

{PayPal; Credit or debit card; Bank account}



Place a Credit/Debit Card on File

8. Enter your credit or debit card information; then click **Continue**.

Pay seller fees with a credit or debit card			Live help
Remember: You're only charged a fee when you list or sell your items. Yo else and you can always change your account details by visiting My eBay.	u'll receive a monthly invoice. Your	information is not shared with anyon	e
Don't want to put your credit or debit card? Use DVerify.			
Credit or debit card number	Cardholder name		
How eBay protects your account information.	Address on your monthly state	ement	
Expiration date			
Card identification number	City		
Where's my card ID number?	State	ZIP / Postal code	
Select your payment option:			
Ouse ban on to pay fees. Credit card will only be used to verify ide	ntity		
Continue			

Change Fee Payment Method

• *Change your fee payment method at any time.

Click My eBay > Account > Seller Account

Seller Account			
My Seller Account Summary			
Latest invoice amount: (<u>View invoices</u>) Credits, payments and refunds applied to latest invoice: <u>Show details</u> Total Amount: New activity not applied to invoice:			-US \$1.92 US \$0.00 -US \$1.92 US \$0.00
Balance:			-US \$1.92
View recent account activity, fees, credits, payments & refunds.			Learn more
eBay Seller Fees			
PayPal is a convenient option for paying your eBay seller fees.			
	Automatic PayPal Payments The simplest way to pay your seller fees.	Sign Up Today	
Automatic payment method None			Change
Backup payment method None			
Update your <u>automatic payment method</u> .			
You can make a <u>one-time payment</u> using PayPal or another payment	method.		
Download Files			Edit Download Preferences

What is PayPal?

- Secure, trusted online payment service
 - Only requirement is a valid email address.
 - One of the *most trusted* online payment services.
 - More than 110 million active accounts worldwide.
- Part of the eBay team
 - Integrates seamlessly into eBay listings.
 - Buyer simply clicks





Why use PayPal?

• Fast

• Receive and send money quickly.

• Easy

- Accept payments from credit cards.
- Increase volume of sales.
- Satisfy the **Safe Payment** requirement.

• Secure

- Keeps financial information secure.
- Uses strongest encryption commercially available.
- Helps protect from fraudulent transactions.

Register on PayPal

1. Click Sign Up.



More about buying

More about selling

More about transferring

Select Account Type

2. Determine if you need a personal or business account; Click Get Started.

PayPal	
Sign up for PayPal	Secure 🔒
/our country or region United States	
four language	
	Already have a PayPal account? Upgrade now.
PayPal for personal use	PayPal for business and nonprofits
Get a personal account for personal use.	Get a business account for use by businesses and nonprofit organizations.
Get Started	Get Started

Note: If you plan to sell on eBay and offer PayPal, your PayPal account must accept all forms of payment, including credit card.

Therefore, you must have a business PayPal account or be willing to upgrade from a personal PayPal account to a business account if you receive a credit card payment.

Enter your Information

3. Complete the registration form and enter credit card and bank account information.



Confirm Your Email Address

4. Activate your PayPal account by confirming your email address.

Subj: Activate Your PayPal Account!	
From: <u>service@paypal.com</u> To:	
Sent from the Internet (Details)	
PayPal ^{The way to send and} receive money online	
You're almost done signing up!	Protect Your Account Info
Dear Jason,	Make sure you never provide your password to fraudulent websites.
Congratulations! You've just created a PayPal account.	To safely and securely access the
But you're not done yet!	PayPal website or your account, open up a new web browser (e.g.
You must click the link below and enter your password	type in the PayPal URL
on the following page to confirm your email address.	(https://www.paypal.com/) to be sure you are on the real PayPal site
Click here to activate your account	PayPal will never ask you to enter your password in an email.
You can also confirm your email address by logging into your PayPal account at <u>https://www.paypal.com/us/</u> . Click on the "Confirm email" link in the Activate Account box and then enter this confirmation number: 1019-0325- 2449-1286-0640	For more information on protecting yourself from fraud, please review our Security Tips at

Link PayPal and eBay Accounts

- 5. Go to My eBay > Account > PayPal Account.
- 6. Click the Link My PayPal Account button.

Home > My eBay > My Account	> PayP	al Account		
Му еВау 📥	(32 😭)		
Activity Messag	es	Account		
My eBay Views	Y	Summary Personal Information	nation P	
My Account Personal Information Addresses Communication Preferences Site Preferences Feedback PayPal Account Donation Account Subscriptions	Ne Pa bu a :	Addresses Communication Preferences Site Preferences Feedback Donation Account Resolution Contor PayPal Account	ife and easy. As a ckout and allows you to pay dit card information.	Already have a PayPal account? Link your existing PayPal account to save time when you buy and sell items. To make things even easier, linking your PayPal account adds your PayPal addresses to your eBay address book
Resolution Center		Subscriptions	r way to pay. credit card, bank account or cash	h balance. Learn more.

