Design Document: eBay Selling

Class Description

Learn how to create an auction, employ selling strategies to maximize profit, navigate eBay's rules, and earn seller ratings that boost future business in this class.

**Curriculum Track**

Software & Apps

**Audience**

Adult learners with eBay experience who would like to learn how to sell on eBay.

**Course Length**

90 minutes

**Training Method**

Lecture-demo

**Purpose**

To introduce people on how to sell on eBay. This class will also give people the basics on how to create an ad, ship an item, and how to properly deal with customers.

Equipment Requirements

Projection screen, laptop with internet connection, laser pointer

Software Requirements

Microsoft PowerPoint and/or eBay and PayPal accounts (for live demo)

Material Requirements

Power Point presentation, handouts, participant survey, pens/pencils

**Learning Objectives**

At the end of the session, learners will be able to:

* Explain how to create eBay ads.
* Restate strategies to maximize ad views and profit.
* Choosing whether to use buy it now, best offer, or a normal auction for their items.
* Explain how to maintain auctions after they are listed.
* Explain what to do if you do not receive a payment.
* Explain how to ship an item properly following payment.
* Explain how to take care of a bad situation and angry customers.
* Explain what to do if someone makes a complaint against you.

**Assessment Technique(s)**

Question and answer

Content Outline

***Before Class Prep (5-10 mins.)***

* Get your web browser running and open up the following websites
  + eBay (sign into your account)
  + Open the list of prohibited items on eBay
* Take some pictures of an item you can pretend to sell when making a trial ad and have them on a flash drive or save them on the computer you are using for the presentation

***Agenda (2-3 mins.)***

* Things to know before you sell
* Creating a listing
* Maintaining your auctions
* Receiving payment for your items
* Shipping tips
* Handling unhappy customers
* eBay help/customer support

***Things to know before you sell (5-7 mins.)***

* Go over all of the basic selling fees
  + Sellers can list up to 50 auctions a month without a posting fee
    - After the initial free 50 auctions it will cost $.30 per ad
  + eBay will charge you 10% of your final auction price. This price is capped at $750.
  + Other auctions fees are listed on your handout.
  + When creating the ad eBay will inform you and add up your fees as you go
  + On top of eBay’s fees Paypal will charge you 2.9% plus $.30 per transaction for domestic sales.
* Go over the list of inappropriate items
  + These items are prohibited on eBay
  + For a complete list and more information go to http://pages.ebay.com/help/policies/items-ov.html
* Go over the list of difficult to sell items
  + These items are regulated by eBay and/or the government. If you would like to sell one of these items, make sure to educate yourself on government regulation and eBay policy before creating your ad.
* Note: Remind students that the link for these items is in the handout

***Creating a Listing (30-40 mins.)***

* Give step by step instruction on how make an eBay auction. (Note: If resources and time allows demonstrating this part on eBay’s website is the preferred method for students.)
  + Sign into your account
  + Click Sell on top menu bar
  + Type in the item you are selling and click **sell it.** For those use to the old eBay listing tool it still exists as **Advanced Tool** in the top right corner. Advise the students to use the new ad template it is easier and faster to use.
    - Next choose **condition**
    - If your item is preloaded into eBay’s database click on **sell one like this** to have eBay partially fill out your ad for you.
    - If your item is not preloaded choose **Continue** at the bottom of the screen
  + Create a title for your ad
    - The ads title is where eBay’s search engine searches for keywords. To make your ad easily found make sure to include brand, full name, and/or serial number if you have the information
  + Add the condition of your item.
    - Unless your item is still sealed it is considered used
  + Upload all of your photos to your ad
    - You can upload 12 photos free of charge
    - The first photo in your list is the one that people will see when browsing ads. Make sure it is your best one.
    - When taking pictures for eBay make sure to abide by the following guidelines for best results.
      * Use the best camera available to you. (A camera on your phone or tablet is usually good enough.)
      * Have good lighting
      * Take pictures of your item from every angle (remember you have up to 12 pictures for free)
      * Make sure nothing except your item is in the picture to avoid confusion
      * If possible, use a white or black background to help your item stand out in the picture. (A white sheet on a table usually works great)
  + Choose item specifics if any apply
  + Create an item description
    - Add as much information about the item as you can. The better the description the less likely a customer will complain about not getting an item as described. If the item is used it is always good to inform the customer that the item is being sold as is.
  + Choose auction format and starting price
    - Set your starting bid at $.99 or less to encourage people to view your ad
    - Set your auction as a fixed price if you need to get a specific amount for your item
      * If you are willing to haggle add **or best offer** to your fixed price
    - Set your starting bid close to your desired selling price if you are worried about the ending price of the auction
    - If you are worried about losing money add a **reserve** price to your auction.
      * Note: adding a reserve price includes an auction listing fee
  + Add a listing duration
    - You can list your auction from 1-7 days.
    - If you create a fixed price auction advise the students to choose **Good ‘Til Cancelled** to avoid relisting your item
    - Make sure to end your auction when you have time to ship the item
      * If you are going out of vtown, consider using the **schedule your listing’s start time** option
  + Fill out shipping information
    - Ship it for me: This option is only viable in specific locations. Make sure you have an eBay shipping center near you before you choose this option
    - If you choose to ship using a **Flat: Same cost to all buyers** calculate shipping by using a shipping calculator at your preferred shipper. Make sure to add time, gas and packaging costs to your shipping price.
      * Ebay has a shipping calculator. Show the students how to use it.
      * Always buy tracking for your item.
      * Signature conformation are required for any item that sold for over 750$
      * Get insurance for anything you cannot afford to lose. Suggest anything over 100$ or anything that you think could be easily damaged in transit.
    - To have eBay automatically calculate the costs for you choose **Calculated: Cost varies by buyer location**.
    - To entice buyers choose **Free shipping**, but make sure to add shipping costs into your item to avoid losing money.
    - If you are interested in having someone pick up your item choose **No Shipping: offer local pickup only**.
    - Advise students to not offer international shipping. Explain that eBay proves a buyer receives an item via tracking, but for international shipping tracking ends at customs. If the package is lost between customs and the buyer eBay will return the buyers money and you will have lost your item.
  + Remember to click **automatically relist this item up to 2 times** in case your item does not sell
    - If you auction listing has costs you will be charged that cost for every relisting
  + Before listing your item preview it to make sure you like your listing and check for errors

