

Introduction to eBay (DARC)

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Introduction to eBay

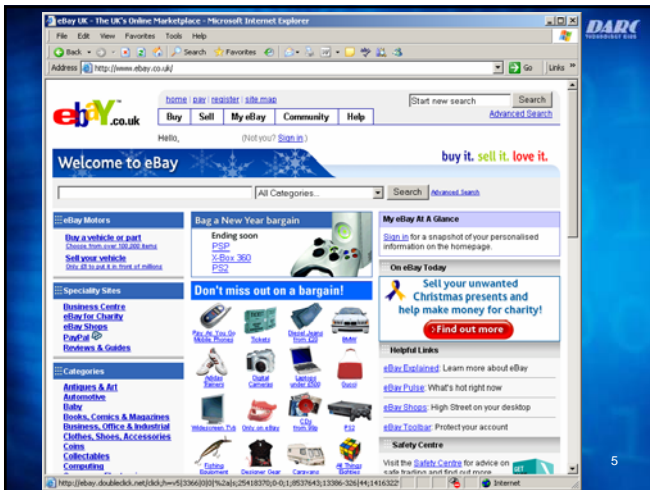
- Why Me?
 - eBay member for over four years
 - Well in excess of 1000 transactions
 - Excellent feedback record
 - Given eBay advice to many people
 - DARC (committee) member for several years
 - Opportunity to introduce people to DARC
 - Gullible!

Agenda

- Getting Started on eBay
- Your first purchase
- Intelligent Bidding
- Listing your first item
- Using PayPal
- The eBay and PayPal small print
- Avoiding Scams and Phishing
- Becoming a seasoned seller

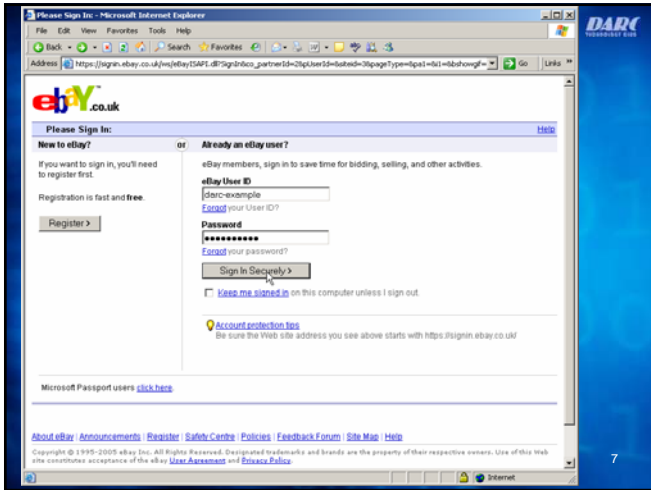
Introduction

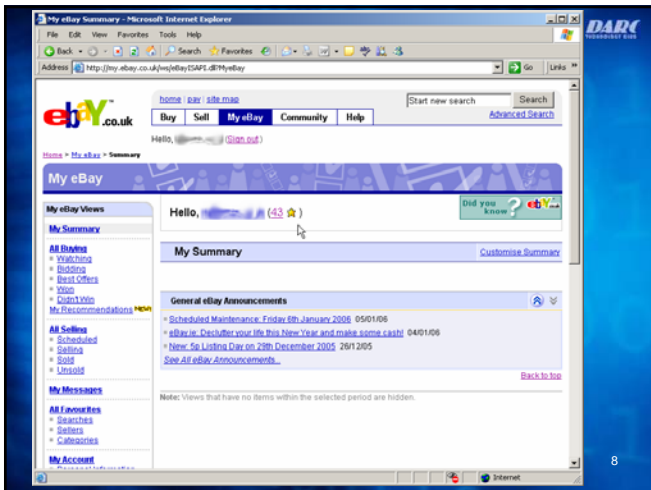
- What is eBay?
 - Auction website
 - eBay inc (Listed on NASDAQ as EBAY)
 - Pierre Omidyar (Founder)
 - Meg Whitman (CEO and President)
- When did it all start?
 - 4th September 1995
 - Auctionweb
 - Laser pointer or PEZ dispensers?
 - 1997 EchoBay to eBay



Getting Started on eBay

- Registration (private account)
- Enter personal contact details
- Must be aged 18 or over
- Choose an eBay User ID
- Choose a password
- Verify account details by email
- You can then start buying...