Teaching New Sellers about eBay Selling Limits and Payment Holds

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How to handle these Limits.

- This is something they started several years.
- Think of as a Probationary period.
- The first 90 days you can list 10 items earning up to \$1000 per month.
- Get your 10 items list ASAP.
- Make sure your seller performance is spot on! Shipping on time, Good Feedback.
- Every 30 days call ebay and If you are in good standings, they should increase you.
- Just do what they want you to do.
- Use this as a learning experience.
- Before you know it, you will have the limitations lifted.

Why Oh Why is ebay doing this!!

• To reduce Fraud

- Make sure sellers can fulfill their orders
- Make sure sellers are growing at the right pace.
- Just suck it up and follow the rules and it will be over before you know it.

What are the ebay Limit.

- Money Hold: Is held until the buyer gets their item or left Positive feedback.
- Category Limits: They may limit you on selling a certain number of items in a category or block you from a category.
- Product Limits: The number of one product.

Ebay keep a very close watch on your limits.
 As you are approaching your limits ebay will display a message
 Stating you are getting close or you have reached your limit.

- Ship your items in a timely manner, ship within 24 hours after payment has cleared.
- Max out your listing each month, they will not increase you id you have 1 item listed.
- Communicate with your clients. Send them updates on item has shipped. Upload tracking number. Track the item, Once it is delivered Ask if they got their item.
- Don't sell JUNK or untested or broken items yet. You can do that after this period.
- Take GREAT PHOTOS.
- Pack the item with care, Think like a the buyer. How would you want to receive this item.
- Keep the description short and sweet, but put in every detail the buyer needs to know. Size, color, dimensions, and wear or scratches.
- Patience. Learn to be patient, this is a great opportunity for you to take the time and learn as much as possible. So when you limits are lifted, you will be ready to go.
- Keep listing items. If you have an account with no listing ebay will put the limits back on the account.
- Achieve eBay Top-Rated Seller, Above Standard, or Standard status.
- Offer an Expedited shipping option (package delivered in 1-3 business days).
- **Specify 1-day handling time** and always ship within 1 business day of receiving the order.
- Pay postage and **print shipping labels on eBay**

• Questions?

eBay Listing Policies

Prohibited Items on eBay

No live animals	For example, puppies
Recalled products	For example, lawn darts
Trademark infringing items	For example, replica designer handbags

Stay informed! Before you list an item, click **Customer Support** and search for **Rules and Policies**.

Or go to:

pages.ebay.com/help/sell/questions/what-rules-selling-items.html

Researching Completed Listings

- 1. Click Advanced.
- 2. Enter keywords.
- 3. Check **Completed listings** box.
- 4. Click Search.



Matching Completed LIstings



Results page shows:

- a. Number of bids
- Final price (in green)
 If price is red or black, the item was not sold
- c. Shipping cost

on
eBay

Research	Comparison Points:			
on eBay	1	Title	Which keywords garner the most bids?	
	~	Starting price	Low, reasonable, or high?	
	1	Description	How much information is provided?	
	1	Photos	High or poor quality? No photos?	
	1	Selling format	Auction, Buy It Now, or Fixed Price? Reserve?	
	1	Number of bids	Few, many, or none?	
	1	Payment options	Which safe payment options?	
	1	Shipping/handling fees	Fixed or calculated?	
	1	Return/refund policy	Terms?	
	1	Category/subcategory	Was the item properly categorized?	
	1	Hit counter	How many hits?	

Calculate Listing and Selling Fees

The four basic fees for listing and selling on eBay are:

- 1. **Insertion Fees**: To list an item
- 2. Listing Upgrade Fees: Optional fees you pay to promote your listing
- 3. Final Value Fees: Commission based on final sale price
- 4. **PayPal Fees**: For collecting payment through PayPal

1. Insertion Fees \$0.30 per item after 1st 50

New everyday simplified rate plans bring **FREE** listings for all sellers.

As of **April 16, 2013**: Under the Standard fees, sellers can list items using either Auction-Style or Fixed Price formats **for free**—for their first 50 listings per month*.

• Sellers can also add Buy It Now for free to Auction-Style listings

As of **May 1, 2013**: eBay Stores subscriptions will also offer **free** listings each month^{*}.

- 150 free listings per month with a Basic Store subscription
- 500 free listings per month with a Premium Store subscription
- 2500 free listings per month with an Anchor Store subscription

*Pay no insertion fees for your first 50 listings per calendar month (or allotted free listings corresponding to your Store Subscription level). Optional fees, including advanced listing upgrades and supplemental service fees, still apply. Listings in Motor Vehicles, Real Estate, Heavy Equipment, Concession Trailers & Carts, Imaging & Aesthetics Equipment, and Commercial Printing Presses are excluded.

