

Ready, set, GROW

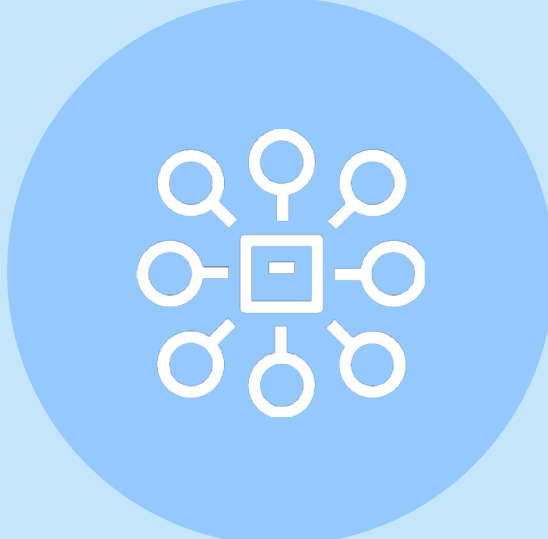
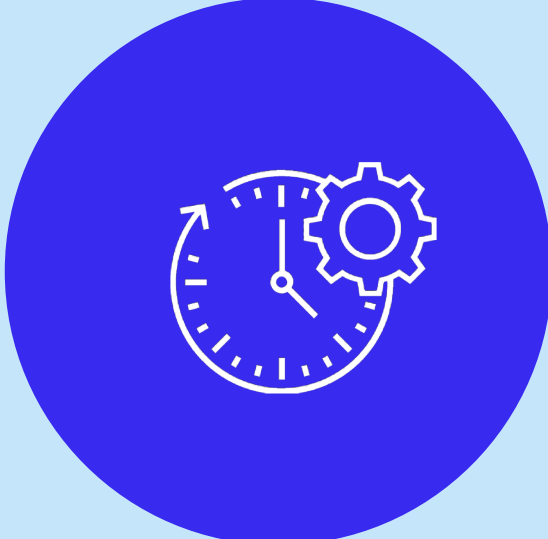
How to set your eBay business up for success

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Sr. Growth Advisor, North America

The eBay logo is displayed in a dark blue, lowercase, sans-serif font. It is positioned in the bottom right quadrant of the slide, which has a light blue background. The logo consists of the word "eBay" with a small gap between the 'b' and 'a'.

This session will prepare you to:



Make a plan
for your eBay
business

Get organized
and manage
your time

Understand
and meet
today's retail
standards

Manage your
inventory

Coordinate
multi-channel
sales

Make a plan:



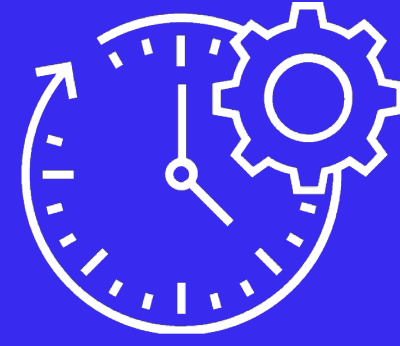
Business Plan

- How will you use eBay?
Liquidation? 100% of inventory?
- Growth targets?
- Be flexible



Get organized

Create dedicated space for each activity



Items needed:

Listing Station

- Computer, laptop
- Printer
- Tape Measure

Photo Station

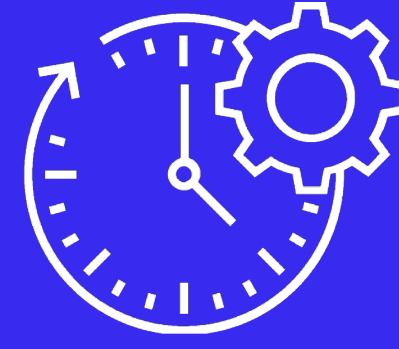
- Camera or smartphone
- Photo box or white background
- Tripod
- Mannequin (for clothing) or other props
- White sheet to diffuse light

Shipping Station

- Tape measure
- Box resizer & utility knife
- Tape, bubble wrap, tissue & void-fill paper
- Scale
- Thank you notes



Manage your time



How to do it:

- Set aside dedicated time to list/ship/email
- Task employee(s) to manage your eBay activity
- Split your time between your online/offline business
- Have a quality assurance process



Unlike a physical business, your eBay shop is always open

Retail standards



Shipping

- One day or same day shipping
- Upload tracking and ship within handle time
- Free shipping



