



Improving your chances of Successful Sales on eBay

User Guide

Introduction

This user guide is an attempt to collate the experiences of various sellers and create a comprehensive guide that you can use to improve your chances of successful sales by reducing your unpaid items.

In the past we noticed that some sellers have very low UPI rates. We reached out to them to understand what they were doing differently and how all sellers can benefit from their knowledge. We also conducted a study to understand buyer behavior and why some buyers do not pay.

We will be sharing the results of two surveys conducted by us as well as the learning from other sellers. Some of the points mentioned below may sound very familiar and simple, but are extremely effective when it comes to getting buyers to complete sales.

Through this module, we will cover the following:

1. Buyer and Seller Survey on their buying & selling experiences
2. Recommendations on how to help buyers pay
3. Using eBay tools to help increase chances of successful sales
4. Tips on good listing strategy

Buyer Survey

Why do some buyers choose not to pay?

17 % buyers are unaware or hesitant to make payments in advance

15 % buyers are unaware of online payment security

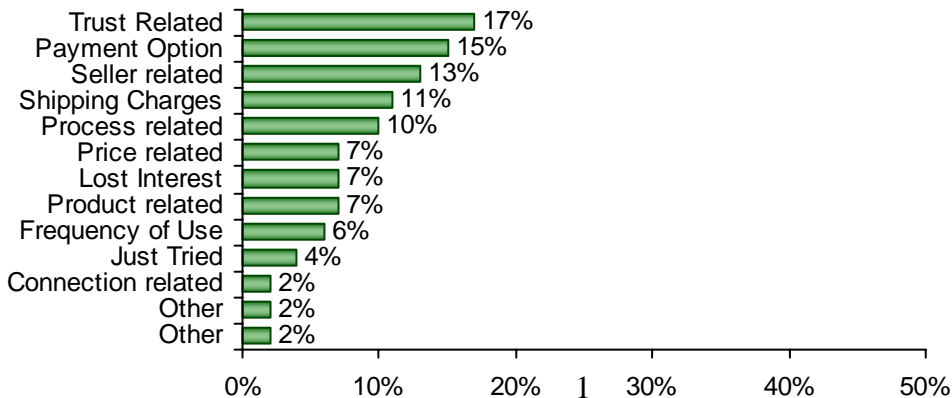
13 % buyers are unaware of the completion process due to lack of communication from seller

11 % buyers were not aware of the shipping charges especially for auctions listings

Other issues:

- Bought by mistake

- Price related



A simple effort on your part to reach out to your buyers can help resolve buyers' reluctance to buy your product. Let's look at this in more detail..

A) Reaching out to your buyers

In India, we have a huge proportion of first-time buyers on the Internet and they might require some handholding on the buying process. Although we are working on ways to improve buyer education on the site, sellers can contribute to the process by reaching out to first time buyers specifically to help them understand how simple it is to purchase from you.

a) Communication

Some key issues of buyers: ☹

"I tried to buy at auction and won but could not contact the seller"

"I tried to buy but did not buy as the seller did not revert"

- ✓ **Lack of communication from the seller**
- ✓ **Lack of knowledge as to how to proceed beyond once receiving a confirmation seems a big issue**
- ✓ **There is discomfort in paying in advance as the buyer is not sure of getting the product**
- ✓ **I am not sure how to pay is an issue**

Most of the sellers that we spoke to during our seller survey do not proactively follow up with buyers but were very prompt in responding to buyer queries over emails or phone.

When we spoke to another set of sellers who have seen higher % of successful sales, they were all of the opinion that proactively contacting your buyer helps get them the extra sales. In most cases, they felt buyers were just confused about how to make payment or just needed an assurance to hear from their sellers that their payment is safe. The same has been confirmed from the buyer survey that was done (above)

Thus, to summarize our buyer and seller opinions, we recommend the following:

- a) **Personal Touch:** Speak to your buyer as soon as you receive the order. A human voice can reassure buyers.
- b) **Make sure your contact information is updated:** There is nothing worse than hearing a "number not in service" message when a buyer calls.
- c) **Mention your working hours:** Be precise on the hours you will be available to provide the service.
- d) **Help your buyer select payment options:** Buyers are sometimes confused about making payments. Help them select a payment option that both of you are comfortable with.
- e) **Feedback:** Encourage your buyers to check your Feedback to assure them of past experiences of buyers purchasing from you.
- f) **Set buyer expectations:** Inform your buyers at every stage of the transaction to keep them posted about when they can expect their products.