Account Hijacking

- Never give out account details
- Choose a complex password
- Keep your password safe
- Change it frequently
- Use different passwords
- Install Anti Virus Software
- Install a firewall

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Searching

- Basic Search
 - Quick and easy search (top right)
- Keywords
- Careful searching, remove (s)
- Specific items "word1 word2"
- - word OR (word1,word2,word3)
- Either keyword word1 OR word2
- Wildcard searches using*

Searching...

- Advanced Searching
 - Linked from top right
- Pricing Range
- Specific Sellers
- Location (even distance from postcode)
- Currency
- Quantity

Searching...

- Types of items
 - Buy It Now, Get it Fast, Paypal, Condition, Seller type and Items for Charity.
- Number of Bids
- Sorting options
- Search for sellers and items
- Search for bidders and items
- Find Contact information

Your First Purchase...

- If you win, contact the seller within three days.
- It is usually best practice to complete the checkout process as soon as possible.
- Pay straight away using PayPal or inform them, the cheque is in the post.
- Wait for the item to arrive.
- Leave feedback

Leaving Feedback

- eBay has a feedback system for members
- Positive
- Neutral
- Negative
- Who leaves feedback first?
- Feedback problems
- Feedback follow up
- Removing feedback

Intelligent Bidding

- Do not bid on an item straight away
- Watch items you want to buy
- If the item has no bids, bid the minimum amount to avoid the seller ending the listing early.
- Bid an odd amount £10.01
- Bid the maximum you want to pay at the last minute.
- Use a bid sniping tool?

Intelligent Bidding...

- Let eBay do some of the work
 - Save your favourite search
 - Use “Add to Favourite Searches”
 - Searches emailed (every day 365 days)
 - Notification each time a Favourite Seller lists a new item.
 - Either by a favourite seller email OR
 - Advanced search for only “From my Favourite Sellers” then “Add to Favourite Searches”

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Intelligent Bidding...

- Favourite Sellers
- Save them all in one location
- Get a weekly ‘Top Picks’ email
- Make notes about each
- Continue buying from people you trust

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Listing your First Item

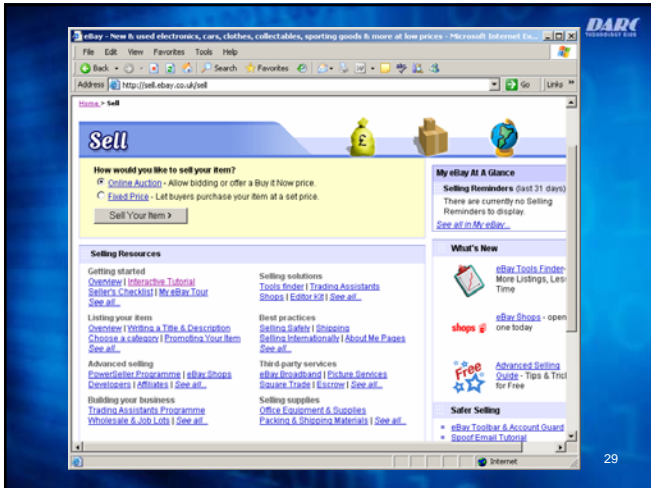
- Don't list it yet!
- Watch similar items
- Spot trends
- Spot frequent sellers
- Analyse the market
- Analyse previous sales

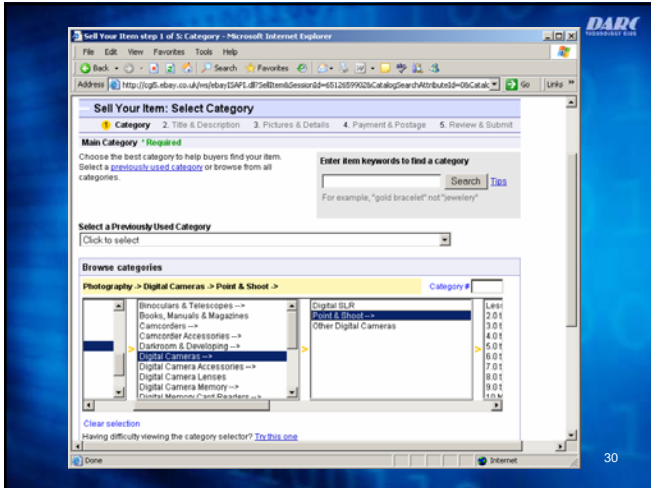
- Or just go for it?

