

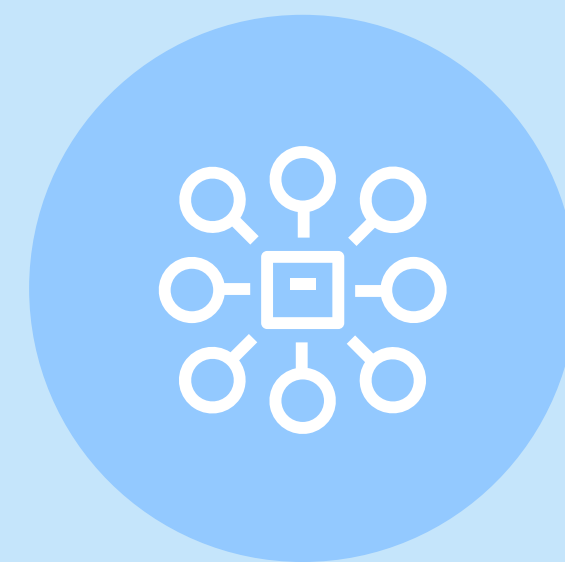
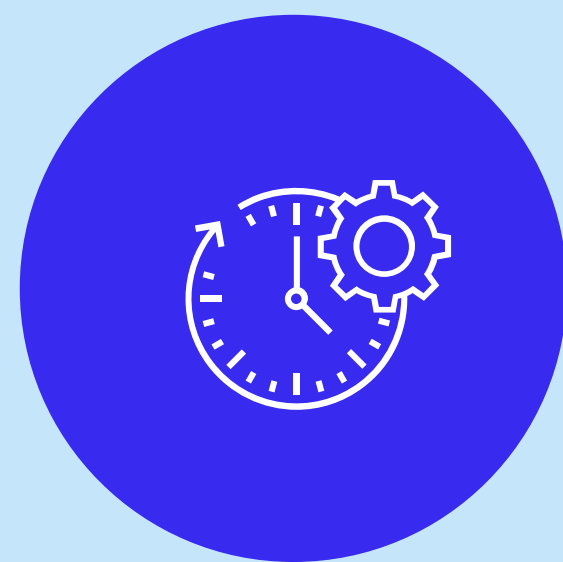
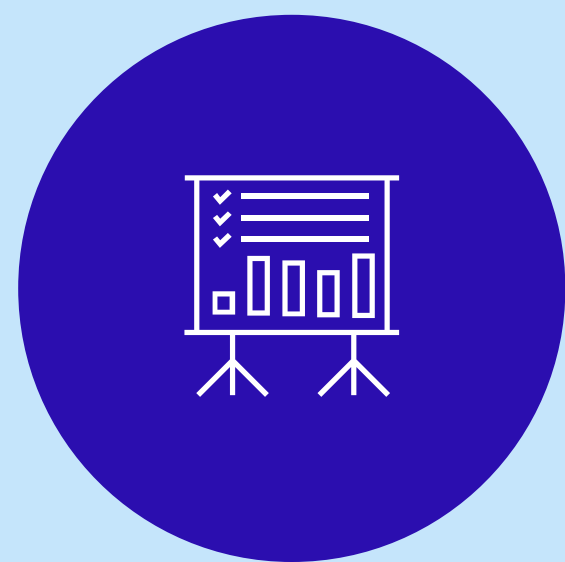
# Setting Up Shop

Tracee Nielson  
Seller Health Specialist, GCX

September 12, 2018



# 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

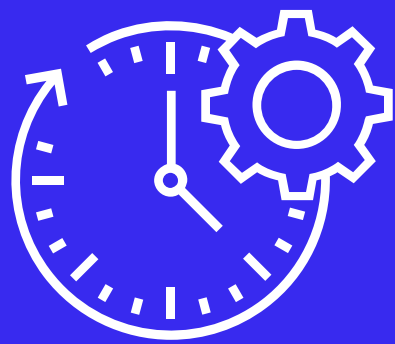
- How will you use eBay? Liquidation? 100% of inventory?
- Growth targets?
- Be flexible.
- Start here: [How to Write a Business Plan](#)





