

Making eBay work for your Business

Delivered by John Musumeci
on behalf of Business Link Yorkshire

Background

- **2003 Started using eBay – Personal Items**
- **2004 Started trading, buying to resell**
- **2005 Reached Power seller status Began Education specialist ebay course**
- **2006 Became an eBay trading assistant selling for others and qualified as an Education specialist trained by eBay**
- **2008 Selling on behalf of 7 clients as eBay trading assistant**
- **2009 Began eBay business set up services**

Objectives

- **Opening an eBay Account**
- **Planning & Preparing a Listing**
- **Opening a seller account**
- **After the sale**
- **Tools**
- **Opening an eBay Shop**
- **Best match search**
- **Power Seller Programme**
- **Any questions**



Registration
Private account
Business account



Register with eBay

Register today to bid, buy or sell on eBay.

Already registered or want to make changes to your account? [Sign in](#).

Want to open an account for your business?
Business sellers should register with a business account. Learn more about [business registration](#).

Tell us about yourself - All fields are required

Your privacy is important to us. eBay does not rent or sell your personal information to third parties without your consent. To learn more, read our [privacy policy](#). Your address will be used for posting your purchase or receiving payment from buyers.

* Indicates required field

First name * Last name *

Street address *

Town / City *

County * Post code * Country or Region *

Primary telephone number *
Example: (020) 12345678.
Required in case we need to contact you about your account

Already registered?

[Sign in now](#) or enter your confirmation code to [activate your account](#).

- [Resend my confirmation code](#)
- [Resend my password](#)
- [Resend my user ID](#)

Safety Policy.rtf

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18/02/2010

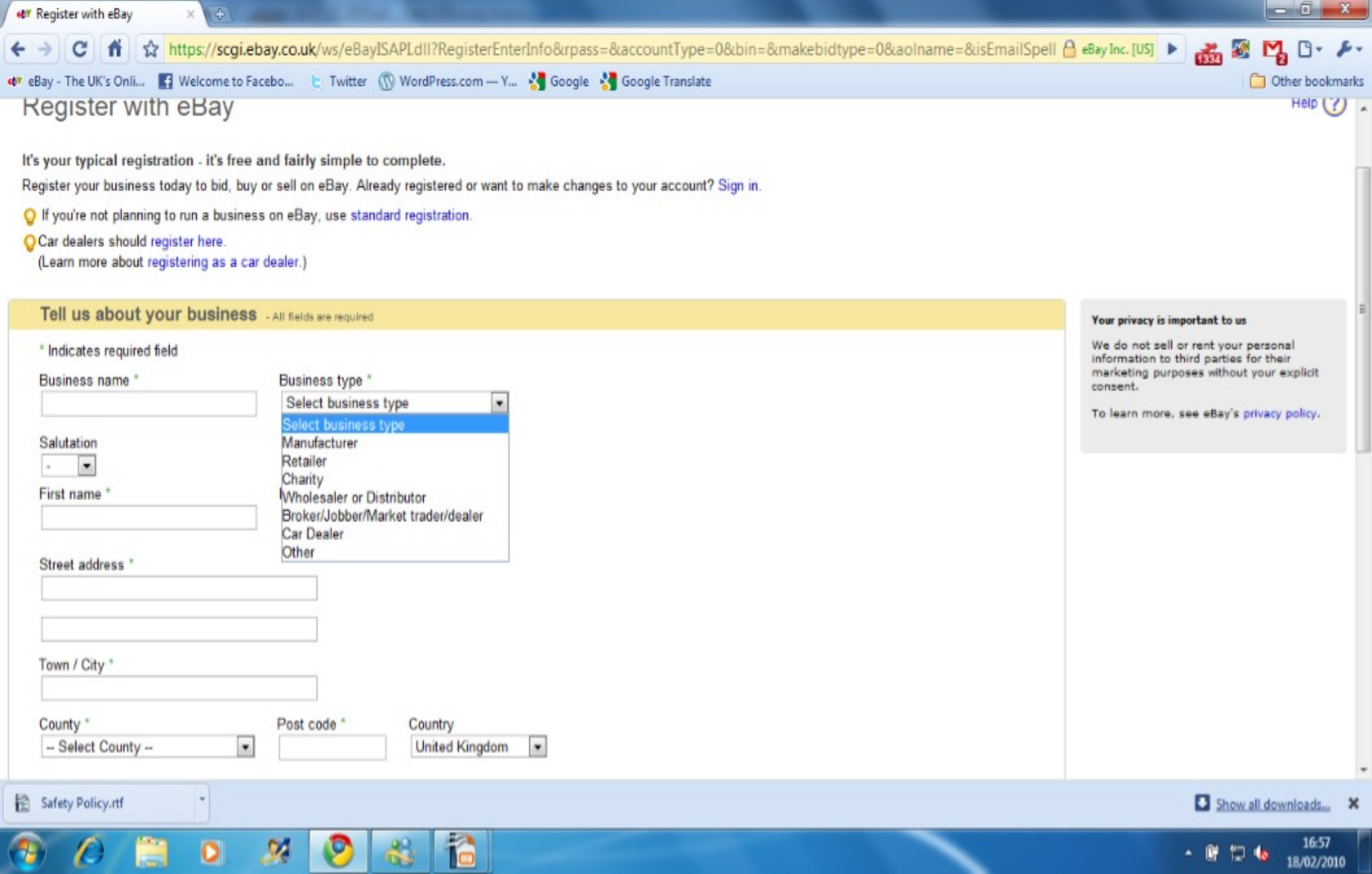
Registration

Private

Best place to start if you are a beginner

Recognised as a business at £1800





Register with eBay

It's your typical registration - it's free and fairly simple to complete.
Register your business today to bid, buy or sell on eBay. Already registered or want to make changes to your account? [Sign in](#).

- If you're not planning to run a business on eBay, use [standard registration](#).
- Car dealers should [register here](#).
([Learn more about registering as a car dealer.](#))

Tell us about your business - All fields are required

* Indicates required field

Business name *

Business type * Select business type

Salutation

First name *

Street address *

Town / City *

County *

Post code *

Country

Your privacy is important to us

We do not sell or rent your personal information to third parties for their marketing purposes without your explicit consent.