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When to list and for how long?

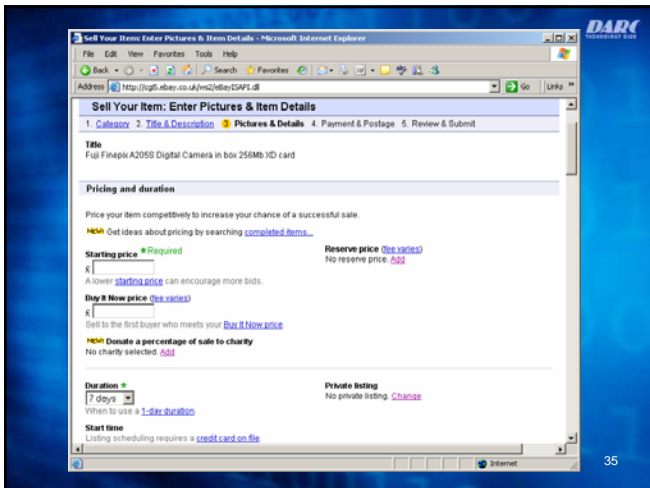
- Piece of string?
- Depends on the item and its popularity.
- The more popular the item, the shorter the length of auction.
- When are people more likely to be at home and therefore bid?
- When do I need to list it?
- Tuesday = five day auction
- Thursday = ten day auction





Item Description...

- Your main chance to sell the item
- Don't exaggerate the truth
- Don't assume people will ask for more information
- Give details about Postage
- Explain any return policies
- Link to manuals or other information



Options, options, options

- Starting Price
- Reserve
- Buy It Now
- Charity
- Duration and Start time
- Private listing
- Quantity – Individual Items or Lots
- Location

Options, options, options...

- Pictures (One free, others cost 12p)
 - Enhanced Services
 - Basic Services
 - Your own hosting
- Gallery 15p or Gallery Featured £15.95
- Standard, Supersize 60p, Picture Show 15p
- Listing Designer (7p Is it worth it?)

Options, options, options...

- Subtitle (£0.35)
- Bold (£0.75)
- Highlight (£2.50)
- Featured Category Auction (£9.95)
- Home Page Featured (£49.95)

Payment Methods

- PayPal
 - Require immediate payment
- Postal Order / Banker's Draft
- Personal Cheque
- Other / See Item Description
- Credit Cards
- Escrow

Postage

- Postage destinations
- Local pickup only
- Postage services
 - First and Second class
 - Recorded
 - Special Delivery
 - Parcel Force
 - Airmail

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Postage...

- Handling Time
- Get It Fast
- Insurance
- Discount
- Returns
- Payment instructions
- Buyer Requirements

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Review

- Review the listing
- Correct any errors
- Check fees (as low as 20p, usually 35p)
- Read eBay advice (if any)
- Click "Submit Listing"
- Sit back and wait...

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During the Listing

- You can't sit back and wait
- Watch the auction.
- How many people have bid?
- How many people are watching?
- Questions to answer.
- Bids will all come at the end!

Cancelling a Listing

It is not good practice to end an auction listing early:

- However, you can
- The item might get broken or lost

It should not be used cancelled because:

- You sell it to someone outside eBay
- It is not making enough money

End of the listing

- Check status in 'my eBay'
- Send Invoice
- Relist
- Second Chance Offer
- Sell Similar



End of the listing...

When payment has arrived

- Mark as dispatched
- Leave Feedback

If there are any problems

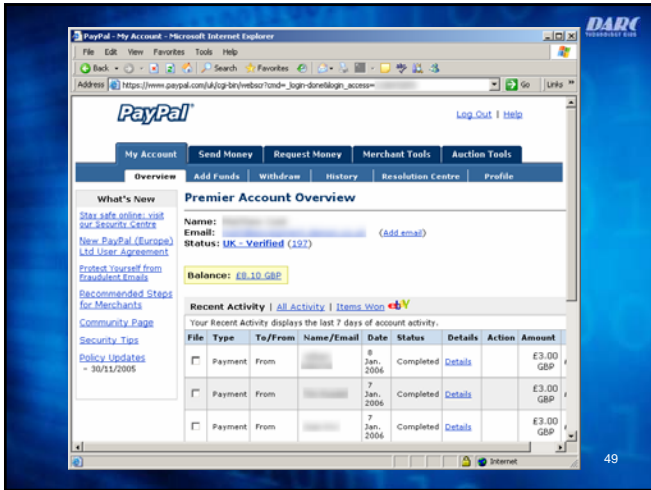
- Contact Buyer
- Report an unpaid item

End of the listing...

