

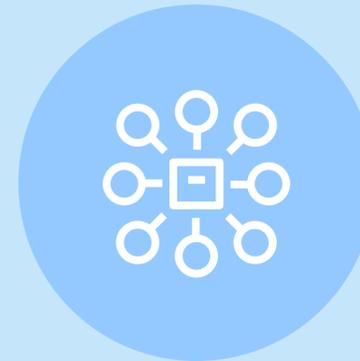
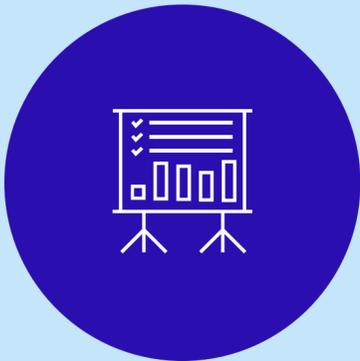
Setting Up Shop

Tracee Nielson
Seller Health Specialist, GCX

September 12, 2018

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 distinctive slanted 'y'.

This training 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

What you will need before starting

A registered
eBay account and
username

An automated
payment method
(to pay eBay fees)

A payment method
(to receive payment
from buyers)

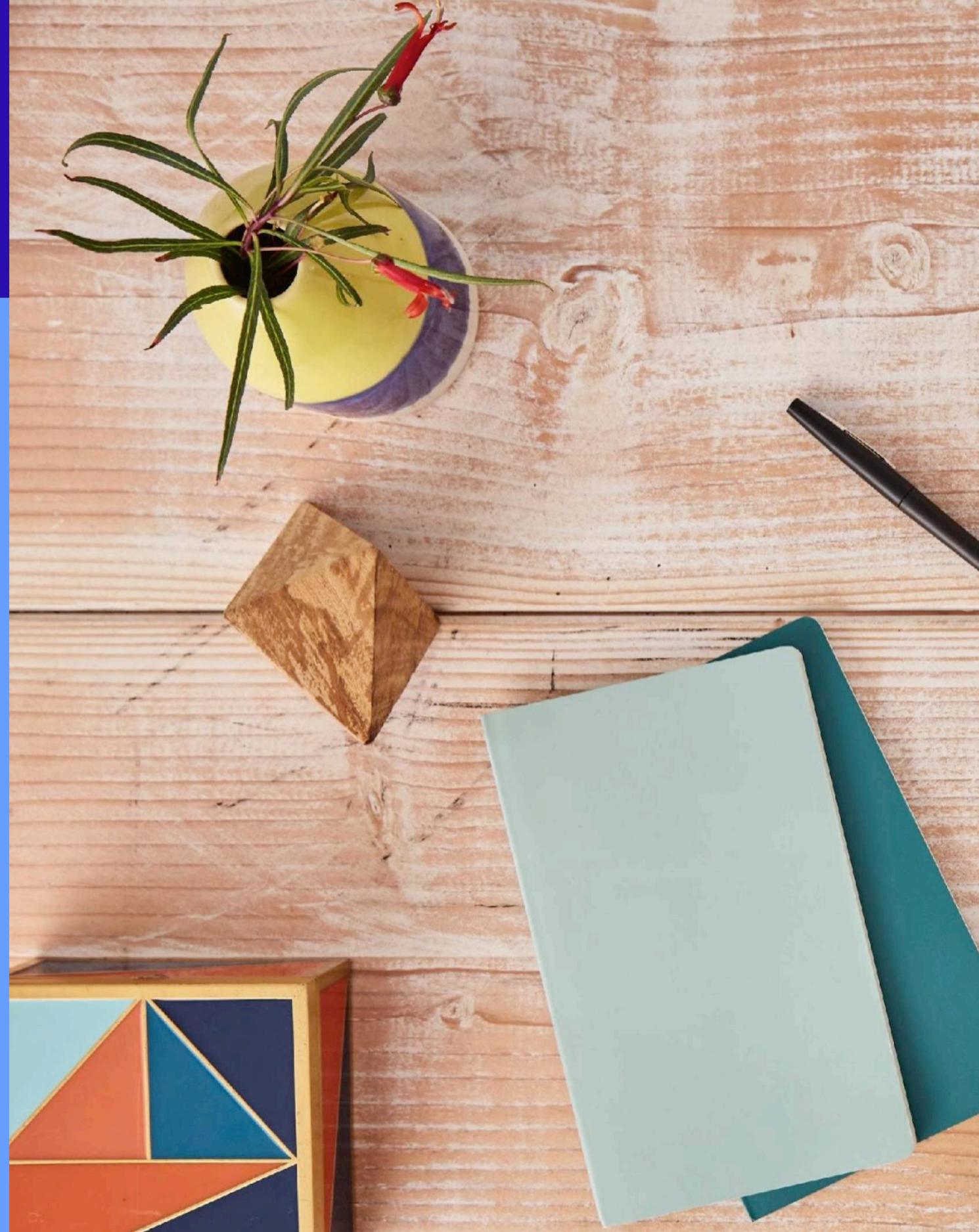
An eBay Store
subscription

Make a plan:



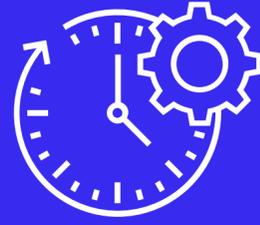
Business Plan

- How will you use eBay? Liquidation? 100% of inventory?
- Growth targets?
- Be flexible.
- Start here: [How to Write a Business Plan](#)



Get organized

Create dedicated space for each activity



Items needed:

Listing Station

- Computer, laptop
- Printer

Photo Station

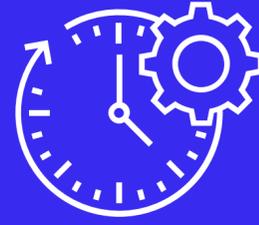
- Camera or smartphone
- Photo box or white background
- Tripod
- Mannequin (for clothing) or other props

Shipping Station

- Tape measure
- Box resizer & utility knife
- Tape, bubble wrap & void-fill paper
- 4x4 photo station

