

lesson 2: successful selling

Topics

- What to do before listing an item
- What the key components of a good listing are
- How to manage an auction and post-sale
- What the common listing mistakes are

Key highlights

- Select a lower value item to list initially
- Research the sales of similar items before starting to list
- Make sure you select the most appropriate category to list in
- Your listing title is very important. Ensure you detail the product, brand, model, colour and condition.
- Ensure you add clear photos to your listing & select gallery upgrade
- Set a realistic start price for your auction – a high price may turn potential buyers off
- Use My eBay to manage your auctions
- Try to reply to questions from potential buyers within 24 hours
- After the buyer confirms they have received the item, leave positive feedback for them

Next steps

- List an item for sale.

lesson 2: successful selling

What should I do before I start to list the item?

Select an item to sell

There are several things to consider when starting to sell on eBay. eBay recommends starting with something that has a modest value and is easy to pack and post.

What to sell? Something...

- Of lower value
- Easy to pack and post
- Not fragile
- In good condition (preferably new)

Completed listing search

When you have decided what you want to sell, you should then go to eBay and search for similar items. Once you have determined an average value for the item, then determine whether the going rate for the item is less than what you would be willing to sell it for.

1. Click **Advanced Search**
2. Enter keywords
3. Check **Completed Listings Only**
4. Click **Search** button

The screenshot shows the eBay search page for Australia. At the top, there is a navigation bar with the eBay logo, a search bar containing "Start new search" and a "Search" button, and a link to "Advanced Search". Below the navigation bar, there are tabs for "Buy", "Sell", "My eBay", "Community", and "Help". The main content area is titled "Search: Find Items" and includes a sidebar with links for "Items", "Stores", and "Members". The search form contains the following elements:

- A text input field labeled "Enter keyword or item number" containing the text "swatch watch".
- A dropdown menu labeled "In this category" set to "All Categories".
- A "Search" button.
- A checkbox labeled "Search title and description" which is unchecked.
- A checkbox labeled "Completed listings only" which is checked.
- A "Sort by" dropdown menu set to "Time: ending soonest".
- A "View results" dropdown menu set to "All items".
- A "Results per page" dropdown menu set to "50".

Red boxes highlight the search bar at the top, the keyword input field, the "Completed listings only" checkbox, and the "Search" button. A yellow box highlights the sidebar navigation links.

lesson 2: successful selling

What should I look for when researching an item?

compare sold and unsold items	
Title	Which keywords get the most bids?
Starting price	Low, reasonable, or high?
Description	How much information is provided?
Photos	High or poor quality? No photos?
Selling Format	Auction, Buy it Now or Fixed Price
Number of bids	Few, many, or none?
Payment options	Provided? Not provided? Restricted?
Postage/handling fees	Provided? Not provided? Fixed or calculated?
Return/refund policy	Provided? Not provided? Terms?
Category/subcategory	Was the item properly categorised?
Hit counter	How many hits?

lesson 2: successful selling

How do I put together a good listing?

1. Choose the right category

After signing in and choosing a format, SYI will help you choose a category. The category is based on where most sellers list items similar to yours, so it is easier to find.

Category	Percentage
<input checked="" type="radio"/> Home, Lifestyle & Baby : Kitchen, Dining & Bar : Glassware : Wine Glasses	(23%)
<input type="radio"/> Home, Lifestyle & Baby : Kitchen, Dining & Bar : Food Storage : Tupperware	(8%)
<input type="radio"/> Home, Lifestyle & Baby : Parties & Occasions : Wedding Supplies : Other Wedding Supplies	(7%)
<input type="radio"/> Antiques & Art : Glass, Crystal	(5%)
<input type="radio"/> Home, Lifestyle & Baby : Foodstuff	(3%)
<input type="radio"/> Pottery & Glass : Glass : 40s, 50s & 60s	(3%)
<input type="radio"/> Pottery & Glass : Glass : Art Glass : Bohemian, Czech	(3%)
<input type="radio"/> Pottery & Glass : Glass : Art Glass : Other Countries	(3%)
<input type="radio"/> Pottery & Glass : Glass : Crystal	(3%)
<input type="radio"/> Pottery & Glass : Glass : Elegant	(3%)

Unsure? Type in keywords...

eBay will suggest a possible best category.

