

5-in-15





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5 points

15 minutes

Quick steps to success



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**eBay Selling – Not
Just a Resale Shop**

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FeedDealer.com

eBay Selling

5 Key Points

1. Global Market Place
2. Open 7/24
3. Very Low Cost
4. Extension of your existing selling efforts
5. Complete Selling Environment

eBay Selling

1. Global Market Place

- Founded in 1995
- There are over 90 million users of eBay globally
- In 2009 , eBay had over \$60 billion in sales, or \$2,000 every second
- Sales of your goods can be controlled by geographic region

eBay Selling

2. Open 7/24

- eBay never closes and never sleeps
- Viewers span all 24 time zones and multiple languages.
- Provides a store front for your goods, even when you store is closed and to people who's language you may not speak

eBay Selling

3. Very Low Cost

- Listing an item on eBay can cost as little as \$0.35 for a 30 day period (some items like Trucks and real-estate have a different listing fee)
- Multiples of an item do not need to be listed separately
- Between PayPal and eBay fees, items that sell are charged about 9% of the final sales price
- Shipping is calculated and added onto the sold price automatically

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4. Extension of your existing selling efforts

- You have already calculated a selling price
- You probably have daily UPS delivery, so shipping not a major hurdle
- Descriptions and technical details on items you are selling are already known
- Natural extension of your business practices

eBay Selling

5. eBay is a complete selling environment

- Uploading of pictures and resizing supported
- Calculation of Postage/UPS is based on weight and your shipping/selling location
- Collection of money via PayPal is provided
- Management of bids and sales, and tracking of tasks built into eBay

eBay Selling

Conclusion:

- eBay offers another mechanism to market and sell your goods while also providing a path back to your “brick-and-mortar” business and website if you have one, all for a very low cost.