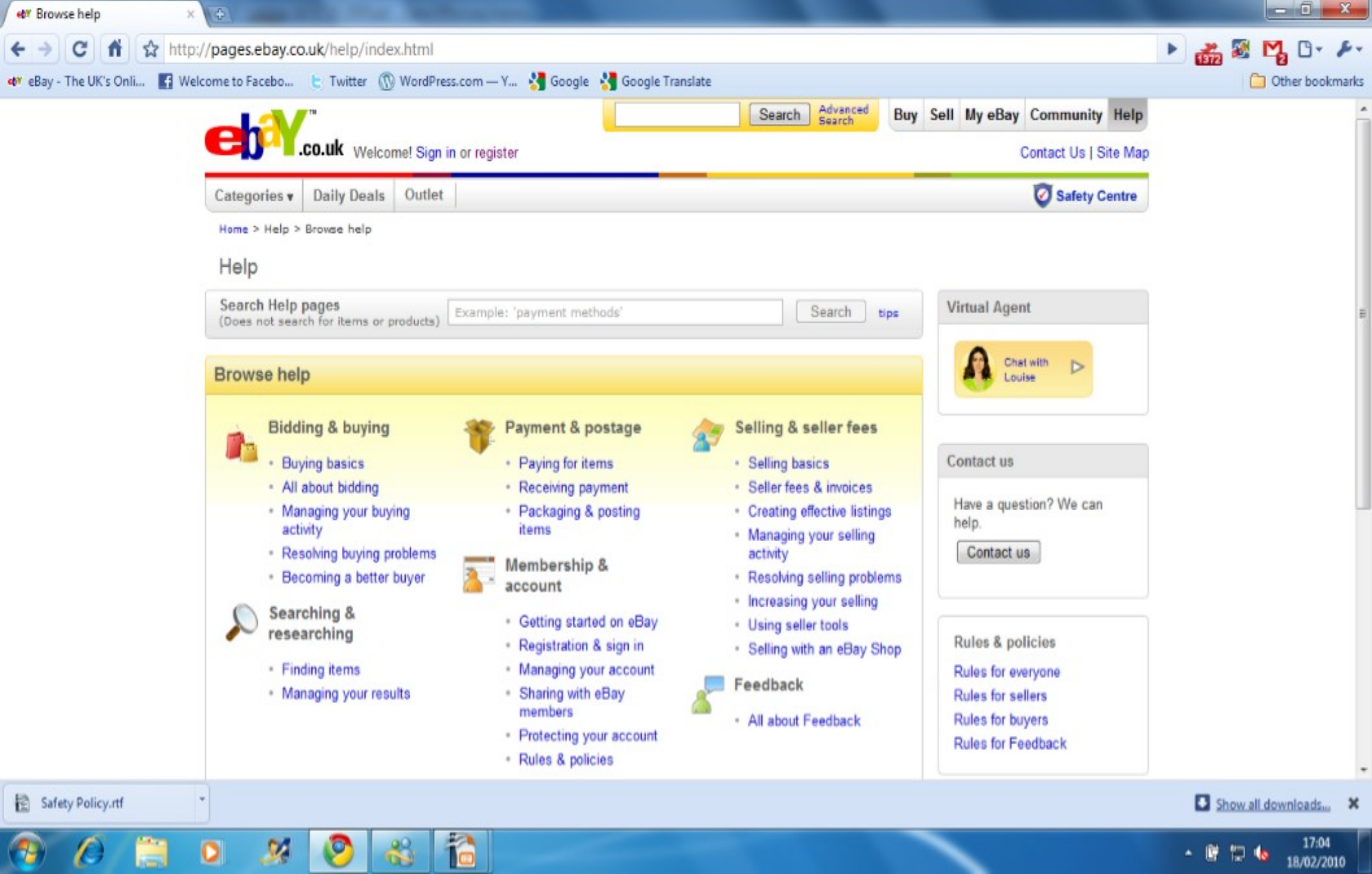
To learn more, see eBay's [privacy policy](#).

Registration Business
If you are already in business
Sell end of lines or slow sellers



Planning & developing Listing

- **Fees - Refer to eBay website (Help Menu)**
- **Ensure Policy Compliance (Help Menu)**
- **Research Competitors on eBay**
- **Listing Format – Fixed Price or Auction**
- **Producing a quality image to compliment your listing**
- **Payment Methods**
- **Postage Costs**
- **Returns Policy**



Welcome! Sign in or register

Contact Us | Site Map

Categories ▾ Daily Deals Outlet



Home > Help > Browse help

Help

Search Help pages

(Does not search for items or products)

Example: 'payment methods'

Search

[tips](#)

Browse help



Bidding & buying

- [Buying basics](#)
- [All about bidding](#)
- [Managing your buying activity](#)
- [Resolving buying problems](#)
- [Becoming a better buyer](#)



Searching & researching

- [Finding items](#)
- [Managing your results](#)



Payment & postage

- [Paying for items](#)
- [Receiving payment](#)
- [Packaging & posting items](#)



Membership & account

- [Getting started on eBay](#)
- [Registration & sign in](#)
- [Managing your account](#)
- [Sharing with eBay members](#)
- [Protecting your account](#)
- [Rules & policies](#)



Selling & seller fees

- [Selling basics](#)
- [Seller fees & invoices](#)
- [Creating effective listings](#)
- [Managing your selling activity](#)
- [Resolving selling problems](#)
- [Increasing your selling](#)
- [Using seller tools](#)
- [Selling with an eBay Shop](#)



Feedback

- [All about Feedback](#)

Virtual Agent



Chat with Louise



Contact us

Have a question? We can help.