2. Listing Upgrade Fees - Optional

- Value Pack
- Gallery Plus
- Listing Designer
- Subtitle
- Bold
- Scheduled listings (FREE as of 4/16/13)
- List in 2 categories
- Best Offer (**FREE** under Standard fees as of 4/16/13)

For current fees, go to: pages.ebay.com/help/sell/fees.html

3. Final Value Fees - 10% total sales amount Max \$750

For current fees, go to: pages.ebay.com/help/sell/fees.html

4. PayPal Fees

PayPal fees mainly apply to sellers and are netted from a buyer's payment instead of invoiced monthly as they are on eBay.

To find the latest fees, go to www.paypal.com/us/webapps/mpp/paypal-fees.

Sales within the U.S.	2.9% plus \$0.30 per transaction		
International sales	3.9% transaction fee, plus a fixed fee based on currency received		
PayPal Here™ card reader	2.7% when you swipe a card3.5% plus \$0.15 per transaction when you type in a card number		

eBay Fee Chart

NEW EVERYDAY RATE PLANS	Subscription Fee (Subscriptions auto-renew)		Free Listings ^s	Additional Listings ⁵ (After your monthly free listings, charges per listing)		Final Value Fees ⁵ (Maximum fee \$250, with percentages based on the
	Monthly	Per month, with yearly subscription	No insertion fees (Auction-style or fixed price)	Auction-style	Fixed price [‡]	total amount of the sale) Top Rated Plus listings get a 20% discount
Standard Fees ^A (no eBay Stores subscription)	N/A	N/A	Up to 50 FREE listings per month	30¢	30¢	10%
eBay Stores^						
Basic Store	\$19.95	\$15.95	Up to 150 FREE listings per month	25¢	20¢	 4% Computers/ Tablets & Networking, Video Game Consoles 6% Consumer Electronics and Cameras & Photo 7% Musical Instruments & Gear Coins & Paper Money 8% Motors Parts & Accessories 9% Clothing, Shoes & Accessories Collectibles Home & Garden Camera & Photo Accessories Cell Phone Accessories
Premium Store	\$59.95	\$49.95	Up to 500 FREE listings per month	15¢	10¢	
Anchor Store	\$199.95	\$179.95	Up to 2500 FREE listings per month	10¢	5¢	
[‡] If you list in Books, DVDs	& Movies, Music	: & Video Games ad	ditional listing fee	is only 5¢ for fixed	price.	All Other Categories
^A The standard fees are effective April 16, 2013 and eBay Stores fees are effective May 1, 2013. Fees are subject to change. eBay Stores subscriptions automatically renew until cancelled.						See www.ebay.com/price-compare
5 Pay no insertion fees for allotter fees, and final value fees still app	d free listings per cale ly. Motors Vehicles, R	ndar month. Optional fe eal Estate, Heavy Equip	es, including advanced ment, Concession Traile	listing upgrades and sup rs & Carts, Imaging & A	plemental service esthetics	

To find current fees, go to: pages.ebay.com/help/sell/seller-fees.html.

Helpful Tool to Calculate Fees

- Your best to use the tools within eBay.
- They are the most up to date.

Fee Illustrator www.ebay.com/feeillustrator

To help you find out which Store can best fit your needs, enter your selling activity.

Fee Calculator <u>www.ebay.com/feecalculator</u>

for insight into fees you'll pay for a specific listing.

Example of Total Fees - for non store owners

Starting price \$0.99

12 pictures

Final price \$52.00

Shipping cost \$8.00

Buyer paid total with Pay Pal \$60.00

→ Insertion Fee \$0.00

Pictures 12 are FREE

Total to list \$0.00

Final Value Fee 10% of \$60.00 \$6.00

PayPal Fee 2.9% + \$0.30 \$2.04

Total to sell \$8.04

Total to list and sell = \$8.04

Prepare a Listing that will SELL!!!

Take a few minutes

Clean your item.

BEFORE

AFTER





BEFORE

AFTER





Create a Title that Describes your item.

- Take advantage of the 80 characters.
- Include the Make. Model, Type, Numbers.
- Do Not Use " L@@K" or "WOW" and special characters

Create a Great Description.

• Keep it short and sweet.

Many buyer are buying via from their Mobile device and do not have time to do a lot of reading.

- Dimensions, Color, Materials, Age/Condition.
- Positive and friendly. Don't tell buyers what you will not do!!

Create Great Photos.

- Many sellers use their Smartphone or tablet.
- Use uncluttered solid background. Make your item POP!!
- No Flash!
- Use a tripod If you can afford it. Turn [Stabilization] ON.
- Fill the frame with your item
- Capture all angles, details, damage, etc of your item.
- Use a reference object (Can of soda, Coin) (Reference Object is not included)
- Check your results.