# Get organized

Create dedicated space for each activity



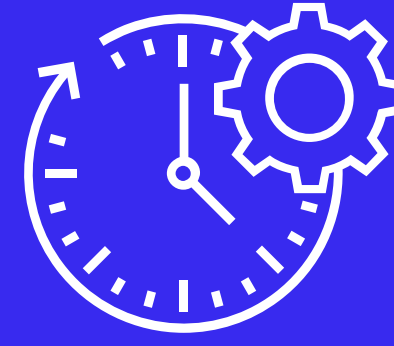
## Items needed:

| Listing Station  | Photo Station   | Shipping Station   |
|--|---|--|
| <ul style="list-style-type: none"><li>• Computer, laptop</li><li>• Printer</li></ul> | <ul style="list-style-type: none"><li>• Camera or smartphone</li><li>• Photo box or white background</li><li>• Tripod</li><li>• Mannequin (for clothing) or other props</li></ul> | <ul style="list-style-type: none"><li>• Tape measure</li><li>• Box resizer &amp; utility knife</li><li>• Tape, bubble wrap &amp; void-fill paper</li><li>• 4x4 photo station</li></ul> |



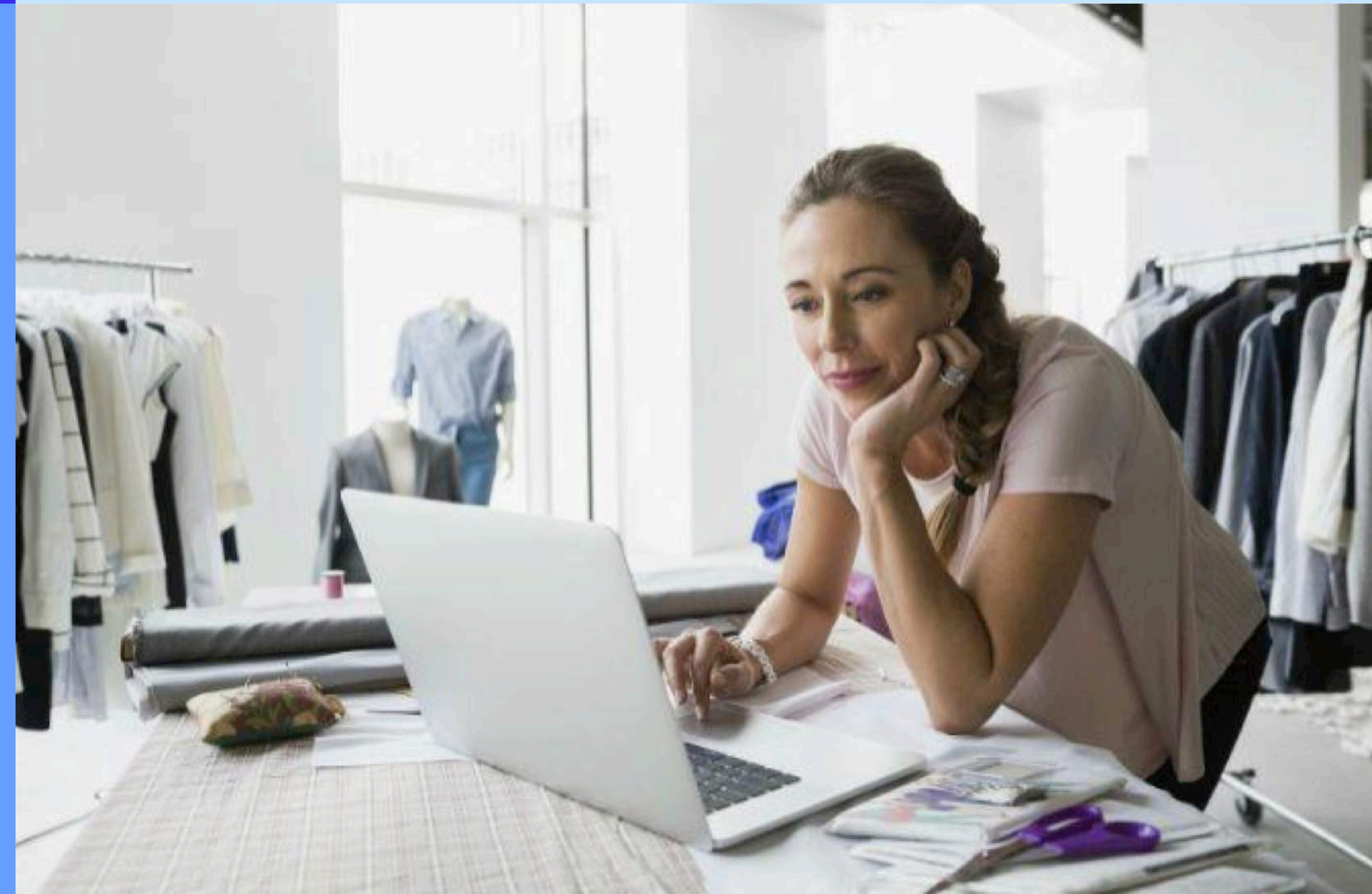


# Manage your time



## 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