Returns

- 30-day returns is a retail standard
- 30-day free returns will set you apart



Service

- Resolve customer issues
- Respond in 24 hours or less

Communicate with your buyers



Time to ship

- One-day or same-day level of service
- Scheduled parcel pick-ups
 - Saves time
 - Makes sure you meet your handling time

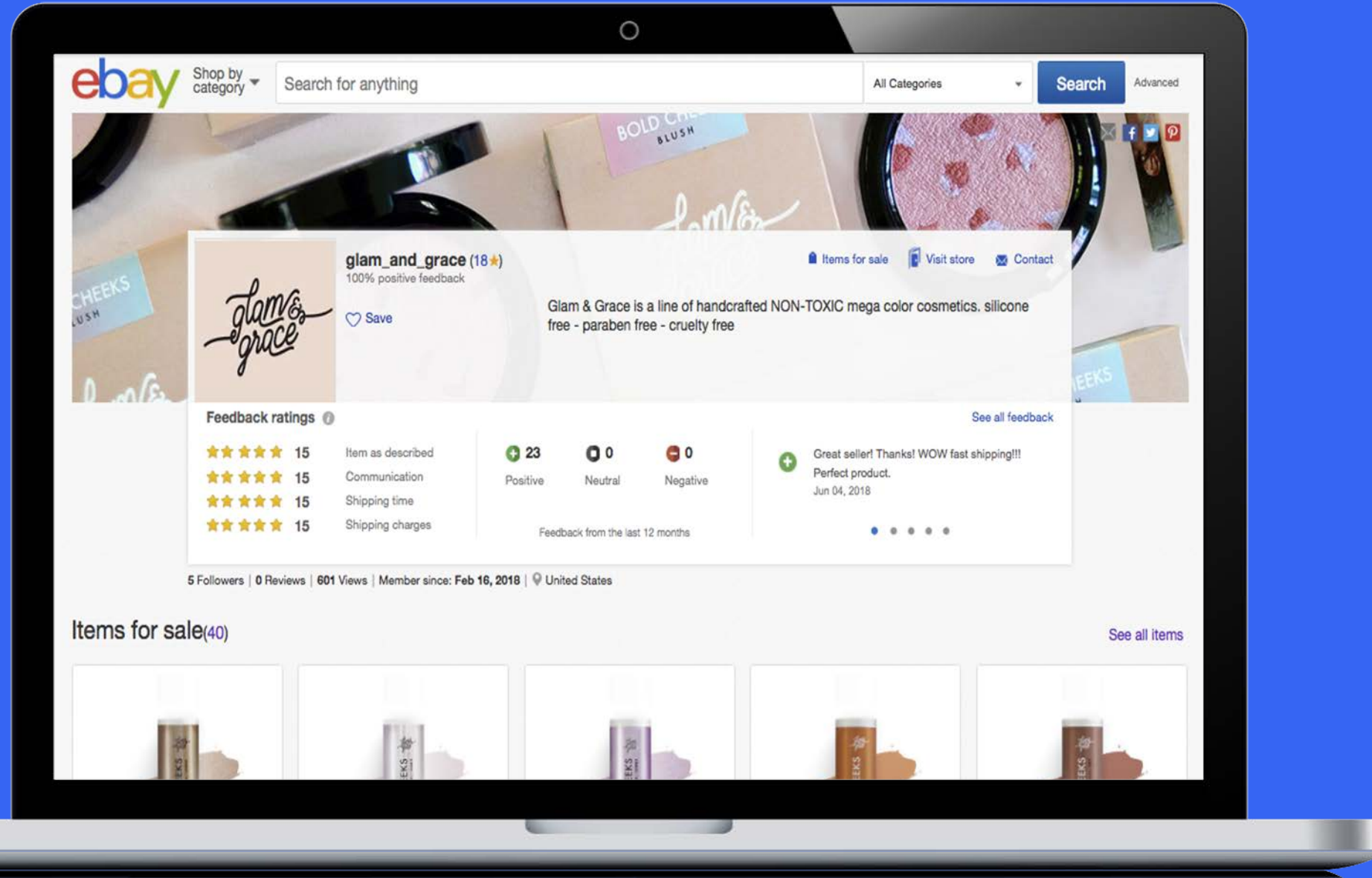
Customer communication

- Respond to return requests
- Project professionalism (word choice, images, etc.)
- Dedicate time to respond
- Set expectations on how quickly you will respond
- Create repeat customers through resolution