- g) **Last but not the least, have patience:** Like you, buyers sometimes have emergencies, illnesses, or computer problems. If your buyer has mostly positive Feedback with little or no mention of problems, be patient. Your buyer may not be able to respond to you right away for genuine reasons.
- h) **Reassurance on delivery:** As soon as you have shipped the product, mail the Tracking number to the buyer. It is always re-assuring for them to know that their product is on the way.

b) Customer Support

Customer Support is as important on eBay as it is in a physical shop. It can differentiate you from other sellers and result in repeat customers. It will help you build a loyal customer base.

At times, it may take some effort from you but if your buyers are happy, they will surely be back.

Some key issues of buyers: ☹

“I tried to buy a watch but my friend had purchased a watch from eBay and it was delivered in broken condition, so I changed my mind”

“I tried to buy but later changed my mind and did not buy as I wanted to buy jewellery but was not sure it was genuine or no”

- ✓ **Buyers are worried about receiving damaged/broken products**
- ✓ **Afraid about receiving products other than described**

Simple actions can at times result in having great loyal customer base. To summarize,

- a) At times, simply **helping your buyers with a replacement** can get you repeat purchases as you might gain their loyalty.
- b) **Be explicit, polite and professional** while dealing with your buyers
- c) **Don't turn off potential good bidders** with harsh regulations and terms
- d) **Never get angry**
- e) **Maintain good Feedback ratings** on the site and request all your buyers to rate you as it builds your credibility on eBay. Send your buyers the following link, incase they are not sure how to rate you
<http://feedback.ebay.in/ws/eBayISAPI.dll?LeaveFeedback2>
- f) **Spread the word** - Encourage your buyers to tell their friends and families about your eBay ID. We noticed that one seller had a special gift for the buyer who had maximum friends buying from him in any given month.
- g) If possible, provide your buyers **Shipping Discounts** on their repeat purchases.
- h) **The extra mile:** Free gift wrapping, free supplements to your product might just help tell your buyers how much you care for them.

c) Answering Buyer Questions

When a potential buyer asks you a question, he or she is already interested in your product. If you are able to answer the question **satisfactorily and in a reasonable time**, that buyer can be yours!

Since competition from other sellers is stiff, it might be helpful to maintain a service level for your response. For example, you can choose to answer all questions within 24 hours. You can mention the same in your listings as well.

The fact that a buyer needs to ask you a question, it could mean there is some information that is missing in your description and you must promptly add those details to your description for your other prospective buyers. You can simply add the question and your response to your description with a click of the button. When you respond to the question, there is a small check box that appears below the question. Check that box and your response along with the question gets added below the description area of your listing.

Next time, remember to add the question as part of your fresh listing. You never know which potential buyer did not buy from you just because that piece of information was missing from the listing. Make the maximum use of the 8000 characters allowed in the description area.

B) Use eBay tools to help drive successful sales

By now you probably have a fair idea about how you can simply communicate with your buyers and complete the transaction successfully. At times, resource and time constraints may not allow you to speak to all your buyers. To help you, we have some eBay tools that can help you minimize time & still help you establish contact with your buyer. The eBay tools available are both free of cost as well as charged. You can choose them depending on your need and convenience.

Some important tools we can recommend are:

- **Bidder Management:** Use features like pre-approving bidders, blocking bidders and canceling bids in order keep away malicious bidders. Be sure to view your bidder's history before canceling bids. It is also helpful to ask winning bidders questions before the auction ends. You can also set a buyer requirement, which is not bidder specific but based on characteristics. You can do this by logging on to My eBay, clicking on Preferences and make your selection. Alternatively you can also do the same through your SYI form.
- **Selling Manager Pro** makes handling your business simpler by automating the process of sending emails to your buyers. All you need to do is select which email needs to go when and Selling Manager Pro will do the rest! Subscribe for the 1 month free trial period to see how it can help you minimize your efforts and provide great customer support

- **Email Marketing-** Use this feature if you have a Shop. You can send emails to all your existing buyers announcing new promotions or additions of new products. A great feature to attract repeat buyers!
- **Use the Non-Paying buyer Process-** Approximately half of all the potential unpaid item transactions are resolved positively with this process. It involves direct communication between buyers and sellers. eBay provides an online process enabling the buyer and seller to communicate with each other to resolve the situation.

Did you know?