2. Create a good title

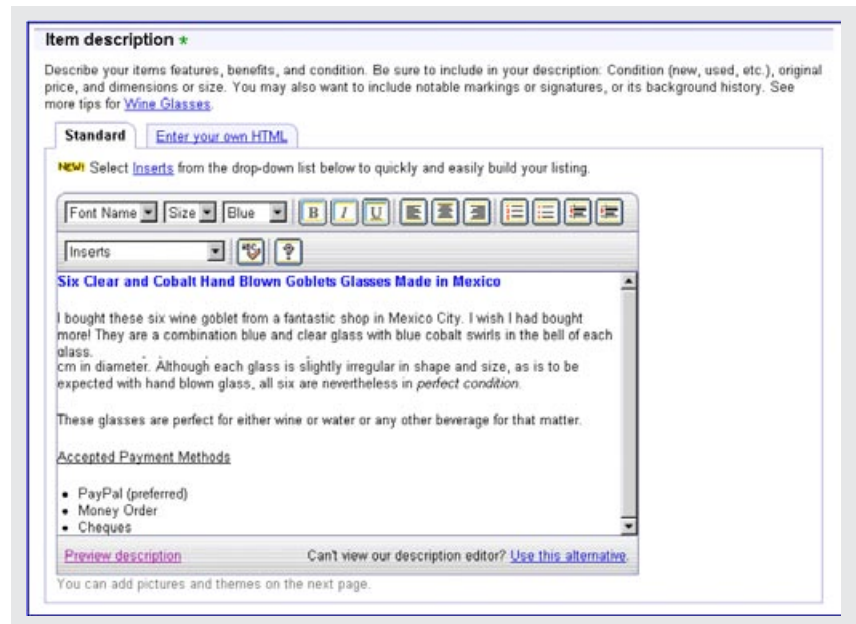
- Use as many searchable key words as possible.
- Format: keyword space keyword space keyword
- Include product type, brand, condition (eg. new) and colour or style
- **Good:** 6 Clear Cobalt Hand Blown Wine Glasses Mexico Mexican
- **Not so good:** Six Wine Glasses

lesson 2: successful selling

3. Provide a thorough description

You do not need to know HTML code to make your item description more eye-catching and easy to read. The HTML Text Editor makes designing your description easy.

- Copy and paste text into the Standard pane.
- Use the HTML Editor tool to format:
 - Bold
 - Underline
 - Font colour
 - Font size
 - Alignment
 - Bulleted lists
 - Insert a link to other listings



What happens if you have a poorly formatted description? The buyer will move on to another item listed. Below is an example of a poorly formatted description. This actually appeared on eBay. Note how hard it is to distinguish between the item description and other information, like the transaction terms.



lesson 2: successful selling

The example below is in a more acceptable format. Notice the bolding and spacing employed, which helps to break up the description in easier-to-read chunks. You can use the HTML editor on the SYI form to format descriptions.

Same text formatted with HTML editor

This lot features an extremely rare **TIN PRE-COINAGE CRAB**. Circa 1400, originally used by Chinese as money. Made of tin with Ming Dynasty designs. *This is a very rare item in excellent condition.*

History The history of this tin animal money started in the wonderful days of the Malacca empire. It was discovered that the surrounding area had an abundance of tin ore. Tin was chosen as the medium as tin was considered precious, malleable, & soft thus easily shaped and tin was widely accepted. This gave birth to the "Tin Animal Money" that you are bidding for. To date, 4 distinct animal shapes have been found

- tortoise
- fish
- rooster (chicken)
- crab (extremely rare)

When the portuguese conquered Malacca in 1511 they seized all tin animal money and brought in their own. Most were melted down to make other tin coins. The tin animal money that we see today were the ones that got discarded into the sea or rivers. In very rare occasion, items like these are recovered from the Straits of Malacca seabed. The tin animal money is so rare that the local museum has on ly a few disfigured items on display.