[Contact us](#)

Rules & policies

- [Rules for everyone](#)
- [Rules for sellers](#)
- [Rules for buyers](#)
- [Rules for Feedback](#)

Safety Policy.rtf

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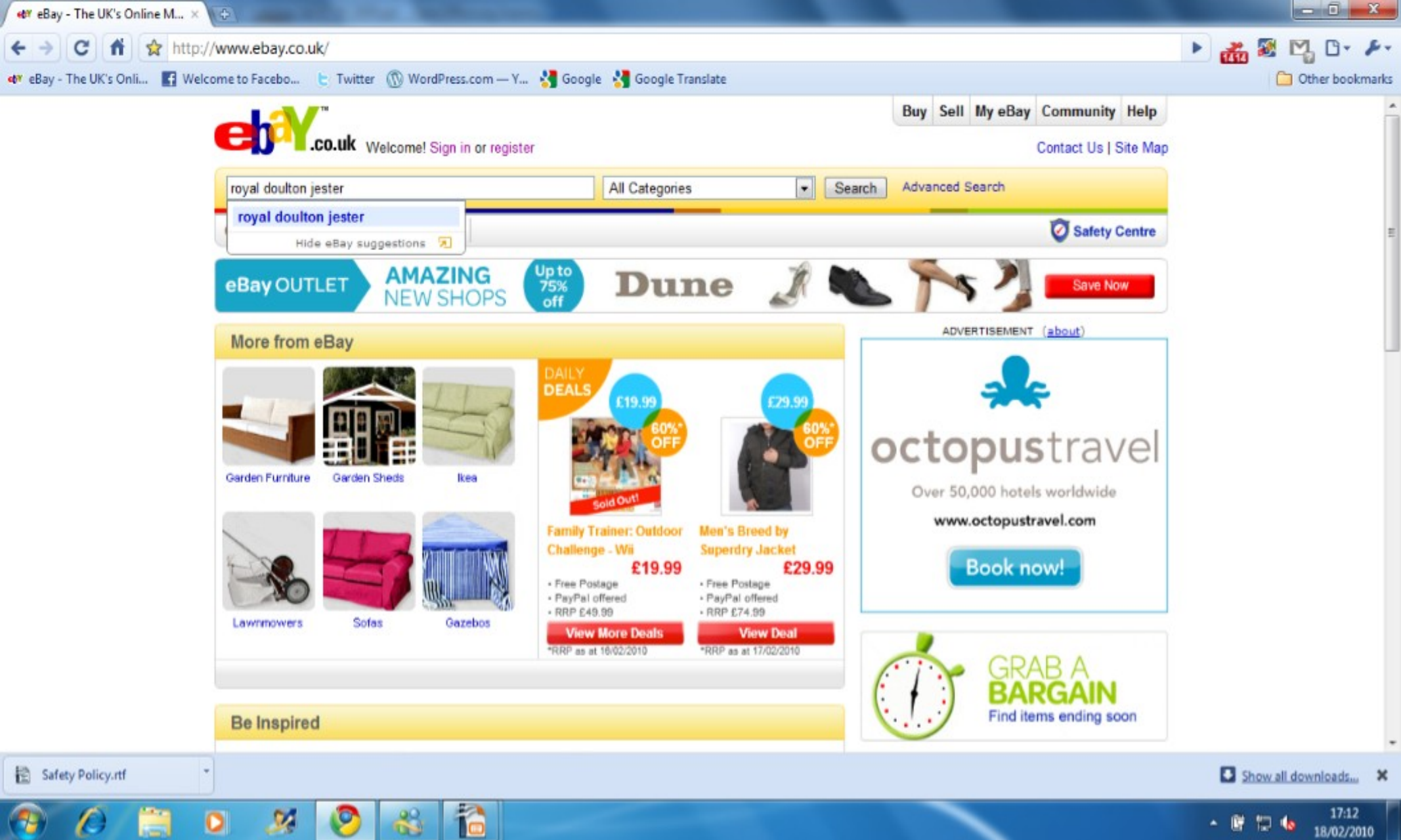
Fees & Ensure policy compliance

Fees

Policy compliance can I sell my item on eBay?

Lets take a look at how help menu works





Planning your Listing

Research competitors

Open market research

What's selling now

Lets take a look at how it works



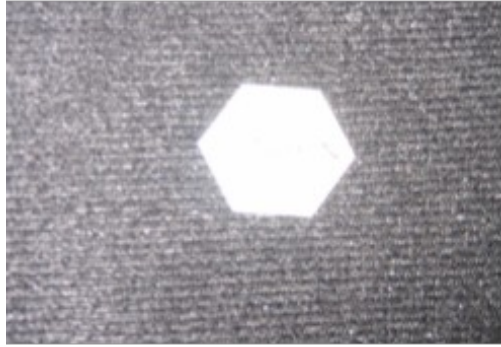
Planning and developing listing- contd

Photography

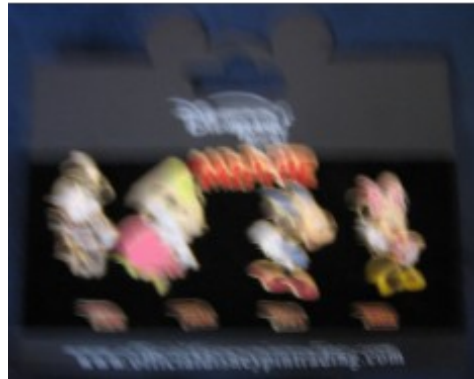
- Digital Camera
- Flatbed scanner
- Small items – Use macro
- Plain background
- Editing
- Tripod
- Photo Studio



Flashback



Blurred/ Too Small



Quality Image





Edit Pictures

Rotate

Crop

Resize

Save as

Lets take a look at how

Sell on eBay. The World's... x

http://cgi5.ebay.co.uk/ws/eBayISAPI.dll?SellHub3Visitor

Buy Sell My eBay Community Help

ebay.co.uk Hello, John (jpmamedayltd). Not you? Sign in. Contact Us | Site Map

All Categories Search Advanced Search

Categories Daily Deals Outlet Safety Centre

Home > Sell

Sell

Sign in to see your saved information.

List your item for sale

Enter 3-5 words about your item. For example: New Toy Story DVD

Quick Sell (not suitable for vehicles)
List your item quickly using the most popular options

Advanced Sell (Sell Your Item Form)
Access to all the options (subtitle, listing designer and more)

Start selling

Browse categories

Sell a car or motorbike | Advertise your business or service

Selling Checklist

- Seller's checklist
- Search completed listings
- Work out postage & packaging
- Check eBay fees
- Manage your listings
- Go to My eBay

Find something to sell
Get ideas on what to sell
Find out what's hot with buyers
Sell for charity

Selling tips
Brush up your skills
What makes a good listing
Postage & packaging
Sell internationally
Sell well

eBay Explained
Learn how eBay works!

