

# Clicks and Mortar Not Just Bricks and Mortar

## Selling on eBay

Presented by  
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# An Overview of eBay

- Over 110 million items available worldwide
- 88 million active users worldwide
- Approximately 7 million items added every day
- A cell phone sells every 6 seconds
- A car sells every minute
- Over 500,000 eBay Stores online
- Most expensive item sold: Gulfstream II business Jet -\$4.9M in August 2001

# Extension of Existing Business

- eBay as additional sales channel
- Reach a broader market- international
- Sell what you know and have a supply for
- Sell online what doesn't sell in the existing store –markdowns
- Increased advertising for your brick and mortar store
- Your merchandise is available 24/7/365

# Recommendations

- Open a buyers account first –learn how it feels
- Make sure you accumulate feedback
- Open a seller's account – start small
- When you have some selling experience, open an eBay Store

# An eBay Business is Like Any Business

- A great customer experience is key to success
- Observe and out-perform competition
- Businesses cost money to operate
- Manage your inventory
- Remain adaptive and alert to trends
- Refine and expand product line-new products
- Check supply & demand- Assess Competition

# An eBay Business is Like Any Business

- <http://solutions.ebay.com>
- <http://www.certifiedprovider.ebay.com>
- <http://pages.ebay.com/wantitnow/>
- <http://shop.ebay.com/ebayadvsearch/>
- <http://indemand.ebay.com>

# eBay Information

- Learn the ins and outs of eBay
  - <http://pages.ebay.com/help/policies/seller-rules-overview.html>
- Benefits of Paypal
  - <http://www.paypal.com/security>
- Packing /Shipping
  - <http://pages.ebay.com/sellerinformation/shipping.html>
- Feedback
  - <http://pages.ebay.com/services/forum/feedback.html>

# Why Open an eBay Store?

- One-stop location for all your eBay listings
- Unique, branded destination with...
  - Your Logo and URL
  - Custom categories
  - “Your Store Only” search engine
- Ideal for listing inventory
- Provides advanced marketing, merchandising and business reporting
- Least expensive path to an eCommerce presence

# eBay Store Building

- Open your store
  - <http://www.ebay.com/stores>
- Do it yourself web page –tools provided by eBay
  - <http://pages.ebay.com/storefronts/seller-landing.html>
  - <http://www.prostores.com>
- Or find help:
  - <http://www.cruzio.com>

# eBay Store Building Summary

Detailed Feature Comparison	BASIC	PREMIUM	ANCHOR
Customer Support	Mon-Fri 6am - 6pm PST	Dedicated 24-hr support	Dedicated 24-hr support
<b>Building Your Store</b>			
Monthly Subscription Fee	\$15.95	\$49.95	\$299.95
Store Home Page & Unlimited Product Pages			
Custom Pages	5 pages	10 pages	15 pages
Customized Web Address			
Promotion Boxes			
Store Categories	300	300	300
Custom Store Header			
eBay Header Reduction			
<b>Manage Your Sales</b>			
Access to Store Inventory listing format			
FREE Sales Management Tools	Selling Manager	Selling Manager Pro (reg. \$15.99/month)	Selling Manager Pro (reg. \$15.99/month)
Markdown Manager	Manage 250 Listings/day	Manage 2,500 Listings/day	Manage 5,000 Listings/day
Vacation Hold			
Pictures		Free	Free

# eBay Store Building

- Create your own logo
  - Brand business collateral, signage, etc.
  - Custom design or...
  - Choose from eBay templates and designs
- Name your own categories
  - Create specialty categories
  - Improve inventory management

# eBay Store Building

- Promote your business on eBay
  - Use AboutMe Store page
  - Use extra custom pages for additional information
- Use Merchandise Manager
  - Cross-promote your items
  - Mark down sale items with Markdown Manager

# Advertising Your eBay Store

- AboutMe
  - <http://pages.ebay.com/community/aboutme.html>
  - Cross-promote other items
  - Provide background about your business
  - List terms of sale, policies, etc.
- My World
  - <http://myworld.ebay.com>
- Review & Guides
  - <http://reviews.ebay.com>
  - Become an expert
- Store pages optimized for search engines – Google, Yahoo

# Advertising Your eBay Store

- Advertise your Online store AND your brick and mortar store:
  - Twitter <http://www.twitter.com>
  - Facebook <http://www.facebook.com>
  - LinkedIn <http://www.linkedin.com>
- Create a video showing your products !
  - <http://www.youtube.com>
- Set up your own blog !
  - <http://wordpress.com>
  - <https://www.blogger.com/start>
- Follow other bloggers and become a recognized expert !
  - <http://www.blogcatalog.com>

# Other Selling Sites

- <http://www.half.com> -Owned by eBay
  - Books, audiobooks, CDs, DVDs, VHS, video games and video game systems
- <http://www.amazon.com>
- <http://www.etsy.com> -Handcrafted items
- Classified Listings:
  - <http://www.craigslist.com>
  - <http://www.oodle.com>
  - <http://www.kijiji.com>
  - <http://www.backpage.com>
  - <http://www.livedeal.com>

# Resources

- Business Plans:
  - American Small Business Development Center Network
    - <http://www.asbdc-us.org/>
    - <http://www.centralcoastsbdc.org>
  - Entrepreneur.com
    - <http://www.entrepreneur.com/ebay>
  - Business Planning Demystified by Tim Berry
    - <http://www.allbusiness.com/business-planning/business-plans/3476477-1.html>
  - Sample business plans
    - <http://www.bplans.com>

# Resources

- Tax Help:
  - IRS Small Business and Self-Employed One-Stop Resource
    - <http://www.irs.gov/business/small/index.html>
  - Entrepreneur.com Small Business Tax Center
    - <http://www.entrepreneur.com/tax/index.html>

# Resources

- Accounting Help
  - eBay Certified Provider SageFire
    - <http://www.keepmore.net/ebay>
    - Automatically imports all of your eBay transactions and allocates them as income or expense for you
  - QuickBooks®
    - <http://www.quickbooks.com>
  - NetSuite
    - <http://www.netsuite.com>
  - eBay Accounting Assistant
    - Works with QuickBooks
    - <http://ebay.com/accountingassistant>

# Resources

- Selling Tips and Strategies
  - <http://pages.ebay.com/sell/top10tips.html>
  - <http://pages.ebay.com/sell/top10strategies.html>
  - <http://pulse.ebay.com>
- Seller Tools
  - <http://www.ebay.com/sellertools>
  - <http://ebay.com/turbolister>



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