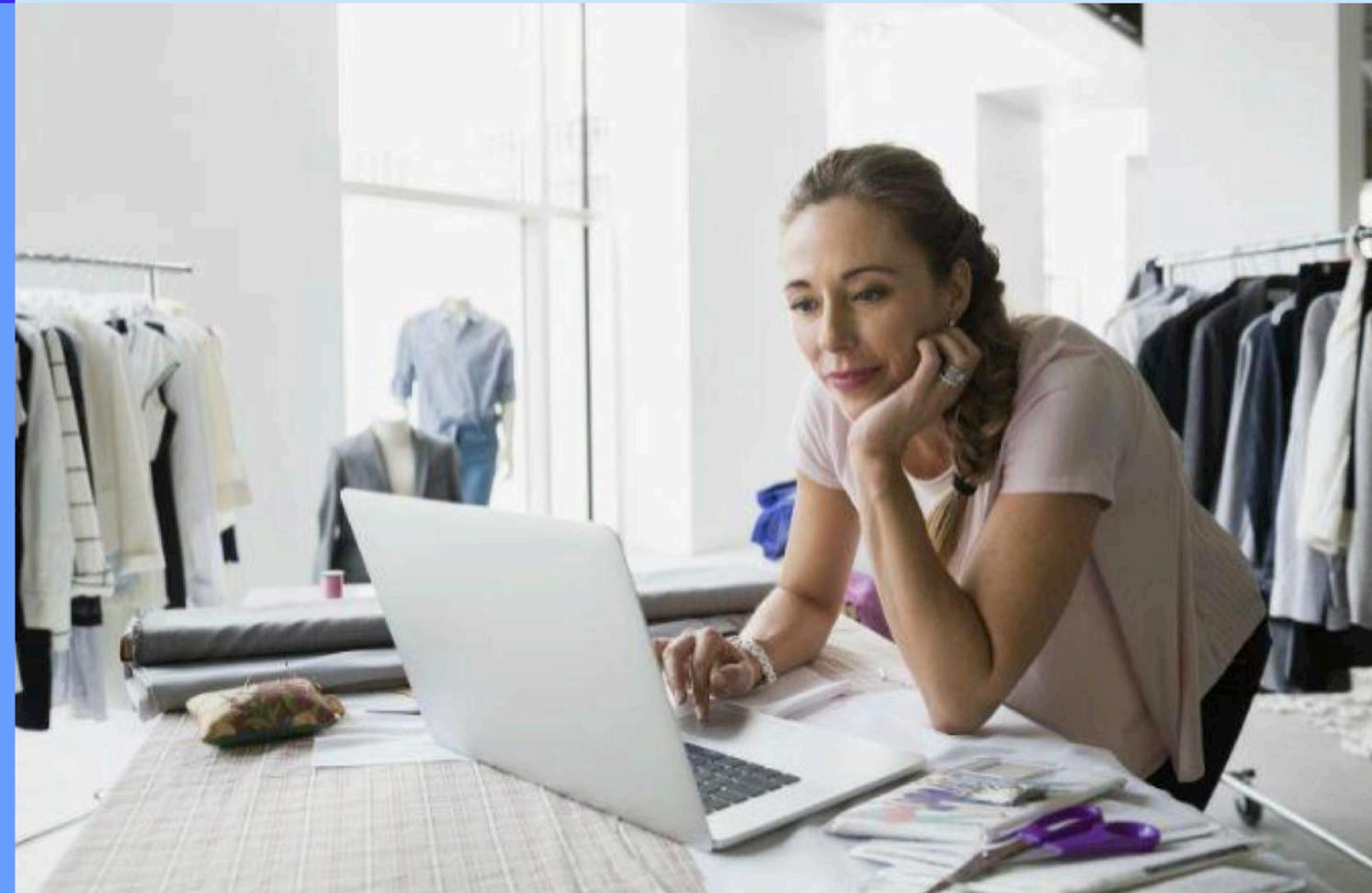


Manage your time



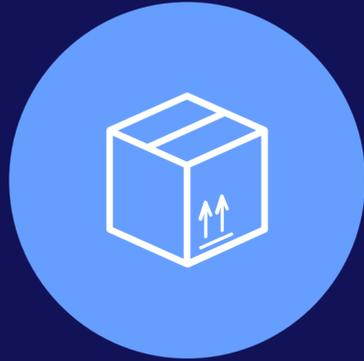
How to do it:

- 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



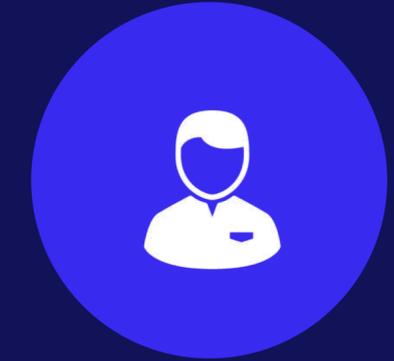
Shipping

- 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

Communicate with your buyers

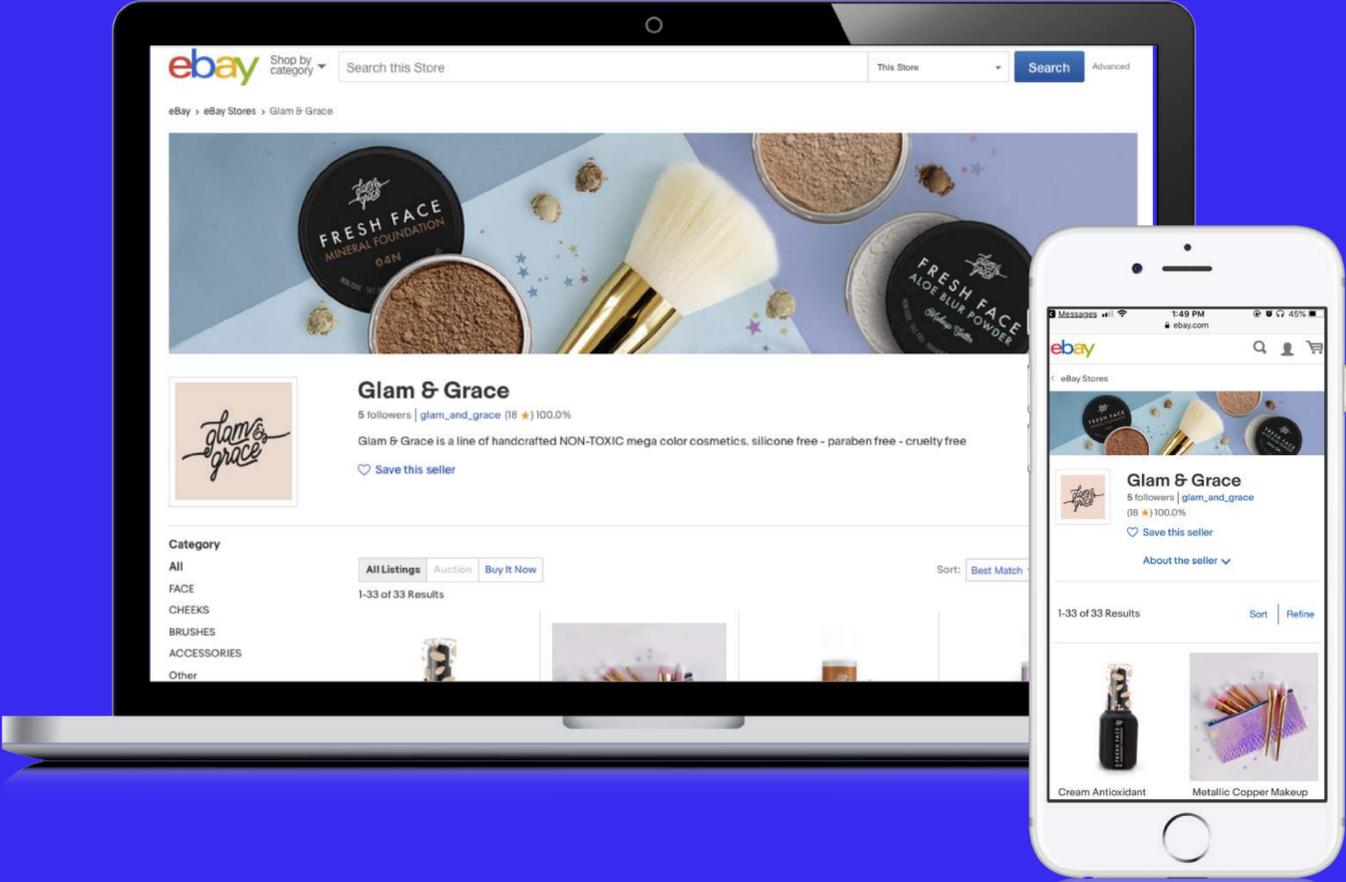