Fakes & How To Check Them

Since the item is so rare, many counterfeiters have tried to reproduce these coins. Here are two simple tests

1. **Visual Inspection**--Look for corrosion marks. Tin that sits buried under the seabed or soil will be corroded over the 600-year period.
2. **Scratch Test**--Genuine tin animal money has hardened over the centuries. Scratch any of the surfaces with a key or something sharp. If the surfaces scratches off, it is probably a counterfeit.

Guaranteed for authenticity and age. Please feel free to contact me should you need more information on this rare item or get more info at the collectible Museum. I am asking for a modest reserve on this priceless piece

This is a private auction I will ship worldwide; buyer pays for shipping and handling

lesson 2: successful selling

4. Set the pricing and duration

The SYI form provides a place to schedule, among other things, a start and end date for your listing provided you have a credit card on file. If you do not choose a scheduled start time, your item will be listed as soon as you submit your listing.

It is important to be realistic with the starting price of your item. If it is too high it may turn some potential buyers off. We recommend you set the starting price at the lowest price you are prepared to accept.

- Starting price
- Reserve*
- Buy It Now
- Duration
- Start time

Pricing and duration

Starting price *Required
AU \$
A lower [starting price](#) can encourage more bids.

Buy It Now price (AU \$0.10)
AU \$
Sell to the first buyer who meets your [Buy It Now price](#).

Duration *

When to use a [1-day duration](#).

Private auction
No private auction. [Add](#)

Start time
 Start listing when submitted
 Schedule start time (AU \$0.20)
[Learn more about scheduled listings.](#)

* Only available in selected motors categories

5. Include clear pictures

Including photos of your item in your listing is a key part of the process.

eBay picture services

- Follow the prompts for downloading the ActiveX control (one time task).
- Click the box.
- Select the photo file.
- Done!

Add pictures & Gallery

eBay Picture Services
Let eBay host your pictures

Your own Web hosting
Enter your picture URL

1. (Free)
2. (AU \$0.25)
3. (AU \$0.25)
4. (AU \$0.25)
5. (AU \$0.25)
6. (AU \$0.25)
7. (AU \$0.25)
8. (AU \$0.25)

Actual size depends on picture options chosen below.