Using Selling Manager Pro can increase your chances of successful sales by 20 %

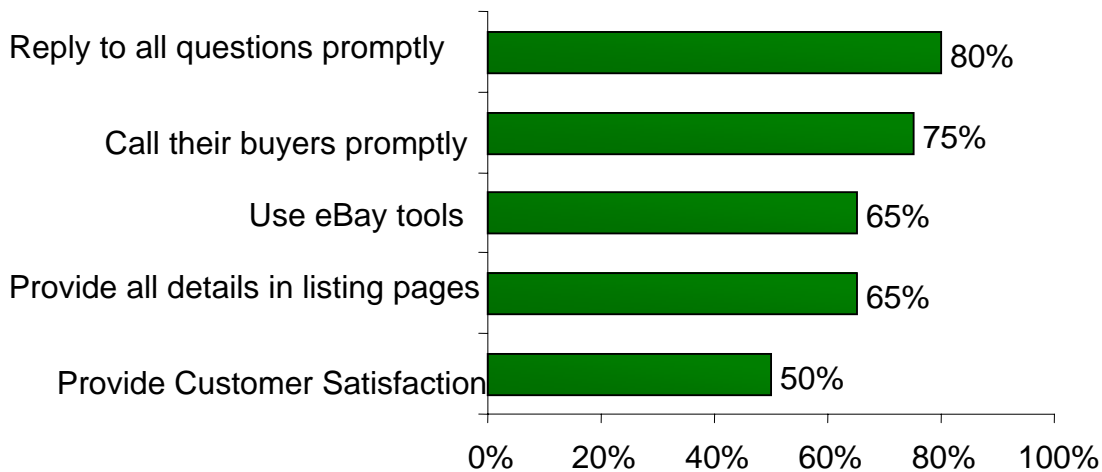
Quick Recap

- Communicate with your buyers at all stages of the transaction
- Take an extra effort to reach out to our buyers immediately after a sale
- Provide Customer Support to ensure buyer satisfaction
- Reply to all buyer questions promptly and accurately!
- Use eBay tools to help communication with your buyer at no extra effort

What successful sellers do differently?

Seller Survey ☺

- 75%** Sellers call their buyers as soon as they purchase an item
- 65 %** Sellers give all their policies upfront on their listing pages itself
- 80%** Sellers promptly answer all the questions from their prospective buyers
- 65%** Sellers use eBay tools to communicate with their buyers
- 50%** Sellers go out of their way to provide customer satisfaction



Other things that successful sellers do:

As you are already aware, having a right description to your listing helps you win 50% of your buyer's interest in your product. When you write your description, put yourself in your buyer's shoes and check if you had to buy this product, would it have all the information you were looking for. A good description helps in giving maximum information to your buyers, while reducing the chance of an unhappy buyer. Following are some pointers that make any description effective.

- a) **Complete Product Description** - Include facts like brand, product type, style, model number, size and colour. If the list of product specifications is lengthy, place this information below other important product details.
- b) **Product Condition** - Make a special point to highlight the product condition in the listing even if it is already mentioned in the title
- c) **Bullet Points** - To allow the buyer to view important information more quickly, use bullet points and clear spacing instead of listing everything in a paragraph form
- d) **Make it easy to pay** - Offer convenient payment options like Paisapay, COD in your listings. Buyers are comfortable with the Cash on Delivery option and it would be advisable for you to provide this as a payment method. Also mention clearly, payment methods you DO NOT offer.
- e) **Research items on site** Spend some time on the site to research items similar to yours and see how other sellers are listing the same products. You may research and compare pricings of other similar listings, their description, payment options, shipping charges etc. You may also use the "Completed Listing" search to see which products have sold successfully on the site. This feature can be found under the "Advanced Search" link.
- f) **Include detailed shipping and handling information** - Provide clear expectations on shipping and handling information in the shipping details area or the item description to help your buyers understand exactly what to expect.

- g) **Highlight your Warranty/Return policies in the description details:** If you have a clearly stated return policy on your items, chances are that you're more successful than other sellers on eBay.
- h) **Sales tax:** Provide sales tax information wherever applicable
- i) **Do not put unnecessary information** – Our buyers tell us that information like “Nigerian buyers do not bid” etc are irritating as if all buyers on site are here to scam the sellers.

An e.g. of a good description


Prepaid by the finest quality of silicon rubber available on our planet

Dress your iPod with a stylish Silicon Suit. This acts as both protective gear and makes your iPod unique to quality and feel also enhances the enjoyment of your iPod experience.

- The form-fit design ensures durability and protection with scratch-resistant, lightweight design.
- Visual screen and control-access openings keep your iPod visible and accessible at all times

Description:


These silicone protective cases provide basic coverage against everyday bumps, dings, scratches, broken screens and many of your active iPod



PAYMENTS

Buyers Must Proceed Through Ebay Checkout!!
in case if vat is not calculated at the time of checkout then please

add the same before making the payment
Please Contact Us If You Have Questions!!