- All being well buyer will receive item and leave feedback
- Ask buyer if item has arrived
- Send tracking details
- Remind them to leave feedback
- Deal with complaints

Using PayPal

- Free to join (actually they pay you)!
- Personal Account
- Premier Account
- Business Account
- Requires bank account and debit /credit card to open a full account.
- This can take a few days



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Using PayPal

- Advertise auctions with PayPal payments
- Auction Tools available
- Check payment is Completed
- Beware eCheques
- Withdraw money over £50
- Warning for balances over £1,000
- Warning for transfers over £4,500

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The Small Print

Prohibited:

- Alcohol, Tobacco, Drugs
- Aeroplane, Train, Lottery, Football tickets

Questionable:

- Adult material, Food, Used Clothing
- Autographs, Slot machines, Presales

Infringing Items:

- Bootlegs, OEM Software, Mod Chips

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The Small Print

- Keyword Spamming
- Shill Bidding
- Free 'gifts'
- Fee Avoidance (expensive postage)
- VeRO Verified Rights Owner emails...

Fees

Insertion Fees:

- £0.01 - £0.99 = 15p
- £1.00 - £4.99 = 20p
- £5.00 - £14.99 = 35p
- £15.00 - £29.99 = 75p
- £30.00 - £99.99 = £1.50
- £100 + = £2.00 (multiple £3.00)

Fees

Final Value Fees:

- Not Sold = No Fee
- £0.01 - £29.99 = 5.25%
- £30.00 - £599.99 = £1.57 + 3.25%
- Over £600.00 = £1.57 + £18.53 + 1.75%

Fees

Reserve Fees:

- £0.01 - £49.99 = N/A
- £50.00 - £4,999.99 = 2% of reserve
- £5,000+ = £100
- Minimum reserve of £50
- Refunded if item sells

Fees

Motors Insertion:

- £6.00 (Auction or Buy It Now)

Final Value Fee:

- £0.01 - £1,999.99 = £15.00
- £2,000.00 - £3,999.99 = .75%
- £4,000.00+ = £30

PayPal Fees

- To receive money
- Standard Rate
- 3.4% + 20p
- To withdraw money
- 25p up to £50
- Free over £50

Avoiding Scams and Phishing

- Never follow links to eBay or PayPal in emails
 - Type the URL in to the browser
 - Use browser favourites
 - Keep an eye on the URL bar
- eBay and PayPal do conduct surveys
 - However do not enter any login details
- Power Seller Status scam

Avoiding Scams and Phishing

When buying:

- Read the small print, what are you buying?
- Beware items sold 'not tested'
- Is it counterfeit?
- Get postal insurance
- Look for skill bidding

Avoiding Scams and Phishing

When selling:

- Claims of missing goods
- Returning a different item
- Requesting alternative shipping
- Ending Buy It Now to make way for their own auction
- Bid shielding
- Strange email requests

Avoiding Scams and Phishing

- PayPal Buyer Protection
- Covers most eBay sites
- Cover up to £500
- Covers items never received or significantly different to eBay listing
- Does not cover Motor Vehicles, Live Auctions or Mature category

Avoiding Scams and Phishing

- PayPal Transactions
- Sellers Protection Policy
 - Have a qualified Verified Business or Premier account
 - Deliver to confirmed address
 - Retain reasonable proof of postage that can be tracked online
 - Require signature value > £150
 - Item sent within 7 days

Becoming a seasoned seller

- Set up templates for listings
- Templates for everything
- Turbo Lister Download
- Selling Manager Facilities
- Try listing worldwide
 - Increase final value
 - Beware of postage issues

Becoming a seasoned seller

- eBay Shop for dedicated sellers
- Costs from £6 month
- Various levels of subscription
- Personalised Shop URL
- Continuous listings
- Designed for traders

Misc Bits

- eBay Toolbar
- Want It Now?
- 3rd Party Sniping Tools
 - Hammer Snipe
- Was it all worth it?
- What if it doesn't sell?

Questions and Answers

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