***How to maintain your auctions (5 mins.)***

* You can watch over all of your listings under **MyeBay>All Selling**
* If you download the eBay app or have email notification on your phone you will be notified once you get a questions from a seller, if not check your eBay messages twice a day.
  + eBay gives sellers 24 hours to answer questions without negative feedback.
  + For the best customer service advise students to answer questions as soon as possible
* To make revisions, changes or end your auction click on **more actions** under **Active Selling**
  + If something substantial has changed end your listing and create a new one
* When your item sells you can find shipping information under **More Actions**.
* If a buyer does not pay under **More Actions** contact the buyer to remind them to pay. After 48 hours you can report the buyer and eBay will try to make the buyer pay. If eBay is unsuccessful they will relist your item or refund you your auction costs.

***Shipping Tips (5 mins.)***

* Explain how over packing an item is always better, but 1” packing material is more than enough for most items
  + Preferred materials include: newspaper, plastic grocery bags, packing peanuts, foam and/or bubble wrap.
* Save money by saving packaging materials from online purchases or by using one price shipping boxes from USPS
  + If you use old boxes black out or remove all previous shipping information.
  + You can always cover an old box with paper grocery bag if there are a lot of labels.
* Shipping costs are calculated by size and weight. Try to minimize the box to exactly the size you need and use the lightest weight packing material to reduce costs.

***Handling unhappy Customers (10 mins.)***

* Give your students the following tips for dealing with customers
  + A customer usually complains to you through eBay’s messaging system before involving others, so do your best to work it out directly with the customer in a timely manner.
  + Apologize for their dissatisfaction and be sure you understand what they’re asking for in the way of a solution (item replacement, refund, etc.).
  + If an immediate resolution isn’t possible, keep the customer informed of the steps you are taking along the way so they remain confident in you and know you are an ethical seller.
  + If the situation cannot be fixed, apologize and ask the customer to return the item so you can refund their money. Never refund a buyer until you receive the returned item.
  + If a customer escalates a claim against you to eBay, eBay will place a hold on your payment. Further negative consequences, such as negative reviews and eBay refunding the customer’s money, can be enacted if the situation does not get resolved.
  + If a customer with bad reviews or very few reviews bids on your item and you are wary of selling to him or her, you may cancel his or her bids to avoid problems.
  + If you have a bad experience with a customer and no longer wish to sell to them, you can permanently block them from bidding on your auctions.
  + If a customer is breaking an eBay policy, notify eBay of their behavior so they can handle the situation on your behalf.
* Refunds
  + Show that you can give a complete refund by going into more actions on the item and choosing **cancel order**
  + Explain how you may need to give a partial refund and that the refund can be given via PayPal, but sending the refunded amount using their email address.
* Show students how to raise bidding requirements and how to block users. (If time and resources allow show them through the process on eBay)
  + Under MyeBay choose the account tab, then site preference, then click edit under buyer requirements.
  + Advise students that even though high requirements may lower your ending auction price it will almost ensure that it will help you prevent a bad transaction
  + To block users, click buyer **requirements exemption** list under **Buyer Requirements**. Next click on **Add an eBay member to my Blocked bidder/buyer list**. Finally type in all users you want to block and click submit.
  + Advise the students to block anyone you have had a bad transaction with. There are millions of users on eBay and only a couple bad apples. If you can avoid even one bad apple in the future, it can save you hours of future aggravation.

***eBay Help/Customer Support (2 mins.)***

* Show students how to find help through eBay
  + Click on the **help & contact** at the top of the screen
  + You can search for an answer to your questions here or contact customer support

***Questions (5-10 mins.)***

* Ask if there are any outstanding questions and answer them for participants
* Talk about the other technology classes coming up
* Handout the class survey and ask participants to take a moment to complete it
* Invite participants to write in any comments or class suggestions on the form
* Provide your contact information (and the IS Service Desk number) for any additional questions.
* Thank participants for coming