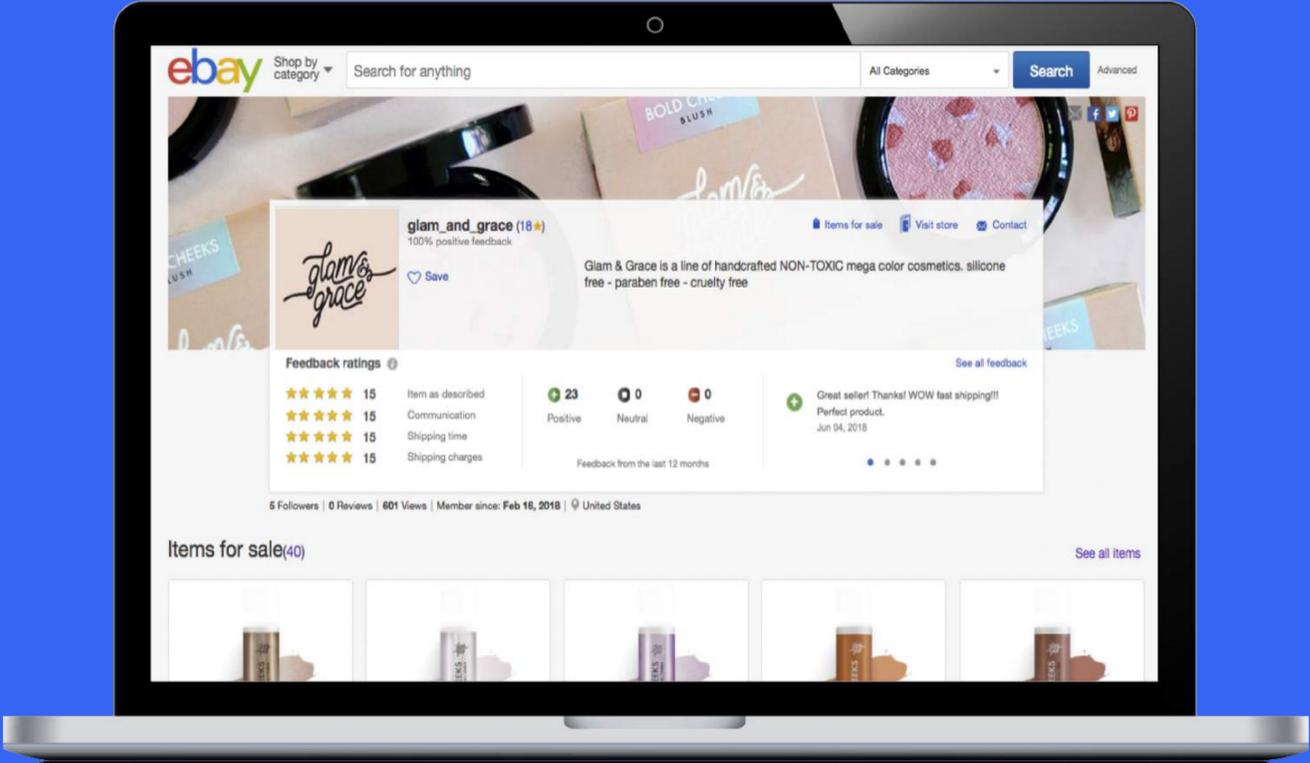
- Respond to return requests
- Project professionalism (word choice, images, etc.)
- Dedicate time to respond
- Set expectations on how quickly you will respond
- Create repeat customers through resolution