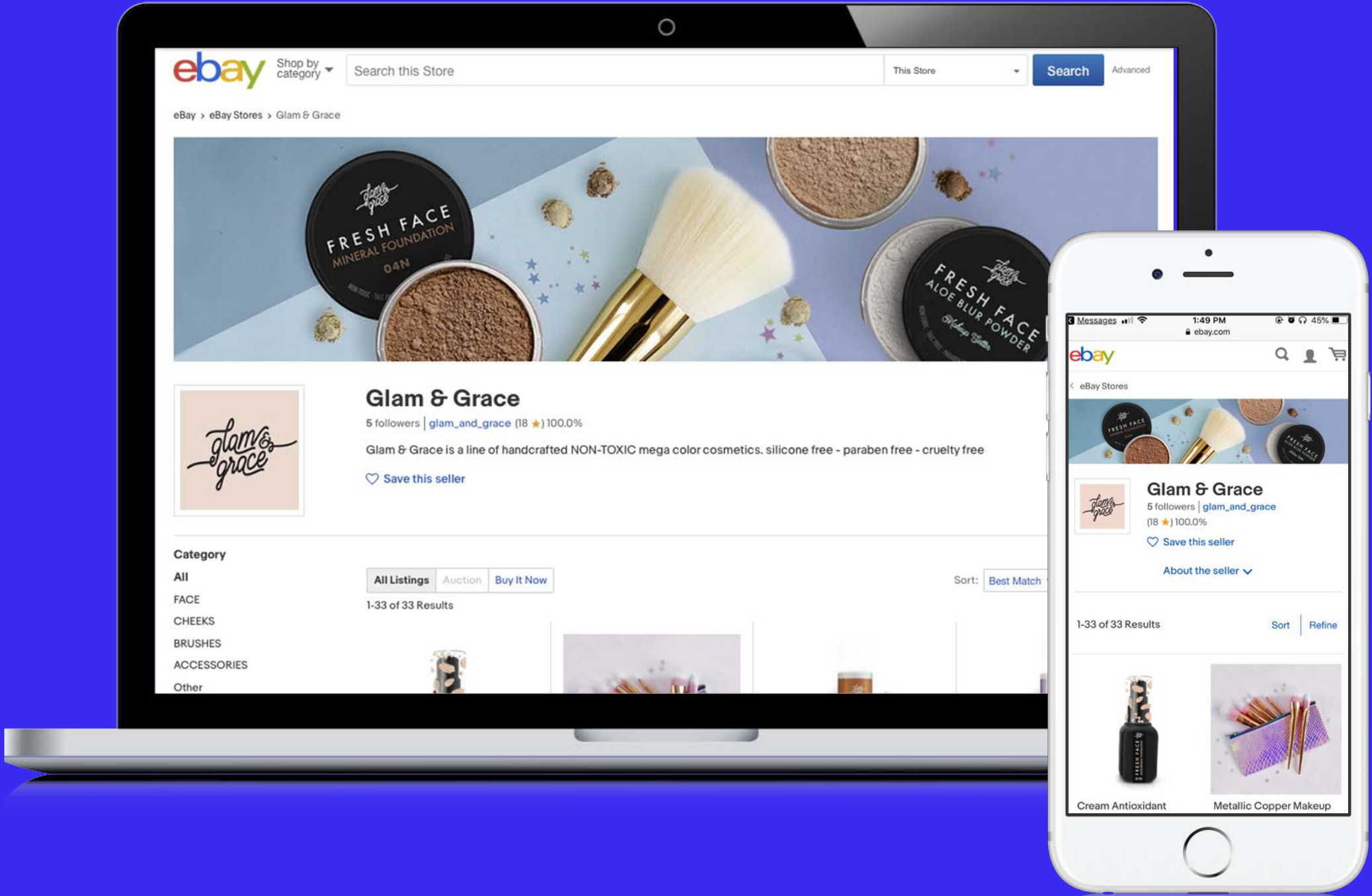
Your eBay presence



User profile



eBay store



Your eBay presence cont'd



Personalize your store

Billboard:

- Cover Photo for your Store front
- 1200px wide x 270px tall

Store Description:

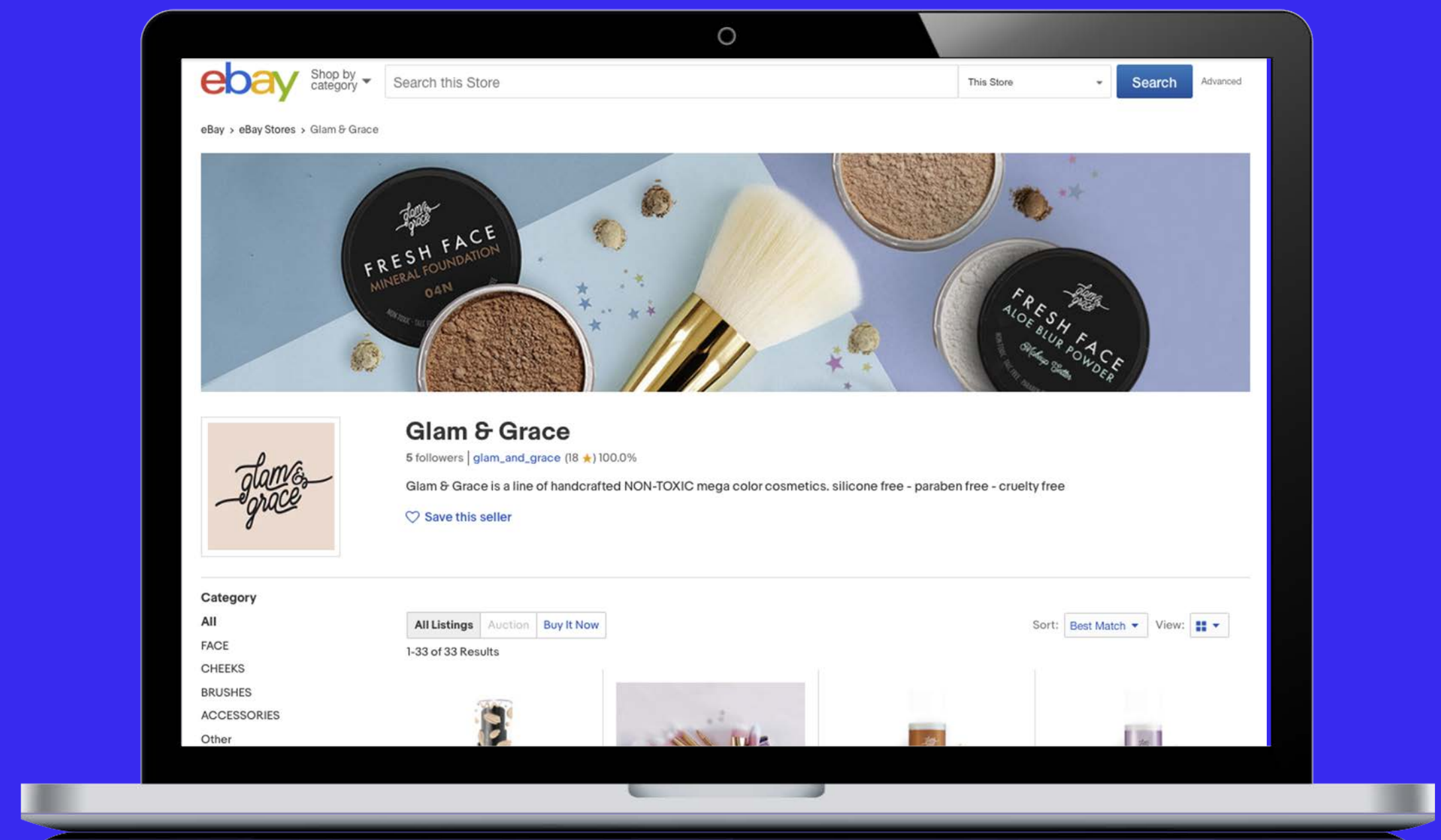
- Up to 1,000 characters
- Buyers see 160 by default

Logo:

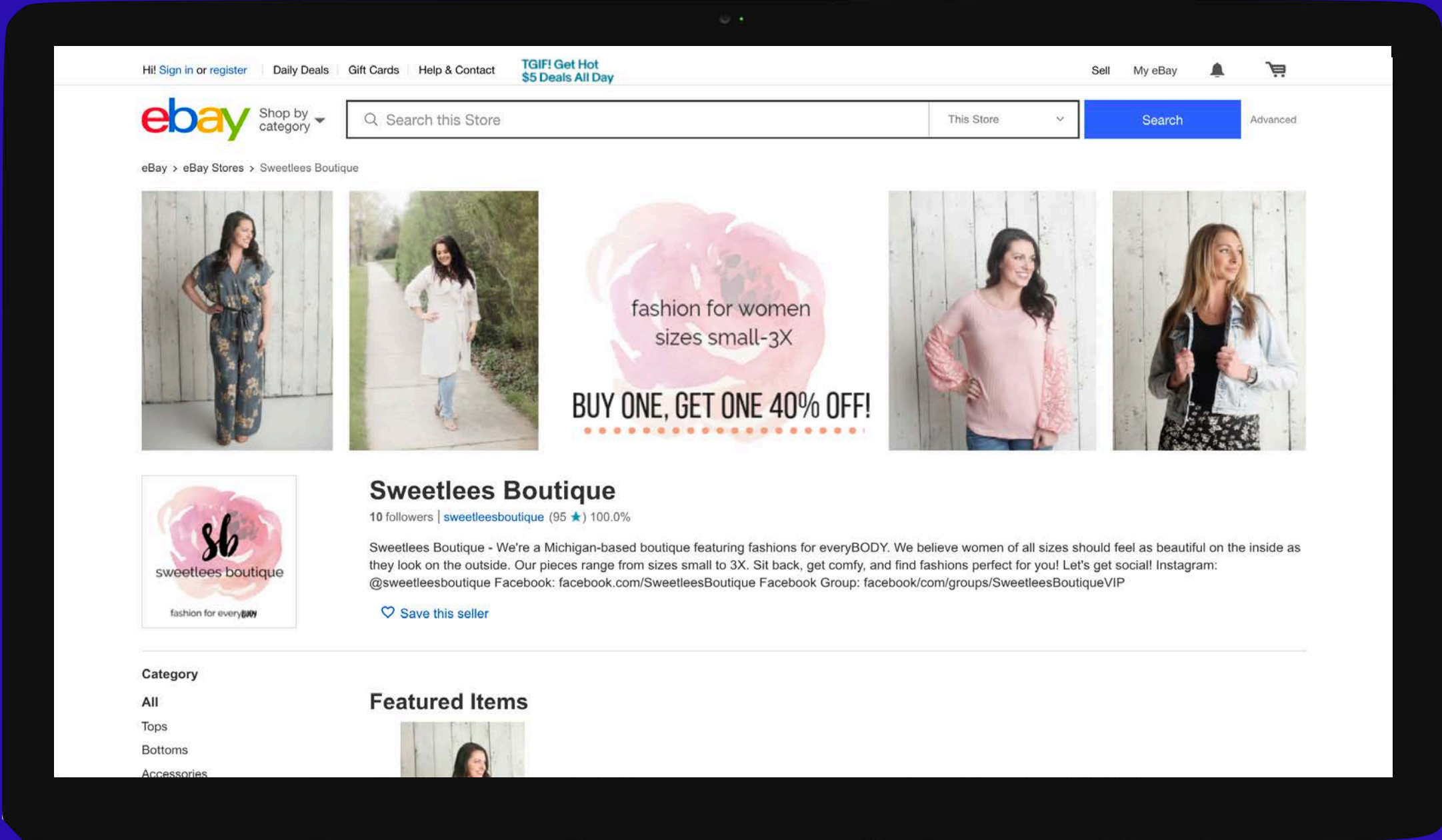
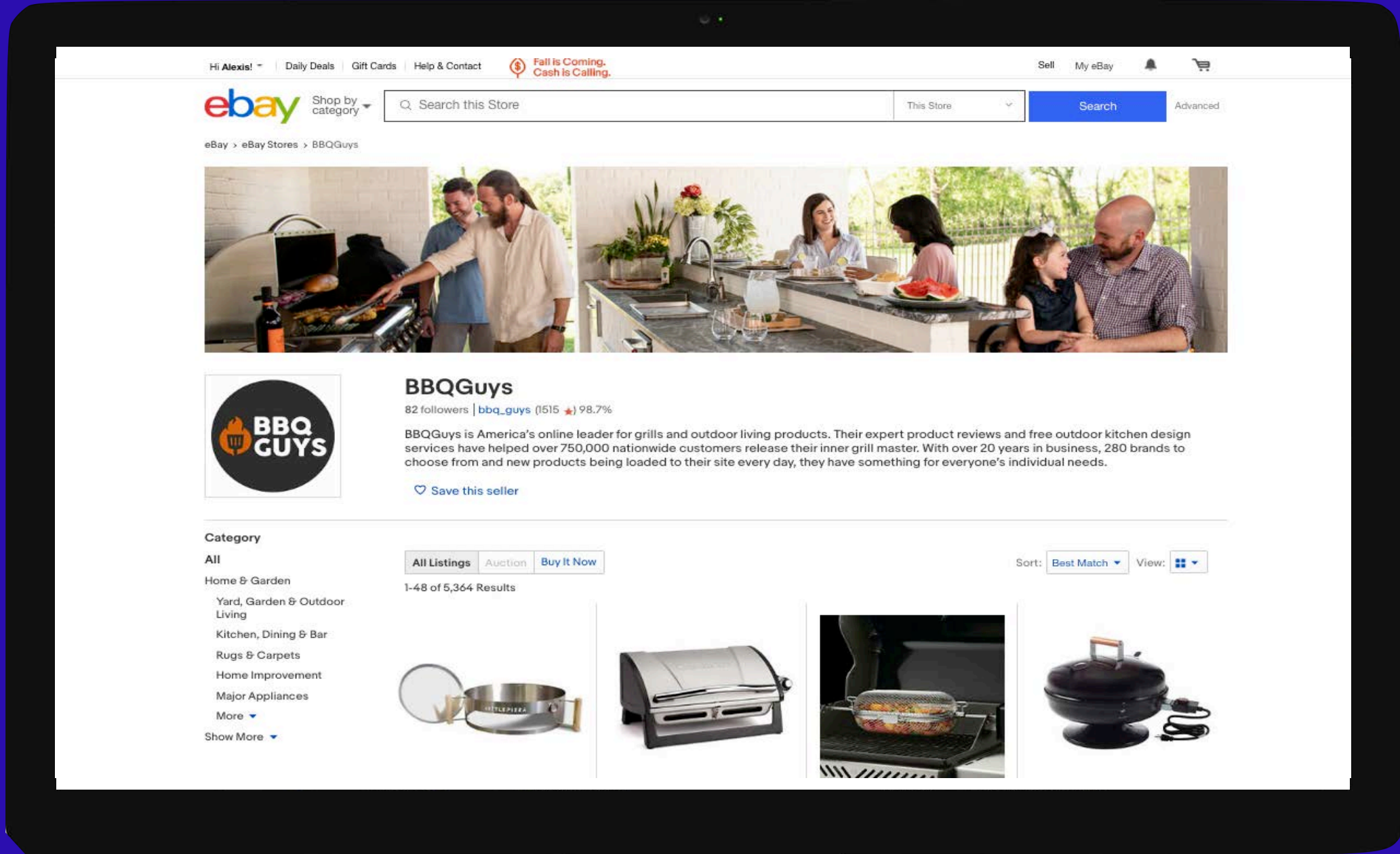
- Minimum of 150px x 150 px
- We recommend 300px x 300px