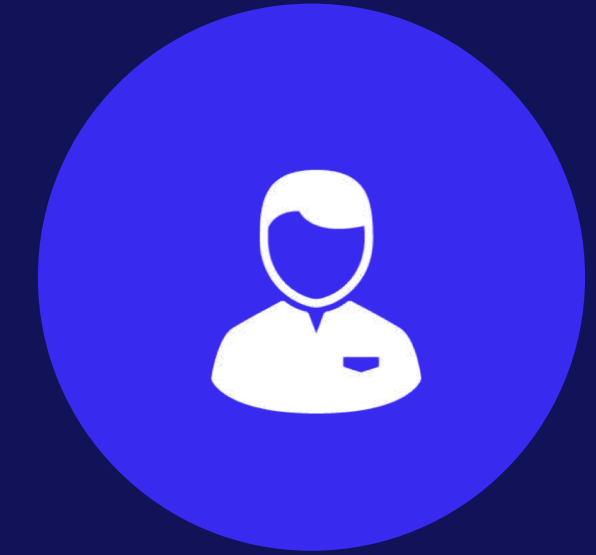
## Shipping

- 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

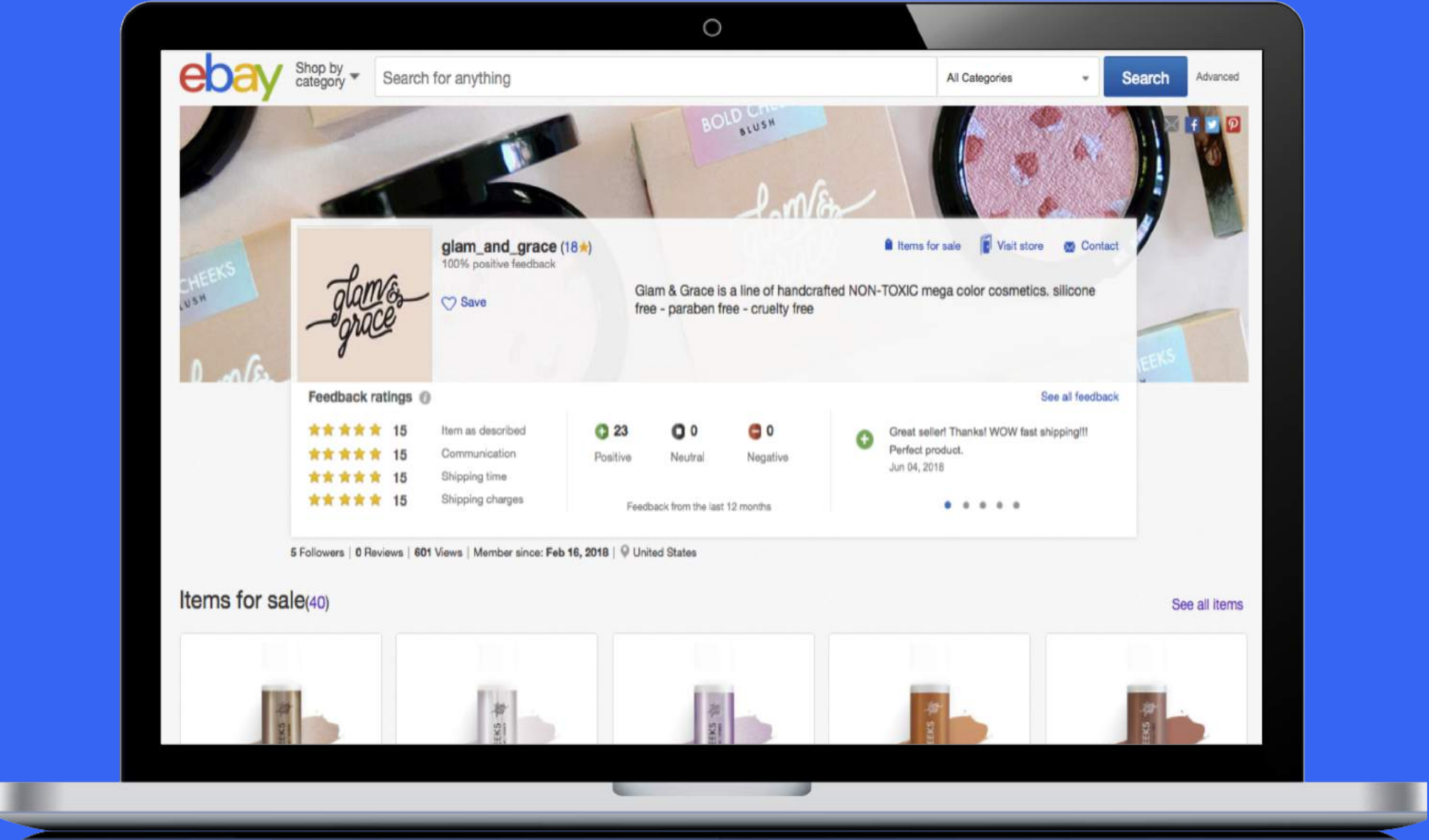
- Respond to return requests
- Project professionalism (word choice, images, etc.)
- Dedicate time to respond
- Set expectations on how quickly you will respond
- Create repeat customers through resolution