Your eBay Presence



User Profile

eBay Store



Your eBay Presence

cont'd



1. Personalize your store (business logo, choose your design) by adding:

Billboard:

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

Store Description:

- 1,000 characters
- Buyers see 160 by default

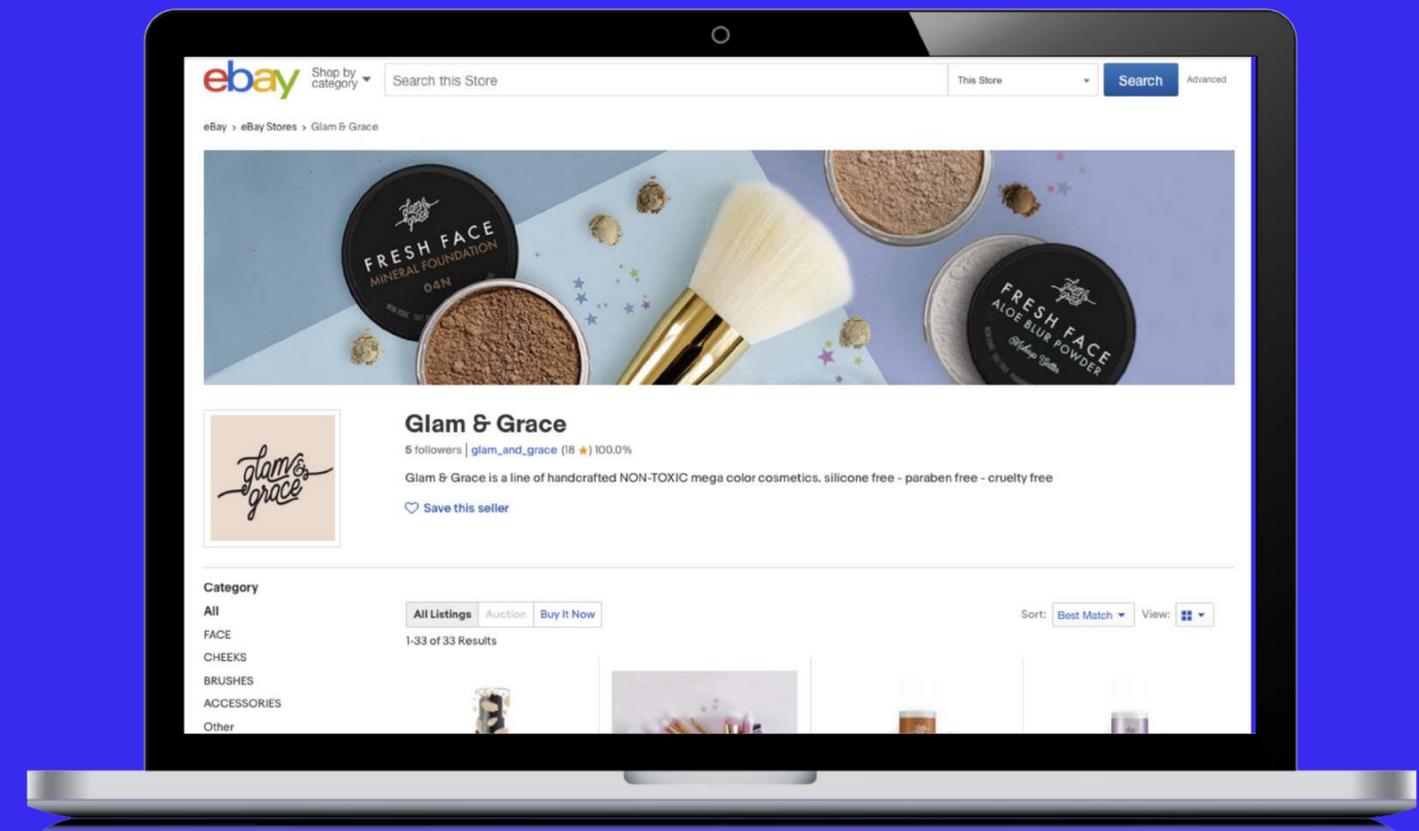
Logo:

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

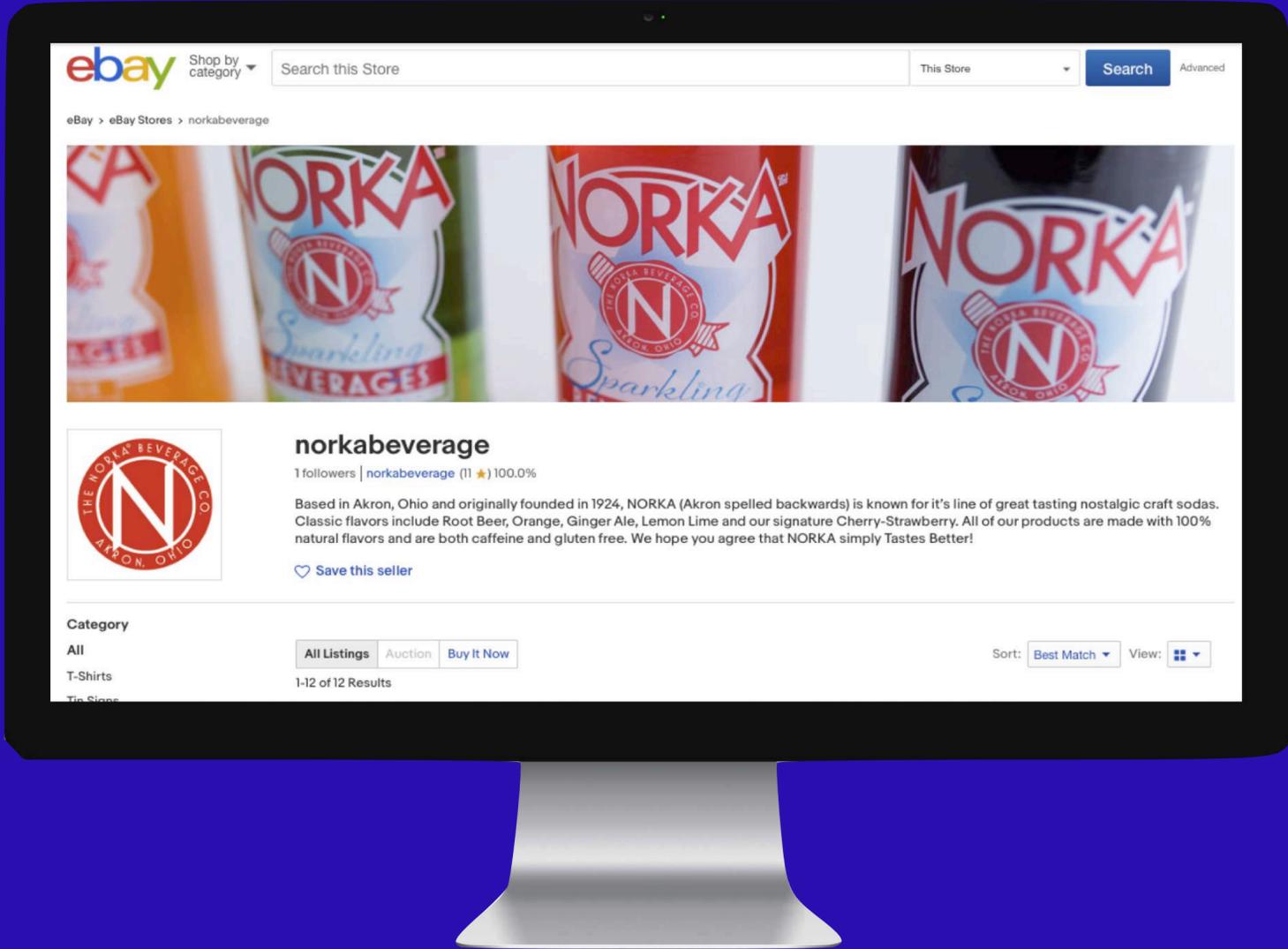
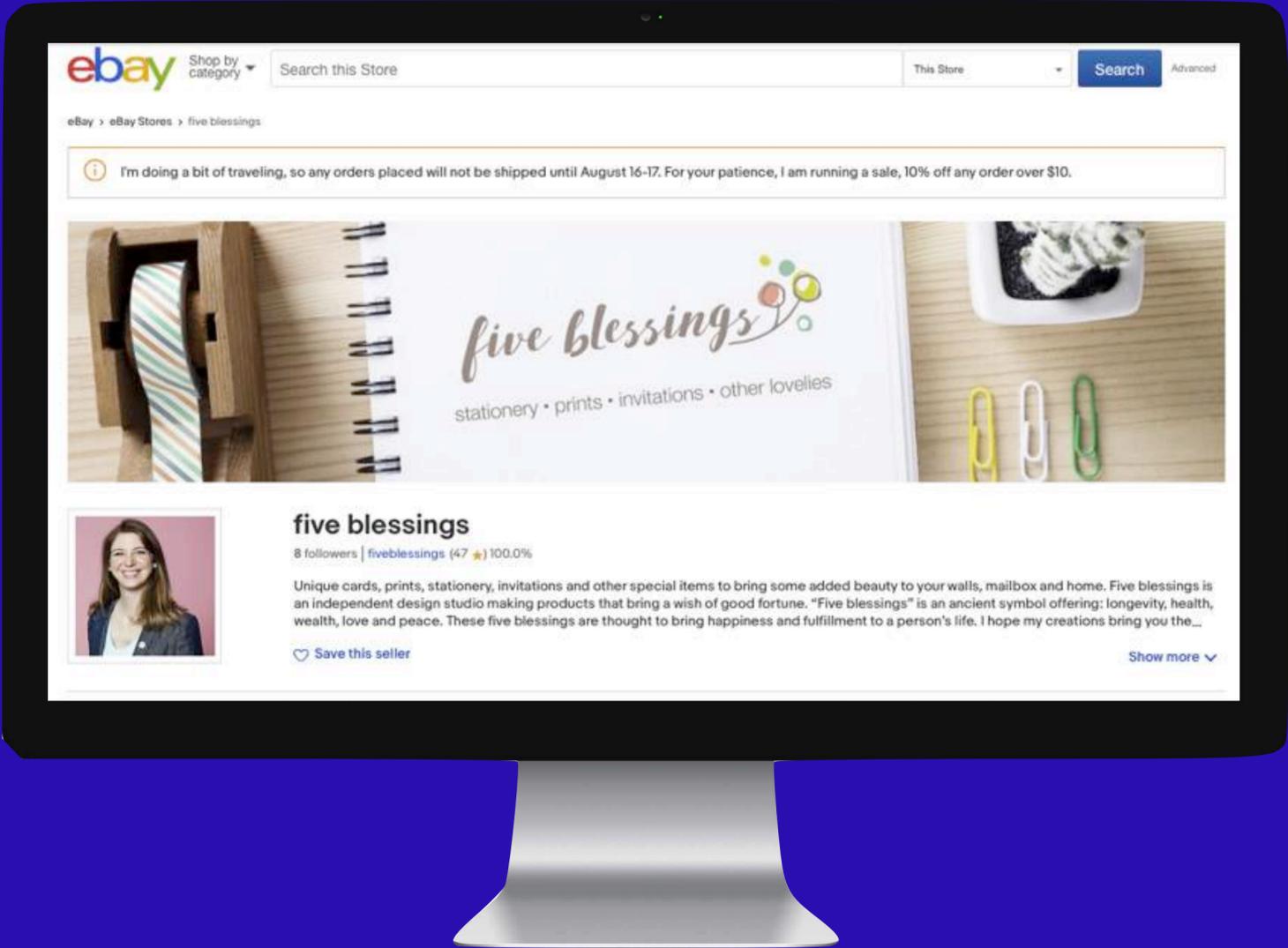
2. Mirror eBay categories to optimize mobile buyer experience

3. Preview how it will look to buyers

eBay Store



Examples of well-branded stores



Manage your inventory



- 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 Ops



- 3rd party companies that help you sell in multiple ways (eBay, website, brick-and-mortar, etc.)
- Real-time inventory management assistance
- Learn more about what options are best for your eBay business:
[Third Party Listing Tools](#)

inkFrog

BIGCOMMERCE

channeladvisor



Let's Review



- Keep 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?

Setting Up Shop

Resource Links

Writing a Business Plan

- [Business Plan Template](#)
- [Why Your Store Needs a Business Plan](#)
- [How to Write a Business Plan](#)

Inventory & Logistics

- [Products in Demand](#)
- [What's it Worth Tool](#)

Creating A Shipping Station

- [Shipping Supplies](#)

Creating A Listing Station

- [Set Up Your eBay Workroom for Less Than \\$200](#)

Happy Selling!