SHIPPING

- Shipping & Handling fees include shipping, handling, packing materials, boxes, fuel charges and warehouse processing charges;
- octroi and local taxes are not included the buyer has to pay when demanded by the courier company at time of delivery
 - Shipping & Handling charges are not negotiable;
 - Shipping & Handling and Insurance fees are not refundable under any circumstances;
 - Don't complain or leave negative feedback regarding shipping & handling fee during or after the auction;
- for safety of the product in courier no outer box of the product will be provided instead we will provide you with a carry bag /pouch for the same/ subject to product/ at times the manual may be photo copied


[▲ BACK TO TOP](#)

b) About Me Page/My World Page

Your “About Me” page or your “My World” page is the first place buyers go when they want to find out more about you. It’s also your best opportunity to drive sales and cross-sell your products. Don’t overlook this feature that helps you stand out from the crowd.

Write about yourself, your business, any interesting experiences you might have, share interesting comments from your happy buyers etc. You can even upload your picture to give it a human touch! Your buyers feel more confidence in getting to know you better and thus it helps boost their confidence in purchasing from you. Potential buyers also get a chance to read all comments left by your buyers.

An e.g of an About Me Page



About us
We are a relatively new company specializing in personalized products, such as: baseball caps, coffee mugs, mouse pads, t-shirts, ceramic tiles, award plaques, clocks, etc. In building a new company from the ground up, we need to excel in all areas of our business. We must provide superior products, and service, and get your items to you in a timely manner, at costs below our competitors to establish a firm customer base. Please contact us with your questions by clicking here email@impressive1.com.

REFUNDS AND RETURNS
All of our items are guaranteed to be as ordered. We will happily refund the purchase price of any

Listings

Check out these deals!

Item	Start	End	Price	Title	High Bidder/Status
3713991759	Mar-25-04	Feb-10-05 15:34:32	\$10.95	FLOWER PLANT Ceramic Tile Mural	Available
3713991821	Mar-25-04	Feb-18-05 15:34:46	\$12.95	ELF/FAIRY Dream Ceramic Tile Mural	Available
3713991853	Mar-25-04	Feb-18-05 15:34:57	\$19.95	EAGLE in flight Ceramic Tile Mural	Available
3713991076	Mar-25-04	Feb-18-05 15:35:05	\$19.95	DOLPHINS underwater Ceramic Tile Mural	Available
3713991942	Mar-25-04	Feb-18-05 15:35:25	\$12.95	Butterfly in Sping Tile Mural	Available
	Mar-	Feb-18-		BIBLE SCENE JESUS &	

My World Page



[CELEBS FAV ALKA VORA STYLE HIPPIE GYPSY BOHO SKIRT](#)
Rs. 1,699.00
Time Left: 5h 37m 46s



[ALKA VORA STYLE*BOHO*HIPPIE*GYPSY*SEQUINS SILK SKIRT](#)
Rs. 1,999.00
Time Left: 5h 38m 30s



[BRAND NEW MULTI JEWELRY BOX EXOTIC METAL JEWELLERY](#)

Our Company

All About Me

Things I sell
[Alka Vora style skirts](#), [Cotton Skirts](#), [Silk Skirts](#), [Pochos](#), [Shawls](#), [Sarees](#), [Bangles](#), [Furnishings](#), [Cushion Covers](#), [Bed covers](#), [Sherwani](#), [Short Kurta](#), [Victorian jewelry](#), [Kundan necklaces](#)

Languages spoken:
English, Hindi, a bit of Spanish, German and French

Interests

Hobbies
[Listening music ... thats all !!](#)

Favourite Books
[Lone Eagle](#), [my all time favourite :-\)](#)

Favourite Movies
[Rang de Basanti](#), [Hot Chick](#), [A walk in the clouds](#), [Love Actually](#), [My Big Fat Greek Wedding](#), [Dil Chahta Hai](#), [Both MunnaBhai's](#), [Return to me etc etc](#), [the list is long ...](#)

Shop



WELCOME TO ETHNIC n EXOTIC INDIA. Your one stop shopping for all your fashion needs tailored towards the fashion from India. Fashion wear to satisfy you from the top of your head to the feet. ALKA VORA style silk/cotton skirts,tunics,fashion jewelry,shoes,sherwani,kurta pyjama,men's wear, Handicraft

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If you have interesting tips that you can share that has helped you increase your successful sales, please write to us at businessbadshaah@ebay.com with your eBay id.