Learn more at the eBay Photo Center:

pages.ebay.com/sellerinformation/sellingresources/photocenter.html

eBay Pricing Formats.

- 1. Auction-Style 20% of ebay sales are Auction Style
 - a. Starting Bid
 - b. Reserve Price
 - c. Buy It Now (BIN)

2. Fixed Price or Buy It Now (BIN) Makes up 80% of eBay Sales Best offer Option.

Auction Style

You have to place a bid in order to win the item.

Ebay auctions are open to bids for 1,3,5,7 and 10 days.

When time is up the highest bidder wins.

You must place bid that is higher than the current bid.

If your bid wins!! YOU MUST BUY THE ITEM!!

Buy it Now option is available with Auctions. (Disappears after the first bid)

Lets walk through an illustrate on how the eBay bidding system works:

Start

Paul, the seller, lists a Shortwave radio for sale on eBay via auction, with a starting bid of \$1.00 and a duration of 5 days.

Day 1

Current bid: Minimum next bid: \$1.00

The first bid is from Martin, who bids \$10.00 even though the minimum is \$1.00. Since there are no other bidders, eBay bids the minimum of \$1.00 on Martin's behalf and changes the minimum for any new bids to \$1.25—the current bid of \$1.00 plus the increment of \$0.25.

Auction Style Example..

A Sample eBay Bidding Process

Day 2

Current bid: \$1.00; Minimum next bid: \$1.25; Max: Martin's, up to \$10.00.

The second bid is from Debbie, who bids \$1.25. Because Martin's \$10.00 maximum was higher, eBay immediately bids \$1.50 on Martin's behalf (\$1.25 plus one increment) and resets the minimum to \$1.75 (\$1.50 plus one increment).

Day 3

Current bid: \$1.50; Minimum next bid: \$1.75; Max: Martin, up to \$10.00. Debbie tries again, bidding \$1.75. Martin's maximum is still higher, so eBay immediately bids on his behalf again and adjusts the minimum accordingly.

Day 4

Current bid: \$2.00; Minimum next bid: \$2.25; Max: Martin, up to \$10.00. Frustrated, Debbie tries a fourth time, bidding \$16.50. This is higher than Martin's maximum, so eBay sets the current bid to \$10.50 (Martin's maximum plus one increment). Debbie is now the high bidder and eBay is bidding automatically on her behalf.

Day 5

Current bid: \$10.50; Minimum next bid: \$11.00; Max: Debbie, up to \$16.50. During the final moments of the auction, a new bidder named Barbara bids the minimum of \$11.00. eBay automatically bids on Debbie's behalf, outbidding Barbara by one increment at \$11.50.

The Listing Ends

Winning bid: \$11.50; Winner: Debbie.

The auction ends after exactly five days. Debbie is the highest bidder and wins, *not* for \$16.50 (her maximum bid), but for \$11.50 (one increment higher than her nearest competitor's bid). That's how much she sends Paul via PayPal, and she happily receives her Shortwave radio several days later.

In the example above, two bidders (Martin on two occasions and Barbara on one occasion) experienced the frustration of being *instantly* outbid by the high bidder because eBay was automatically bidding on their behalf.

On the other hand, Debbie is able to win the auction for \$11.50 rather than her high bid of \$16.50 thanks to the very same automatic bidding system.

The complications and confusion arise for three reasons:

- Automatic bidding is for everybody. eBay does automatic bidding not just for if you are the high bidder, but for all of your competitors as well.
- The current maximum is secret. None of the bidders actually know the maximum entered by the current high bidder. There is thus no way to know "how much is enough" to "just barely" outbid them.
- **Most people don't realize this.** Many bidders don't realize that eBay has (and always has had) this feature. eBay doesn't advertise it much, though it *is* described in eBay's help pages.

Here's another example:

- You're the first bidder on a listing where the starting price is \$8.50, and you place a maximum bid of \$20.00. Your opening bid will be \$8.50. When a second bidder places a bid of \$9.00, your bid is automatically raised to \$9.50.
- 2. If a third bidder comes in and bids \$20.01, that third bidder becomes the high bidder at \$20.01. Since \$20.01 is more than \$20.00, and is also more than your maximum bid, the third bidder becomes the winning bidder, unless you raise your bid or another bidder enters a higher maximum bid.

Auction Style Great example....

What determines the amount of the bid increment?

The incremental amount is determined based on the current high bid on the item.