ADVERTISEMENT (about)

You could win the

21:14
18/02/2010

Planning your Listing
 Create your listing
 Use advance form
 Advertise your business
 Lets create a listing

http://shop.ebay.co.uk/ebayadvsearch/

Buy Sell My eBay Community Help

Welcome! Sign in or register

Contact Us | Site Map

Categories ▾ Daily Deals Outlet

Home > Buy > Advanced Search

Advanced search

Sign in to see your favourite searches. Learn more

Items

- Find items
- By seller
- By bidder
- By item number

Shop

- Items in Shops
- Find Shops

Members

- Find a member
- Find contact information
- Find a Trading Assistant

Find items

Enter keywords or item number

All words, any order

Search

Exclude words from your search

See general search tips or using advanced search options

In this category

All Categories

Save this search to My eBay

Search including

- Title and description
- Completed listings

Planning your Listing

Research competitors

Completed listing search

How much is my item worth

Do what other successful sellers are doing

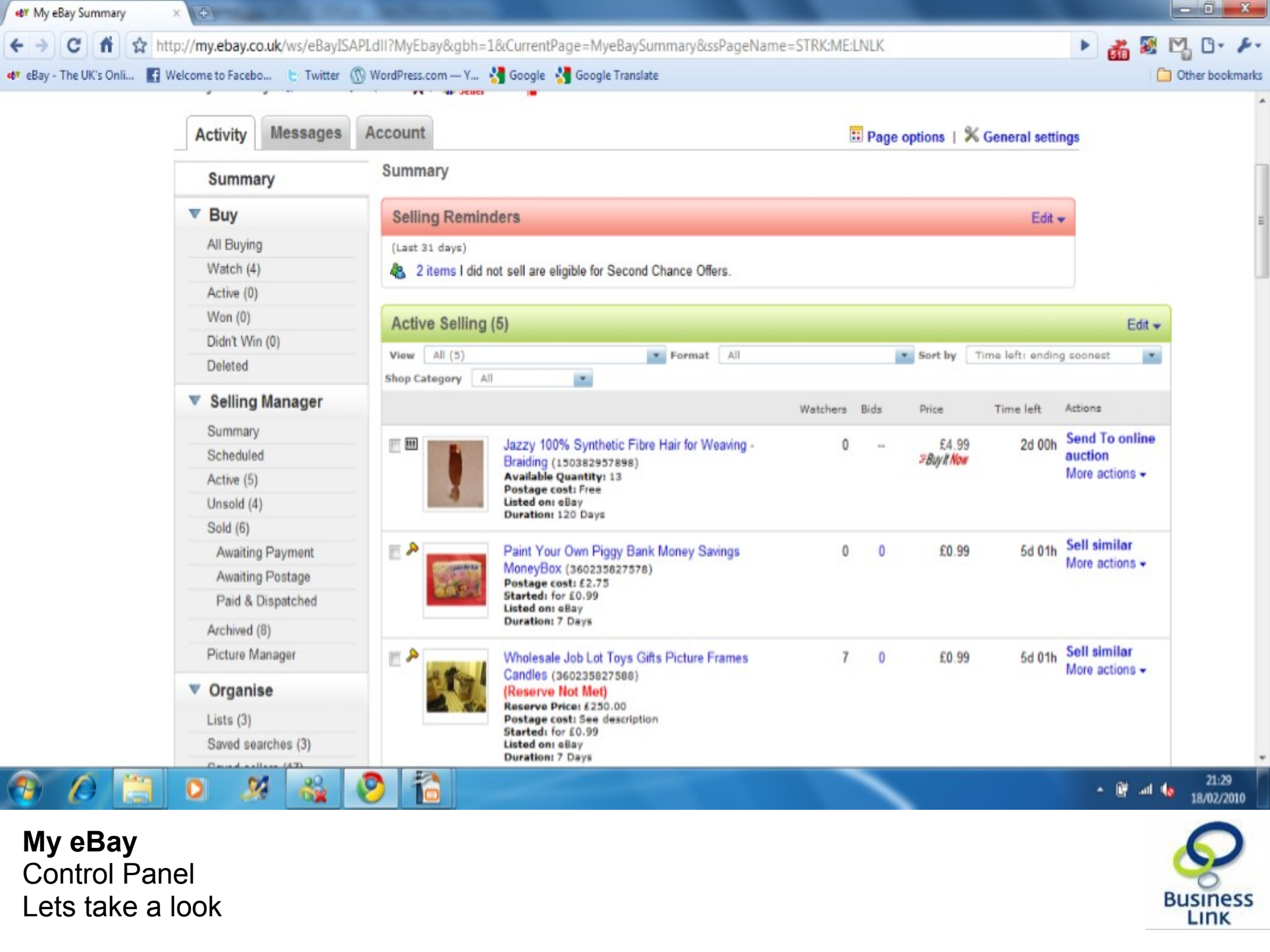
Lets take a look at how it works

Planning and developing listing - contd

- Write a title (55 Characters Maximum)
- Item specifics
- Write a description
- Upload your image
- 1st Image free (used as gallery picture)
- Payment methods
- Paypal
- Other payment options
- Postage Charges
- Returns Policy

After the sale

- **Communicate with buyer**
- **Send to confirmed address**
- **Ship goods to customer**
- **Postage**
- **Consider recorded postage for expensive items**
- **Paypal will rule against you if you don't have a tracking number**
- **Lets go and full-fill our sales**



Activity

Messages

Account

Page options | General settings

Summary

Buy

- All Buying
- Watch (4)
- Active (0)
- Won (0)
- Didn't Win (0)
- Deleted

Selling Manager

- Summary
- Scheduled
- Active (5)
- Unsold (4)
- Sold (6)
- Awaiting Payment
- Awaiting Postage
- Paid & Dispatched
- Archived (8)
- Picture Manager

Organise

- Lists (3)
- Saved searches (3)
- Saved sellers (17)

Summary

Selling Reminders

Edit

(Last 31 days)

2 items I did not sell are eligible for Second Chance Offers.