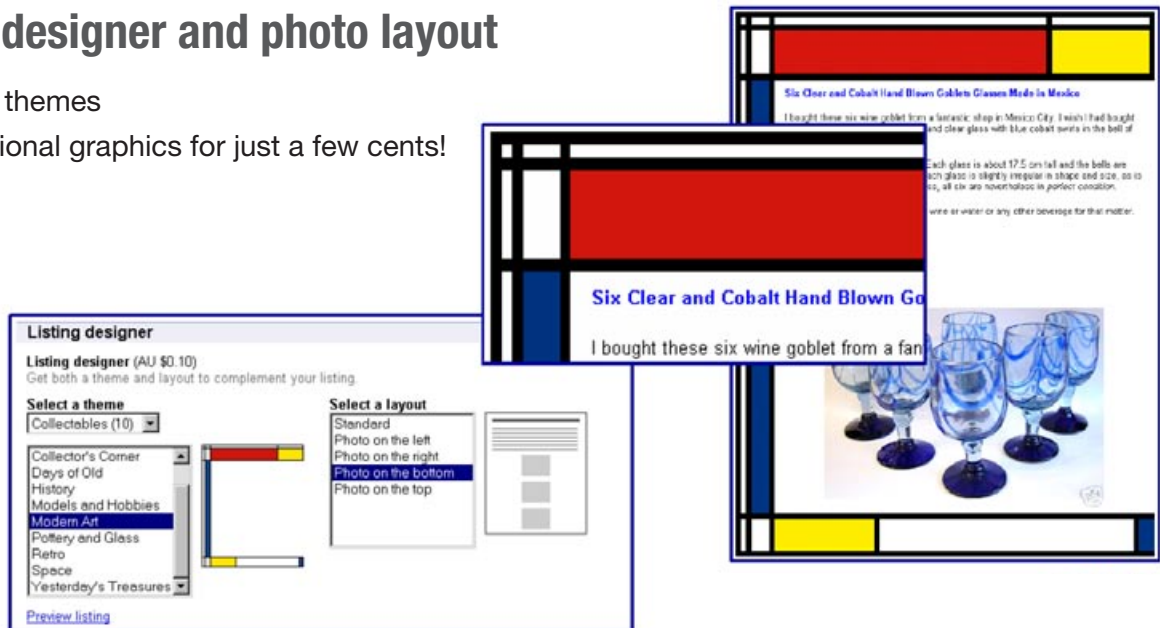
lesson 2: successful selling

6. Use a listing designer template

In addition to attaching photos, you also have colourful templates and various layouts to choose from.

Listing designer and photo layout

- Various themes
- Professional graphics for just a few cents!



7. Select Gallery upgrade

- Gallery Feature is highly recommended. This enables an image of your item to be visible to buyers as they browse through listings. This costs \$0.59c per listing



- eBay offers many upgrades that can increase the exposure and performance of your listings. These will be detailed in later lessons
- To select the gallery feature, simply tick the gallery box in the Sell Your Item form

Applies to first picture

Gallery (AU \$0.59) [Requires a picture, [add a picture now](#)]

Add a small version of your first picture to Search and Listings. [See example](#)

Gallery Featured (AU \$14.95) [Requires a picture, [add a picture now](#)]

Add a small version of your first picture to Search and Listings and showcase your picture in the Featured area of the Gallery View. [See example](#).

Remember Gallery selection next time I sell.

lesson 2: successful selling

8. Allow as many payment methods as possible

Review the payment options: PayPal, bank deposit, money order or bank cheque, and personal cheque. Although you can choose to accept all of these methods or pay with any of these methods, PayPal is preferred by many buyers.

Payment options

- **Bank deposit**
 - Quick and easy for transactions with Australians
 - 1 – 3 days for payment to clear
 - Provide buyers with account name, BSB and account number
- **Money order, bank cheque**
 - 1 – 5 days to receive via postal mail
 - Good alternative for some international transactions
- **Personal cheque**
 - 1 – 5 days to receive via postal mail
 - 3 – 10 days to clear
- **PayPal**
 - Fast and easy for seller and buyer (must first be registered with PayPal)
 - No fee for sending money
 - Small fee for accepting payment via credit card
- **You can accept any or all of these methods**

9. Determine where you will send it

Specify the locations you will post the item to on this screen. Remember, limiting your postage locations also limits your potential customers.



Post-to locations *

Will post to Australia and the following (check all that apply):

<input checked="" type="checkbox"/> Worldwide	<input type="checkbox"/> Americas	<input type="checkbox"/> Europe	<input type="checkbox"/> Asia
	<input type="checkbox"/> United States	<input type="checkbox"/> United Kingdom	<input type="checkbox"/> Japan
	<input type="checkbox"/> Canada	<input type="checkbox"/> Germany	<input type="checkbox"/> Hong Kong

Will not post - local pickup only
Specify pickup arrangements in the Payment Instructions box below.

- Selected options determine who can see your listing
- Consider Worldwide
- The more limited your options, the fewer potential customers

lesson 2: successful selling

10. Clearly specify postage information

There are several postage options from which to choose: Australia Post and Courier Services. Remember to determine the postage costs beforehand and choose a fixed postage rate. When you add postage costs to your listing and use PayPal as your payment option, your buyers can pay you easily for the item and postage in one payment.



Provide:

- Fixed postage price
- Clear postage terms of service (TOS) in item description
- Your listings to the world!

eBay Postage Centre

- Click Services.
- Scroll down to Postage Centre.

11. Clearly state your return policy

Including return and refund policies in descriptions will help you reduce questions later from bidders and buyers. If you do accept returns, make sure the product has been returned before you credit an account.