Current price	Bid increment
\$ 0.01 - \$ 0.99	\$ 0.05
\$ 1.00 - \$ 4.99	\$ 0.25
\$ 5.00 - \$ 24.99	\$ 0.50
\$ 25.00 - \$ 99.99	\$ 1.00
\$ 100.00 - \$ 249.99	\$ 2.50
\$ 250.00 - \$ 499.99	\$ 5.00
\$ 500.00 - \$ 999.99	\$ 10.00
\$ 1000.00 - \$ 2499.99	\$ 25.00
\$ 2500.00 - \$ 4999.99	\$ 50.00
\$ 5000.00 and up	\$ 100.00

Buy it now or Fixed Priced Listings.

To purchase a Buy It Now item:

- 1. Look for items with a Buy It Now price by clicking the Buy It Now tab on search results or browse pages.
- 2. Check the Buy It Now price of the item. This is the price you'll pay for the item. Be sure to check the shipping cost and any additional costs that might be listed in the item description to determine the total cost for the item.
- 3. To purchase the item immediately, click the Buy It Now button in the listing. To put the item in your eBay shopping cart to purchase later, click the Add to cart button.
- 4. Important: Items in your eBay shopping cart are still available to other buyers until you pay for them.
- 5. On the next page, click the Proceed to checkout button.
- 6. Review your purchase information, and then click the Confirm and pay button.

Establishing a Pricing Strategy

First and foremost, a pricing strategy is based on your research!

To establish your pricing, consider these other factors:

Low Starting Price

- Encourages bidding.
- Possible low selling price.

High Starting Price

- Protects seller.
- May discourage bidding.

Auction-Style with Buy It Now



- Attracts a variety of buyers.
- Ability for a quick sale.

Fixed Price

- Best for multiple items.
- Can help sell an item faster.
- Ability to accept "Best Offer."

Packaging You Item

- Use a properly sized box.
- Fill packing material all around.
- Item should NOT touch box sides.
- Wrap single items in bubble wrap.
- Double-box delicate or fragile items (small box "floats in larger box).
- Weight packed box and make note of the weight; Also note the dimensions of oversized boxes.

Get **FREE** USPS Priority Shipping boxes: ebaysupplies.usps.com

- Your packing supplies checklist:
 - □ Postal scale (analog or digital)
 - Boxes
 - Packing peanuts
 - □ Bubble wrap (big and little bubbles)
 - Clear packing tape
 - Labels



The eBay Shipping Center

www.ebay.com/shipping

Find information about:

- Packing items properly.
- Using the eBay shipping calculator.
- Printing shipping labels with PayPal.
- Shipping internationally.
- Tracking packages.
- Limits on shipping and handling charges in certain categories.



Now let's list an item!!!

LIVE DEMO!!!!
Congratulations! Your Item Sold!!

• You will get the following.

eBay Message, and a email, telling you your item sold.

How Do eBay Buyers Pay?

- Safe Payment Options
 - Direct credit or debit card payment via a merchant credit card account
 - PayPal
 - ProPay, Moneybookers, Paymate
 - Payment on pick-up
- PayPal
 - Integrated into eBay listings
 - Receive payment electronically
 - Funded from one of three sources:
 - PayPal balance
 - Bank account balance
 - Credit or debit card

Funds Availability

- New sellers may see funds in their PayPal accounts as pending.
- You are considered a **new seller** until:



Get Paid Faster!!!

New sellers who deliver great service earn fast payments.

Upload tracking information	Mark the item as shipped (but don't upload tracking)	No shipping information provided to eBay
 Funds available 3 days after delivery confirmation. 	 Funds available 7 days after latest estimated delivery date. 	 Funds available 21 days after the buyer pays, if no disputes.

Funds to cover shipping available through eBay label shipping.

Leave Feedback on the sale.

- Sellers can leave feedback when payment is received (only positive allowed).
- Buyers can leave feedback upon receipt of the item

Many enclose a note in their shipment. I am not a big fan of this.

- In addition to feedback ratings for sellers of Positive, Neutral, or Negative, buyers may also leave Detailed Seller Ratings (anonymous) in four areas:
 - Item as described
 - Communication
 - Shipping time
 - Shipping and handling charges
 - See pages.ebay.com/help/feedback/detailed-seller-ratings.html to learn more.
- Dispute? Contact the buyer, go to the eBay Resolution Center, or use Feedback revision request.
 - Visit the Seller Protection Center to learn more: www.ebay.com/sellerprotection.

Know Your Selling Account Limits

• Monthly Account Limits

- Active items for sale
- Sold Items
- Gross Merchandise Volume (GMV)

For new sellers:

Active items:
 10 at a time

And whichever comes first:

- Sold items per month: 10 sold items
- GMV limit per month: **\$500**



Shipping: Top Tips

- Ship immediately upon notification of payment. Never ship an item until you have received payment.
- Delivery to the buyer is your responsibility; you should buy insurance for high value items (you may include the price in your shipping costs).
- Obtain tracking numbers and delivery confirmation for **ALL** items.
- Use signature confirmation for expensive items.
- Print shipping labels on eBay.