Active Selling (5)

Edit

	View	Format	Sort by					
Shop Category	All (5)	All	Time left: ending soonest					
	All							
				Watchers	Bids	Price	Time left	Actions
	Jazzy 100% Synthetic Fibre Hair for Weaving - Braiding (150382957898)			0	--	£4.99 <i>Buy it Now</i>	2d 00h	Send To online auction More actions
	Available Quantity: 13 Postage cost: Free Listed on: eBay Duration: 120 Days							
	Paint Your Own Piggy Bank Money Savings MoneyBox (360235827578)			0	0	£0.99	5d 01h	Sell similar More actions
	Postage cost: £2.75 Started: for £0.99 Listed on: eBay Duration: 7 Days							
	Wholesale Job Lot Toys Gifts Picture Frames Candles (360235827588)			7	0	£0.99	5d 01h	Sell similar More actions
	(Reserve Not Met) Reserve Price: £250.00 Postage cost: See description Started: for £0.99 Listed on: eBay Duration: 7 Days							

My eBay
Control Panel
Lets take a look



Google Mail - Search res... x Google Docs - Upload a F... x My eBay Selling Manager... x What's new for your busi... x

http://k2b-bulk.ebay.co.uk/ws/eBayISAPI.dll?MyEbaySellingSoldListings&View=SMSoldListings&SubmitAction.ChangeFilter=x&NewFilter=Wait!

Buy Sell My eBay Community Help

ebay.co.uk Hello, John (jpmamedayld). Sign out Contact Us | Site Map

All Categories Search Advanced Search

Categories eBay Motors Daily Deals Outlet Safety Centre

Home > My eBay > Selling Manager > Sold

My eBay jpmamedayld (1498) Power Seller me

Activity Messages Account

Note: Email addresses will be displayed for 45 days after a transaction ends.

Sold Items | Awaiting dispatch (2 items) Print Customise Display

Keep track of sold items by customising and sending sales records to your buyers.

Buyer email

Shop Category Status Period

All Awaiting Postage (2) Current month (Mar) Search | Hide Search Options | Clear Search

Change Status Select Email Print Feedback Sell Similar Relist Archive Download Add Tracking Number Add Note

<input type="checkbox"/>	Record	Buyer Email/ID	Custom Label	Sold On	Format	Qty	Sale Price	Total Price	Sale Date		Postage Cost	# of Watchers	Reserve Price	Start Price	Action
<input type="checkbox"/>	2339	freddy3867 (beverley.alford@yahoo.co.uk) (165)	--	eBay		1	£0.99	£3.49	26-Mar	1	£2.50		--	--	Print Postage Label
		(360246355354) ANALOGUE ALARM CLOCK LCD CALENDAR TEMPERATURE CONTROL	--									0			

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Concluding The Sale
 Awaiting Postage
 Click on sales record



Google Mail - Search res... x Google Docs - Upload a F... x My eBay Selling Manager... x What's new for your busi... x

http://k2b-bulk.ebay.co.uk/ws/eBayISAPI.dll?EditSalesRecord&itemid=360246355354&transid=184810087023&urlstack=1453[filterenum_2]

Home > My eBay > Selling Manager > Sold

My eBay

jmsamedayltd (1498) ★ Power Seller me

Activity Messages Account

Sold Listing | Sales Record #2339

Buyer Details

Buyer User ID **freddy3867** (165)

Buyer Email **beverley.alford@yahoo.co.uk**
Email addresses will be displayed for 45 days after a transaction ends.

Buyer Full Name

Street

Town/City

State/Province

Zip/Postcode

Country

Phone Number ()

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Show all downloads...

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Customer Address



Transaction Details

Qty	Item #	Picture	Item Name	Price	Incl. VAT%	Subtotal
1	360246355354		ANALOGUE ALARM CLOCK LCD CALENDAR TEMPERATURE CONTROL	£0.99	<input type="text" value="0"/> %	£0.99
Subtotal:						£0.99
				Postage & Packaging:	Royal Mail 2nd Class Recorded	£ 2.50
					Select a postage service	£
					Select a postage service	£
				Seller discounts (-) or charges (+):		£ 0.00
				<input type="button" value="Recalculate"/>	Total:	£3.49

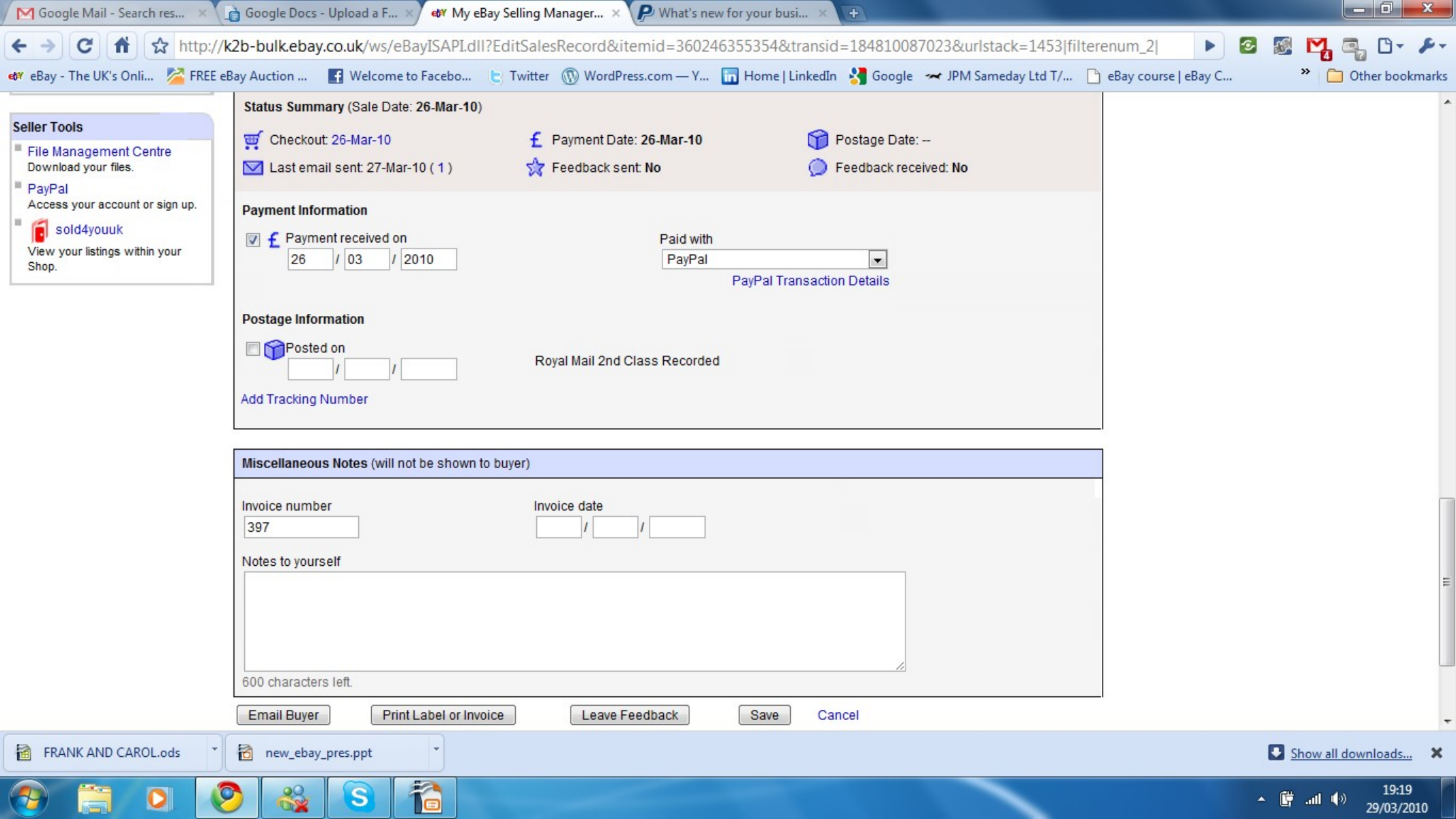
Notes to buyer (For example, postage information or personal message.)