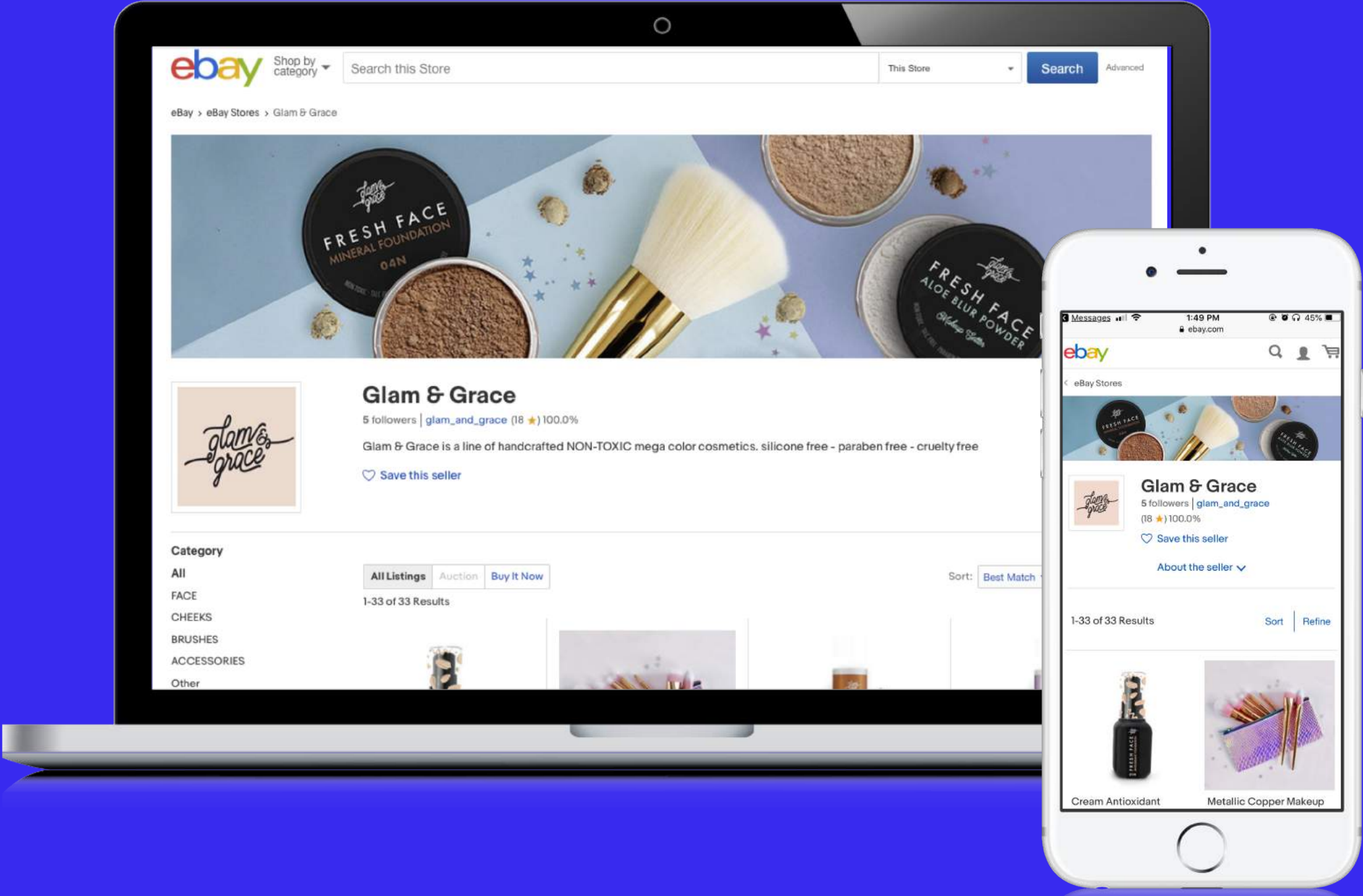
# Your eBay Presence



## 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

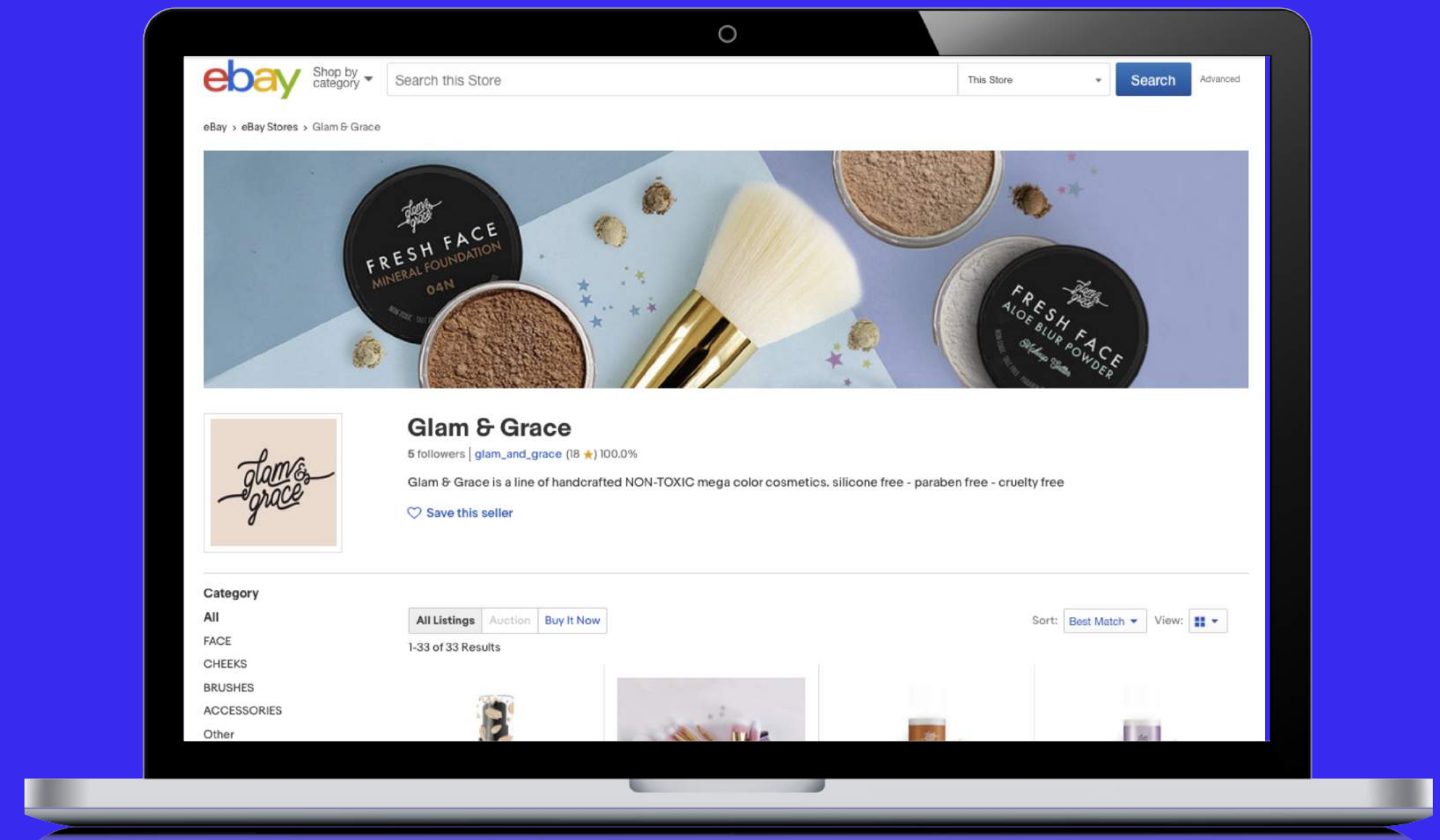
## Logo:

- 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



ebay

Shop by category

Search this Store

This Store

Search

Advanced

eBay > eBay Stores > five blessings

I'm doing a bit of traveling, so any orders placed will not be shipped until August 16-17. For your patience, I am running a sale, 10% off any order over \$10.

five blessings

8 followers | fiveblessings (47) 100.0%

Unique cards, prints, stationery, invitations and other special items to bring some added beauty to your walls, mailbox and home. Five blessings is an independent design studio making products that bring a wish of good fortune. "Five blessings" is an ancient symbol offering: longevity, health, wealth, love and peace. These five blessings are thought to bring happiness and fulfillment to a person's life. I hope my creations bring you the...

Save this seller

Show more

ebay

Shop by category

Search this Store