Note: Print custom forms automatically using eBay's pre-filled form.

Print Shipping Labels on eBay

Go to My eBay > Selling > Sold

• Locate the option for **Print shipping labels**.

Selling Reminders								Edit 🔻
(Last 31 days)	label.							
Sold (1)								Print Edit 🔻
All (1) Awaiting Answer (0) Awaiting Total (0)	Awaiting Payme	ent (0)	Awaitin	ng Sh	ipme	nt (1)	Aw	aiting Feedba
Period Last 31 days			Sort by	T	ime e	nded:	recen	it first 💽
	Price	Sale Date	Ŕ	\$		*	魚	Actions
The Girl With Dragon Tattoo & Played Fire Stieg Larsson (36 2) 100.0%	\$10.00 #Buy It Now or Best Offer	01/29/11	. M	\$	<u>(7)</u>	\$	<u>e</u>	Print shipping label More actions +

Select Shipping Options on eBay

 Click Compare shipping rates to see costs based on shipping services.

2. Enter, or change, the package dimensions or package weight.

3. Click **Save**. Then, follow the steps to print the shipping label.

ickage informa	ition	🖨 Print	t a packing slip
arrier		Delivery options ②	
I.S. Postal Service	Lasa	☐ Add Signature Confirmation™ (US \$2.10) ⑦
First Class Package I Up to 13 ounces angth and girth.	are shipping rates 1 98 (2-5 days) - Packa and 84 inches in combined	Add insurance (fee based on insured valu	,) (2)
Total package w S. Postal O lbs. 13 ervice @ [<u>Change v</u> iirst Class I	eight SEMICE Learn more Compare shipping rates] Package® (2-5 days) - Package / Thicl 💌	⊇ Ald Signature Confirmation™ (US \$2.10)	DR, east lansing , East Lansing MI 48825 United States Eligible for eBay Seller Protection
Up to 1:	Compare shipping rates		0
lailing da Total pa	Flat rate service (to 48825) Select a flat-rate service to view size and wei	Cost Calculated services (to 484 ight restrictions. Enter dimensions and weight	825) Cost
September Ibs. 13	C Priority Mail® (2-3 days) - Flat Rate Envelo	pe \$4.80 C Priority Mail® (2-3 days) - F	Package \$5.99
rinting Change w	 Priority Mail® (2-3 days) - Small Flat Rate E Priority Mail® (2-3 days) - Medium Flat Rat 	Box \$5.10 © First Class Package® (2-5 e Box \$10.25 Up to 13 ounces and 84 inches	o days) - Package \$3.28
Any laser ailing da	O Priority Mail® (2-3 days) - Large Flat Rate B	Box \$14.10 C Parcel Post® (2-8 days) - F	Package \$5.70
Septembe	C Priority Mail® (2-3 days) - Padded Flat Rate	e Envelope \$4, Media Mail™ (2-8 days) - P	Package \$2.47
If you drinting	C Priority Mail® (2-3 days) - Legal Flat Rate E C Priority Mail® (2-3 days) - Regional Box A	Envelope \$4. Express Mail® (1 day) - Pa \$9.62	ckage \$24.75 etc Pa
bel will be ny laser	C Priority Mail® (2-3 days) - Regional Box B	\$15.46 Package dimensions	
Show poor not pri	C Express Mail® (1 day) - Flat Rate Envelope	\$12.72	x 1 in.
rint a sar If you d	C Express Mail®(1 day) - Legal Flat Rate Em	velope \$12.72 L Irregular package size Total package weight	7
Show po		0 lbs. 13 oz	z. Calculate
rint a san			Save Cancel
n you dick-	r ny una prime ce paratre e erest ester e arrene	Recorded instancial state for all the state to a set the	frac
out appropr	iate packaging or an item that is liquid, perish-	able, or potentially hazardous. If you are shipping these	e types of items, a U.S Postal Service® emplo

Sample Shipping Labels





Shipment Tracking in My eBay

- When you use eBay to print your shipping labels, the tracking information is automatically uploaded to your buyer's My eBay.
- When using other postage options*, you can upload the tracking information manually in My eBay.