Mirror eBay categories
to optimize mobile buyer
experience

Preview how it will look
to buyers



Examples of well-branded stores



Manage your inventory

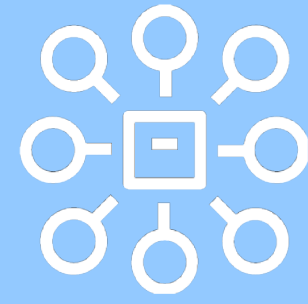


Best practices

- Create a custom SKU number – mitigate stock-outs
- Set up FAQs
- Create an order processing flow
- Use tools to avoid stock-outs
- Prepare a contingency plan
- Avoid dead stock or spoilage (FIFO)
- Conduct regular audits
- Be aware of MAP & channel restrictions on your products



Multi-channel operations



The Basics

- 3rd party companies that help you sell through multiple channels (eBay, website, brick-and-mortar, etc.)
- Real-time inventory management assistance

inkFrog

BIGCOMMERCE

channeladvisor[®]

S
shopify

Let's review



- Keep to today's retail standards and do your best to meet them
- Create an attractive, branded experience through your eBay store
- Set up FAQs
- Automate feedback
- Create an order processing flow
- Mitigate time lost through high quality QA
- Use tools to avoid stock-outs
- Be aware of MAP & channel restrictions



Questions?

Happy selling!

ebay