600 characters left.

[Cancel](#)

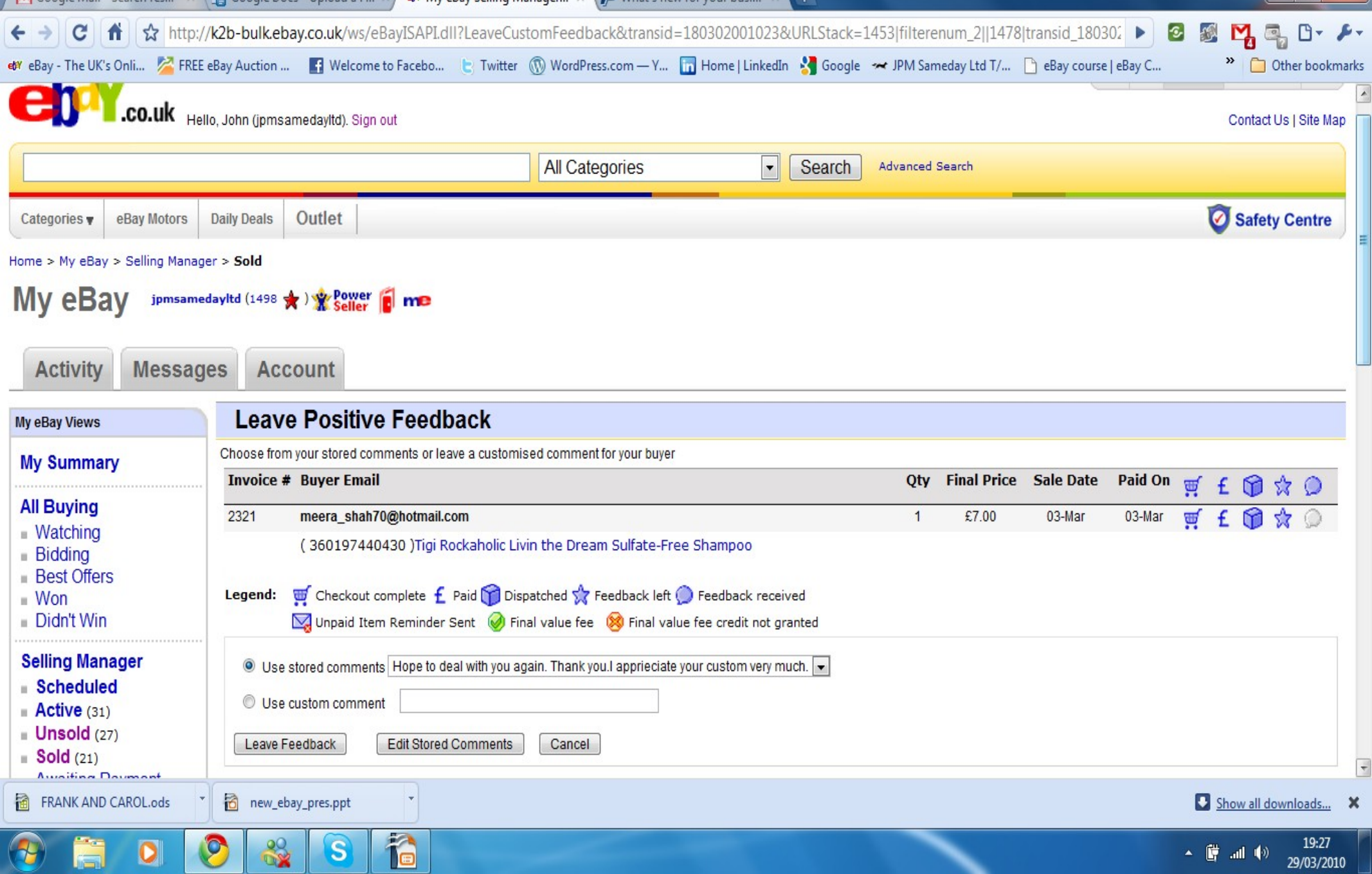
Sale Status & Notes

Transaction Details



- Payment details
- Email Client
- Print Labels
- Leave Feedback
- Save





Leave Positive Feedback

Choose from your stored comments or leave a customised comment for your buyer

Invoice #	Buyer Email	Qty	Final Price	Sale Date	Paid On				
2321	meera_shah70@hotmail.com	1	£7.00	03-Mar	03-Mar				