This Store

Search

Advanced

eBay > eBay Stores > norkabeverage

norkabeverage

1 followers | norkabeverage (11) 100.0%

Based in Akron, Ohio and originally founded in 1924, NORKA (Akron spelled backwards) is known for it's line of great tasting nostalgic craft sodas. Classic flavors include Root Beer, Orange, Ginger Ale, Lemon Lime and our signature Cherry-Strawberry. All of our products are made with 100% natural flavors and are both caffeine and gluten free. We hope you agree that NORKA simply Tastes Better!

Save this seller

Category

All

T-Shirts

Tin Signs

All Listings

Auction

Buy It Now

Sort: Best Match

View:

1-12 of 12 Results



# Manage your inventory

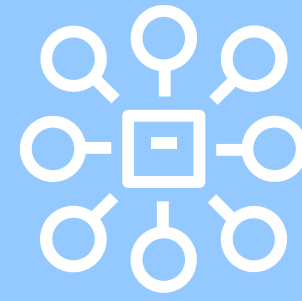


- Create a custom SKU number – mitigate stock-outs
- Set up FAQs
- Create an order processing flow
- Use tools to avoid stock-outs
- Prepare a contingency plan
- Avoid dead stock or spoilage (FIFO)
- Conduct regular audits
- Be aware of MAP & channel restrictions on your products





# 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!**