		<u>Home</u> > <u>My eBay</u> > Add/Edit/Delete Tracking Number						
My eBay		Add/Edit/Delete Tracking Number						
Activity Messages (8) Account		Enter the tracking numbers for your items and select a carrier. The tracking number and shipment status will be displayed to your buyers on Order Details page.						
Summary	All Selling	Test: This is a test game s	ystem Please do not bid (270315598006)	1Z6RA0680306179813				
▼ Buy	Sold (2)				Select carrier UPS			
All Buying	View All (2)	Submit Cancel			USPS			
Watch (D)	Contraction (Contraction)							
Active (0)		<u> About eBay Announcements Security Center Reso</u>	<u>lution Center eBay Toolbar Policies Government Re</u>	elations <u>Site Map</u> <u>Help</u>				
Won (D)		Copyright © 1995-2009 eBay Inc. All Rights Reserved. D	esignated trademarks and brands are the property of th	eir respective owners. Use of this W	eb site constitutes			
Didn't Win (0)	hid	acceptance of the ebay oser Agreement and privacy point						
Deleted								
▼ Sell	🗂 💷 Test: Th	is a test game system Please donot\$160.	00 02/17/09 🛒 💲 🖾 🦙 🖄 Send 💌					
All Selling	bid	:=Buyit N	ow invoice					
Scheduled (0)								
Active (5)			delle llet					
Sold (2)		Print snipping labels Add tracking number A	add to list					
Unsold (0)			Items per page: 10 25 50 75 100 200					
Deleted								
▼ Organize	Page 1 of 1							

*Available for FedEx, UPS and USPS shipments.

Shipment Tracking in My eBay

Buy	/ing Reminders							Edit	•
(Last	t 31 days)								
23	I need to leave feedback for 1 item.								
noW	n (1)							Edit	-
View	All (1) Period Last 60 days			Sortby	Tir	me e	nded	: rece()	-
		Price	Shipping	\$		*	肉		
	CLIFTON KARHU- Japanese Woodblock Print (120323046043)	\$129.99	} \$5.00	\$	6	谊	8	View order details	•
	Shipping status		8						
	9101128882300138033573 🔊 U.S. Postal Service First Class Mail		<u>^</u>	\$		谊	*	View order details	•
	Delivered, Feb-07-08, 3:25 pm, Essex, MD 21221 Processed, Feb-05-08, 8:45 pm, San Jose, CA 95101								
	Electronic Shipping Into Received, Feb-04-08 Shipping Label Printed Feb-04-08							View order details	•
	Note: Tracking information may be transmitted with a del	ay. Please che	ck						
	back rater to view opdated information.			\$		皆	<u>È</u>	Leave feedback	
			~	\$		室	\equive:	Leave feedback	
			Close						
	CLIFTON KARHU- Japanese Woodblock Print (120323046043)	\$129.95	1 \$9.00	\$		*	*	View order details	•
	(4320 ★) 100.0% Started: for \$129.99 Your max bid: \$150.00								

Select the tracking number in My eBay > Sold or Won to display tracking details in a pop-up window.

Monitor Your Listings on My eBay

Go to My eBay to monitor:

- Items for sale and items sold.
- Messages from potential buyers.
- Favorite searches, categories, and sellers.
- Accounts.
- Feedback (received and obligations).
- Personal information and preferences.

My eBay	(11388 🏂) 🚥 🍵 Send us your comments
Activity Messages (513) Account FAQ 🖽 Page options 💥 General settings
Summary	Summary
V Buy	Buying Reminders Edit -
All Buying Watch (1) Active (0)	(Last 31 days) There are currently no Buying Reminders to display.
Won (0) Didn't Win (0)	Selling Reminders Edit -
Deleted	(Last 31 days)
Sell All Selling Scheduled (0) Active (103) Sold (475) Unsold (34)	 Finare 7 items with questions from buyers. Buyers have requested their payment total on 2 items. I am awaiting payment for 64 items. I need to ship 143 items.Purchase and print shipping labels. I fietems I'm selling are ending today. I need to leave feedback for 241 items. 429 items I sold are eligible for Second Chance Offers.
Deleted	Watching (1) Edit 🗸
Organize Lists (0) Saved searches (2)	View All (1) Time left: ending() Bids Price Shipping Time left
Saved sellers (4)	Schleuniger Model 257 Coax Stripper 10 \$4,550.00 Ended View Similar

My eBay: Your Selling Dashboard

Go to the **All Selling** view to manage active, sold, unsold, and selling limits.

	Summary	Active Selling (103) Edit	•
v	Buy	View All (103) 💌 Format All 💌 Sortby Time left: ending()	•
	All Buying	Store Category All	
	Watch (1)		
	Active (0)	Edit Send to Online Auction Send to Fixed Price Add to list End	
	Won (0)	A	
Didn't Win (0)	Wiews / Bids Price Time left Watchers		
	Deleted	Antique 1800's "H" Quilt Top 86" x 72" Hand Pieced 7 \$29.87 4h 21m Sell similar	e
v	Sell	Shipping cost: Search in want it now	
	All Selling	Revise	Revise
	Scheduled (0)	Add to description	
	Active (103)	Antique 1885 Star Quilt Top 83" x 72" Hand Pieced 21 End Item	
	Sold (475)	Shipping cost: Ed Add note	
	Unsold (34)	Add to list	
	Deleted	🗇 👂 3 OESD Christmas Collections Multi Format 7 8 \$21.06 4h 27m Sell similar	Ĉ
v	Organize	Shipping costr	
	Lists (0)	High bidder:	
	Saved searches (2)		
	Saved sellers (4)	Lot of 4 Cut Glass Bowls Dishes Candle Holder - 1 \$9.99 4h 30m Sell similar	1

My eBay: Monthly Selling Limits

Go to **My eBay > Selling (or Selling Manager) > Monthly Selling Limits** to see your current monthly activity relative to your monthly account limits.