(360197440430)Tigi Rockaholic Livin the Dream Sulfate-Free Shampoo

Legend: Checkout complete Paid Dispatched Feedback left Feedback received
 Unpaid Item Reminder Sent Final value fee Final value fee credit not granted

Use stored comments Hope to deal with you again. Thank you.I appreciate your custom very much. ▾

Use custom comment

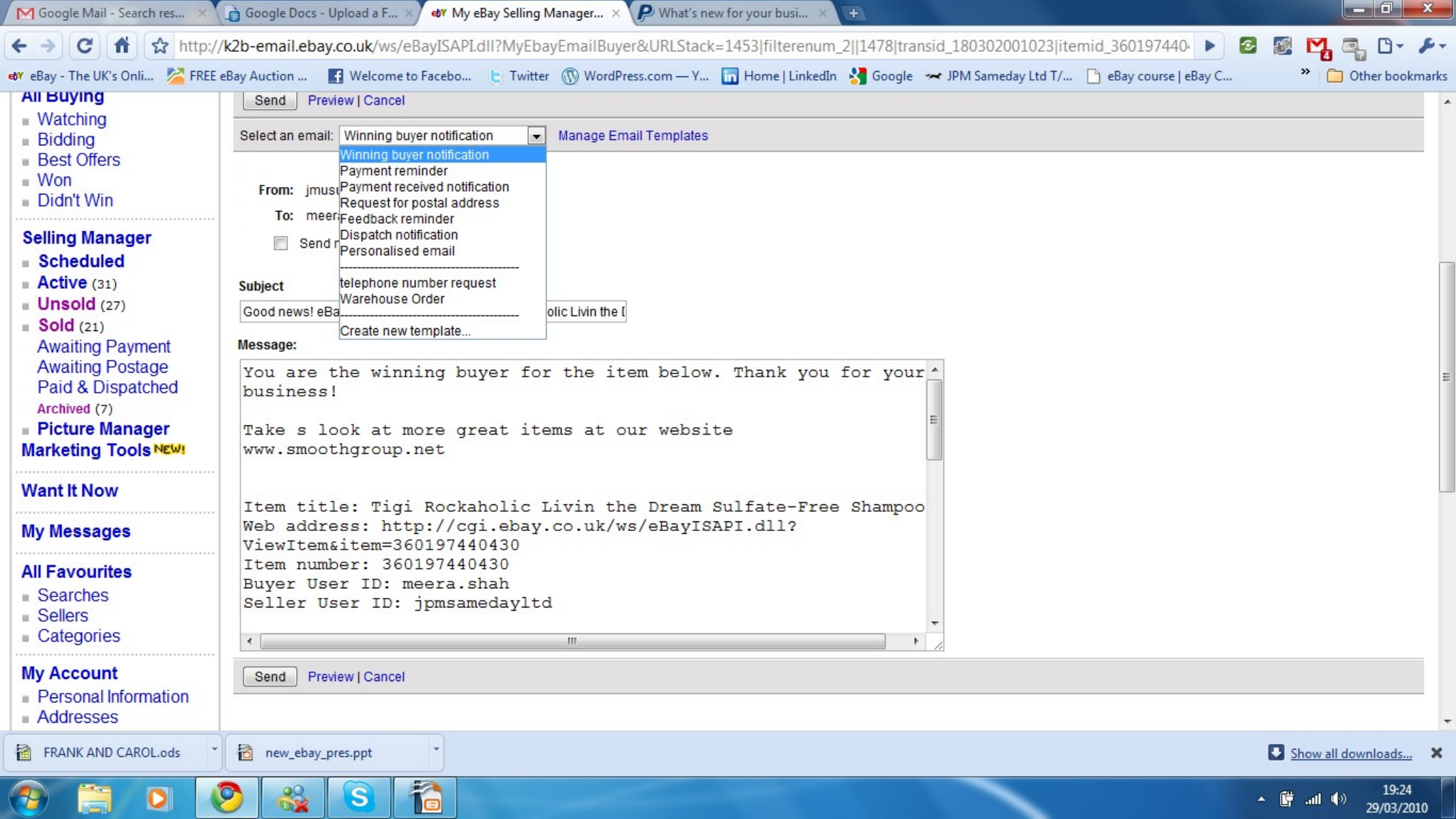
Leave Feedback

Edit Stored Comments

Cancel

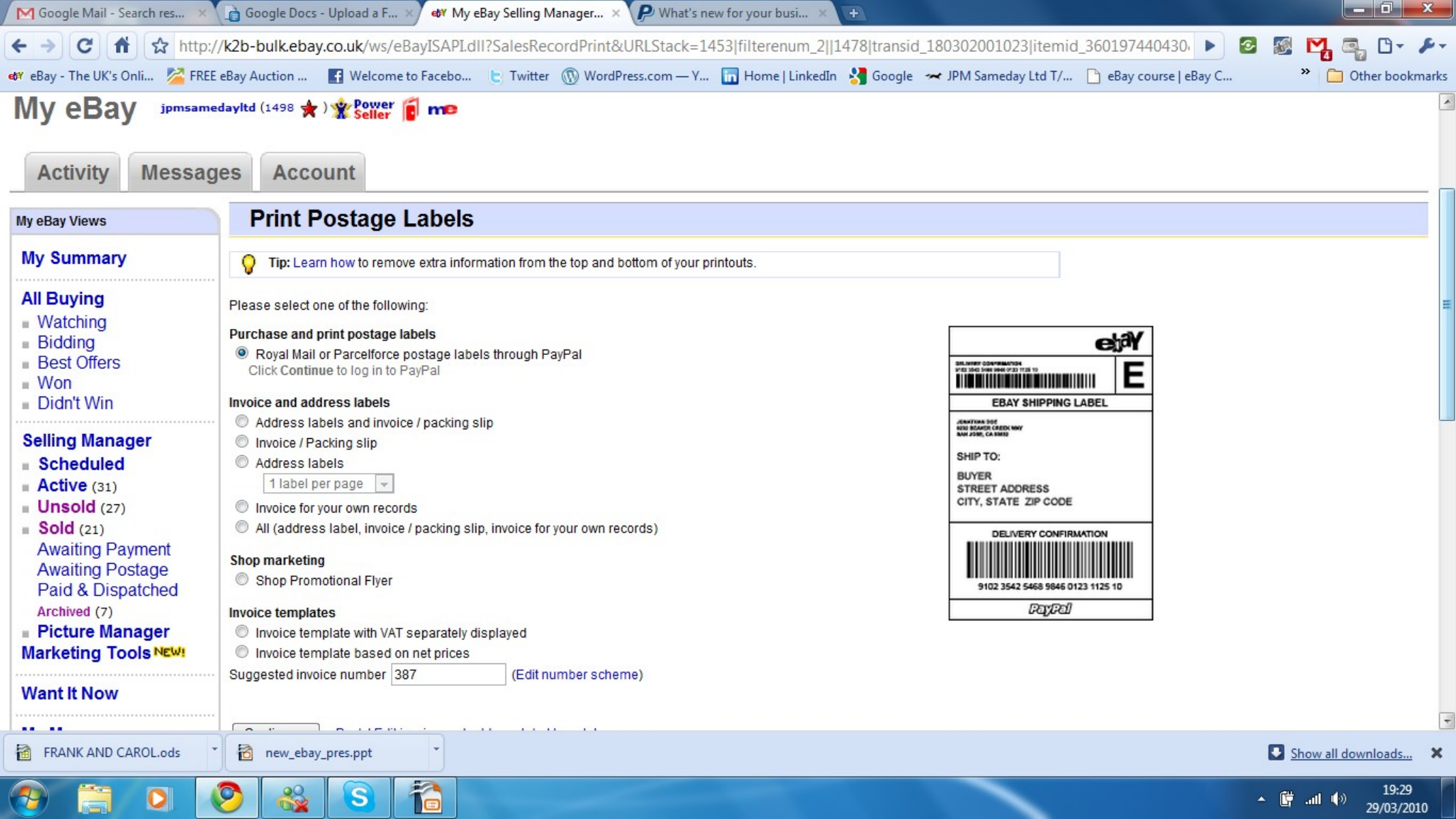
Leave Feedback



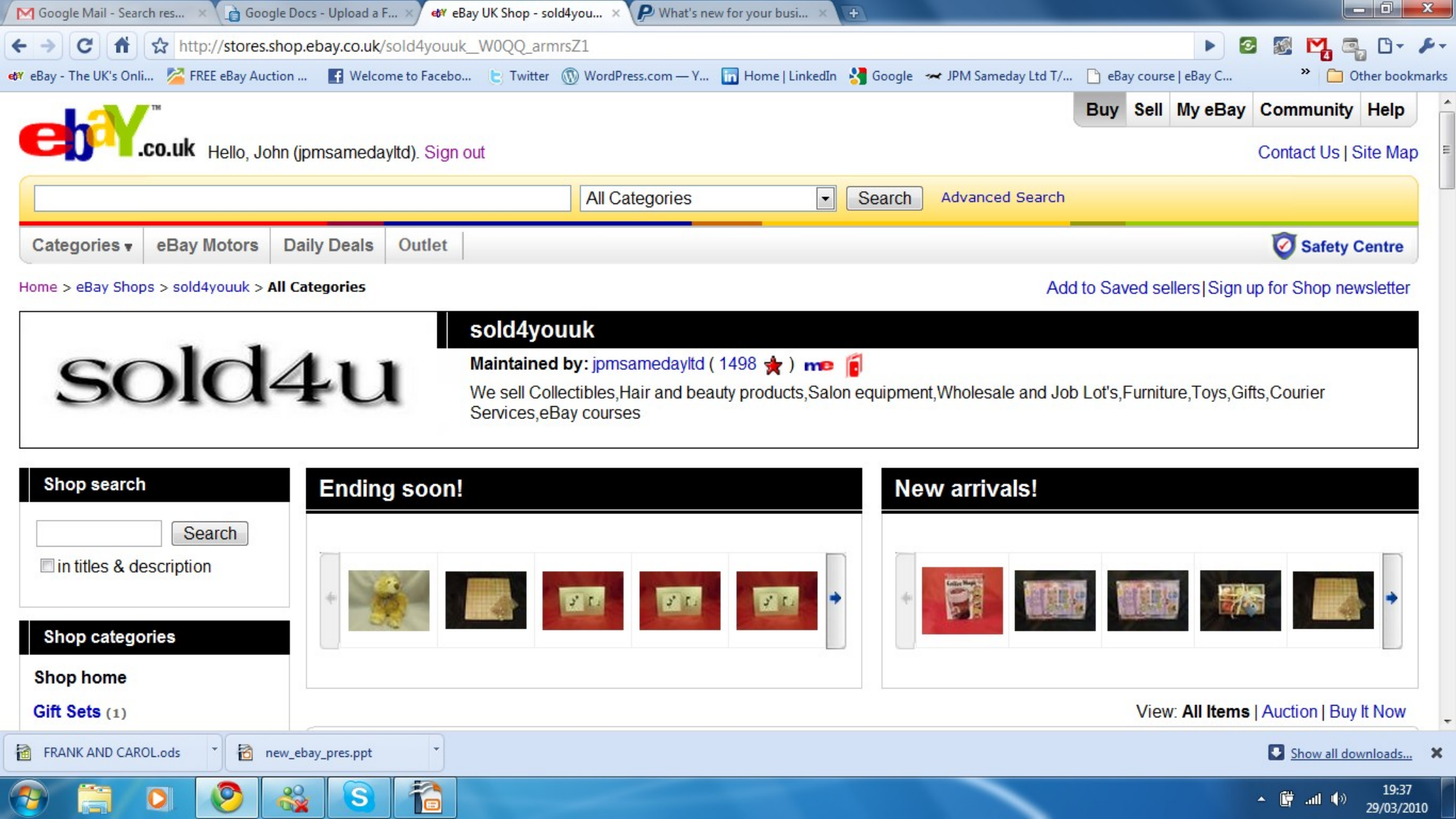


Email Buyer
Payment received
Goods Despatched





Print Postage Labels



Next Step
eBay Shops
Lets Take a look