A screenshot of the eBay Return Policy form. The form is titled 'Return policy' and has a checkbox for 'Returns Accepted'. Below this, there are dropdown menus for 'Item must be returned within:' (set to '14 Days') and 'Refund will be given as:' (set to 'Money Back'). There is a text area for 'Return Policy Details' containing the text: '100% satisfaction guaranteed or you may return the item within two weeks, no questions asked and I will cheerfully refund your entire purchase price and initial postage costs back to you upon receipt of the item back to my location. Postage returns is the responsibility of the buyer. Buyer must pack items in same box and materials in which they were posted and must also insure return packages for high 85 characters left. Remember: It is your responsibility to ensure that you comply with all applicable laws'. Below this is a section for 'Payment instructions' with a text area containing 'PayPal is preferred.'

- Check Returns Accepted
- Select duration
- Select refund type
- Enter detailed policy
- Enter payment details
- Acceptable reasons?
 - Item not as described
 - Doesn't fit, doesn't work, just not happy, etc.
- Who pays return postage?

lesson 2: successful selling

12. Review and submit

Always review your entire listing, the selections you made, and the summary of fees before submitting it.

Six Clear and Cobalt Hand Blown Goblets Glasses Made in Mexico


I bought these six wine goblet from a fantastic shop in Mexico City. I wish I had bought more! They are a combination blue and clear glass with blue cobalt swirls in the bell of each glass.

The set is roughly three years old. Each glass is about 17.5 cm tall and the bells are about 9 cm in diameter. Although each glass is slightly irregular in shape and size, as is to be expected with hand blown glass, all six are nevertheless in *perfect condition*.

These glasses are perfect for either wine or water or any other beverage for that matter.

Accepted Payment Methods

- PayPal (preferred)
- Money Order
- Cheques



- Review and revise as needed
- Check fees summary
- Submit

lesson 2: successful selling

How do I manage my listings and what should I do post-sale?

Use My eBay

- My eBay is the area where sellers can track items and access Feedback and Account Information.
- You access My eBay by logging into your account.



Provide good customer service

- Customer service can differentiate you as a seller and help you earn repeat customers.
- Include contact information in your listings and be explicit, polite and professional.
- There are tools that can automate responses to customer inquiries.
- Providing great customer support includes: timely and complete response to email inquiries, alerting buyers of the status of their purchase, friendly and prompt attention to buyer concerns.

Complete all necessary steps post-sale

- There are several steps to managing your sold items. The following steps must be completed once an auction has ended: notify the buyer, invoice the buyer, track the buyer's payment, ship the item, leave feedback and receive feedback.
- Once you have practice managing sold items through My eBay, eBay offers tools that can help automate many of the tasks of the transaction.

Leaving & receiving feedback

- Feedback is eBay's online rating system that allows both buyers and sellers to rate a transaction.
- For each unique user that leaves you positive feedback, you will receive one point. For each unique user that leaves you a negative comment, you will lose one point.
- You can review Feedback by clicking on a users feedback score from the View Item page.
- My eBay provides a tool to manage Feedback.
- Building Feedback is analogous to building a brand so encourage reciprocity by leaving timely feedback for buyers.
- You can avoid negative feedback by addressing customer concerns early and encouraging direct communication.
- There are steps to removing negative, undeserved Feedback through Mutual Feedback Withdrawal and Square Trade.

lesson 2: successful selling

What are the common listing mistakes?

a) Excessive payment surcharges

- Additional fees are not allowed for ordinary forms of payment
- You may add a surcharge to Shipping and Handling, Escrow and Currency Exchange provided you display these fees upfront

b) Unauthorised use of copyrights & trademarks

- eBay policy prohibits unauthorized use of copyright's or trademark's, including copying and using other members' images or item descriptions without their express permission.
- This policy is enforced through rights owner reports and through some proactive searches.
- Repeated violations will result in account suspension.

c) Use of links in your item description

- eBay policy limits the types of links a member may include within their listing.
- Items that include link in violation may be removed.
- Repeated violations will result in account suspension.

d) Having more than 10 identical listings

- A seller may sell no more than 10 of the same duplicate listing.

Help

- Seller Central <http://pages.ebay.com.au/sellercentral/index.html>
- Postage Centre <http://pages.ebay.com.au/services/buyandsell/postage.html>
- Listing Policies <http://pages.ebay.com.au/help/policies/listing-ov.html>