My eBay > All Selling My eBay						
Activity Messages (1)	Account Applications					
Summary	All Selling		The	e My eBay landing page is set to Summary [change]		
▼ Buy	Monthly selling limits			Edit 💌		
Bids / Offers (0)						
Didn't win (0)	You can sell up to 10 items or up	o to \$500.00 per mo	onth, whichever con	mes first.		
Deleted	Your October selling activity Items		Amount			
Dolotod	You have sold	0	\$0.00			
Lists	You have listed (active)	1	\$50.00			
	You can list	9	\$450.00			
Purchase history		Out of 10	Out of \$500.00			
▼ Sell				How selling limits work Request a higher limit		
All Selling						
Scheduled (0)	Selling Reminders			Edit 💌		

My eBay: Customization

Click **Customize** to select items and features you want to view.



My eBay: Sell > Active Selling

Go to **Sell > Active** to:

- Monitor bids and amounts.
- Track Views/Watchers.
- Revise item.
- Add to description.
- End item early.

Summary	Active Selling (103) Edit -
Buy	View All (103) Time left: ending()
All Buying	Store Category All
Watch (1)	
Active (0)	Edit Send To Online Auction Send To Fixed Price Add to list End
Won (0)	
Didn't Win (0)	≪Views / Bids Price Time left Watchers
Deleted	Antique 1800's "H" Quilt Top 86" x 72" Hand Pieced 7 529.87 41 21m Sell similar .
Sell	Shipping cost:
All Selling	Revise Revise
Scheduled (0)	Add to description
Active (103)	Artique 1885 Star Quilt Top 83" x 72" Hand Pieced 21 End Item
Sold (475)	Shipping cost: El Add note
Unsold (34)	Add to but
Deleted	A 3 OESD Christmas Collections Multi Format
Organize	Shaning cost
Lists (D)	High bidder:
Saved searches (2)	
Saved sellers (4)	A Lot of 4 Cut Glass Bowls Dishes Candle Holder

My eBay: Sell > Sold

Go to **Sell > Sold** to:

- View payment status.
- Manage Second Chance Offers.
- Leave feedback.

Sold (479)	Edi	-
View All (475) Period Last 31 days View Delete Print shipping labels Add tracking	Sort by Time ended: rece()	Ŧ
	Price Sale 🛒 💲 🗐 🕁 📩	
Total items : 2	\$23.05 04/21/09 Print shipping label	•
OOAK Gail Wilson Very Small Santa Doll Completed 6"	Mark as payment receive \$9.99 04/19/09 🛒 \$ Mark as shipped View order details Contact buyer	đ
Watch Count: 3 OOAK Gail Wilson Broom Snowman Doll Completed 12"	\$13.06 04/15/09 🛒 \$ Send invoice Add to list feedback	
Watch Count: 2		
Total items : 3	\$71.97 04/21/09 Print shipping label	•
Øster Model 24-51H Deluxe Clipper Adjustable Blade New	\$9.99 04/05/09 🛒 💲 🗇 👾 🔶 Leave feedback	۲
Watch Count: 0		

My eBay: Sell > Unsold

Go to **Sell > Unsold** to see the list of your items that did not sell.

From here, you can:

- Relist the item.
- Sell a similar item.



My eBay: Shortcuts

• Click any link in the Shortcuts menu to get more information on that topic.



Customer Support / Contact Us

- 1. Click **Customer Support** and select an appropriate topic link for your issue.
- 2. Click Contact eBay to email Customer Support.



A Quick Review

Now that you've completed this class, can you:

- Describe the features that ensure eBay is a safe and secure online environment?
- Detail the steps required to create eBay and PayPal accounts?
- Explain how to determine the current market value of an item on eBay?
- Distinguish characteristics of an effective eBay listing?
- Create a listing for an item that incorporates eBay seller best practices?
- Develop a personal action plan for selling on eBay?

Now You Are Ready!

- Congratulations! You are now ready to sell on eBay!
- Take a few moments now to make a Personal Action Plan for selling on eBay.
 - What item(s) do you already own that you could sell?
 - Have you received any unwanted gifts you could sell?
 - Make a plan and take steps to start selling on eBay today!

Continue to learn more about selling on eBay. Go to: www.ebay.com/sellerinformation

Before you leave

• Feel free to stay for Q&As

Thank you for attending and good luck with your eBay ventures!