

Overview of Selling Online

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- Understanding the fundamentals of online selling.
- Exploring platforms like eBay and Craigslist.
- Learning effective listing and pricing strategies.
- Strategies for photographing and describing items.
- The importance of customer feedback and avoiding complaints.



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Selling Online with Online Auctions and other Sites

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Experience with e-commerce

- Are you new to buying online?
- Are you new to selling online?

2

SELLING ONLINE WITH ONLINE AUCTIONS AND OTHER SITES

- (1) Explore online auctioning
- (2) Create free online advertisements.

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INSTRUCTIONAL GOALS

Learn the fundamentals about listing
on popular sites:

- Craigslist
- eBay
- Wordpress website

We will focus on the first two.

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Example Workflow

1. **Identify a product** you want to sell; interest or prior knowledge helps.
2. **Create a listing** with quality images, a compelling title, and a competitive price.
3. **Promote the listing** by using emails or social media to share the listing link.
4. **Engage with potential buyers** by answering questions.
5. **Process orders** quickly and provide tracking information (package and ship).
6. **Encourage buyers to leave positive feedback** after receiving their orders.
7. **Analyze sales data** to identify top-performing products and optimize underperforming listings.

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Comparison: Craigslist vs eBay

- see large printout

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Basics of listing included:

- Researching competition using web searches. “ `site:ebay.com`”
- Using “listing form” on the site:
 - A description.
 - Photo.
 - Price.

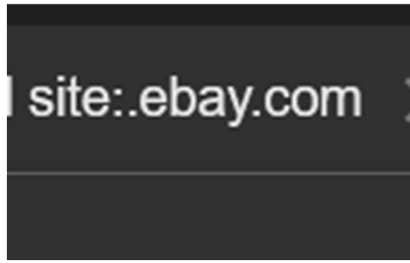
7

Research Prices

Research your product as a buyer using available tools:

- Google
 - “ `site:amazon.com`”
 - “ `site:ebay.com`”

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Develop your Description

- Develop a description to make your item easy to find.
- If your item is new, then state “NEW” in the Description Title.
- Add a keyword below your description to make your item discoverable.

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Take your Photos

- A digital camera or smartphone camera is an important tool for selling online.
- Lighting is essential. Natural light works well.
- A steady hand is vital to prevent picture blurring. Or use a makeshift camera support.
- eBay mobile application uses the built-in camera.

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Consider your Price strategy

- Before you list each item, calculate the cost of the item, listing fee, shipping and handling cost, commission to eBay and Paypal or Venmo.

Then calculate the following:

- Very satisfied price: _____
- Acceptable price: _____
- Unacceptable price: _____

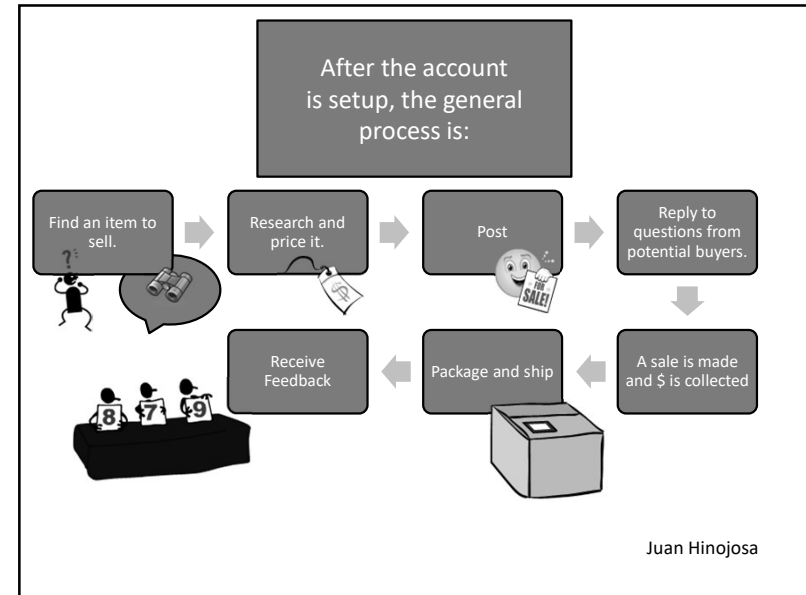
12

Consider a Reserve price: Do you need that price safety net?

A reserve price is an option for the seller.

It can be used to protect the seller from a large loss.

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Consider Feedback

Customers *generally* buy from sellers with **positive feedback** and good customer service (email communication).

See “Avoid complaints” chart.

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Avoid complaints

- see large printout

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Practice small first

Get experience by first selling an item that is

- not of much value to you (but may be to someone else.)
- easy to ship

For example, you might sell a used book to see how the process works.

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Promote what you are selling

Share your listing by copying and pasting your listing URL.

You can email your URL to appropriate potential buyers.

Use email or social media.

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Other things to know

- Large items can be listed as pickup only.
- Consult your accountant regarding tax questions.

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comparison

Craigslist

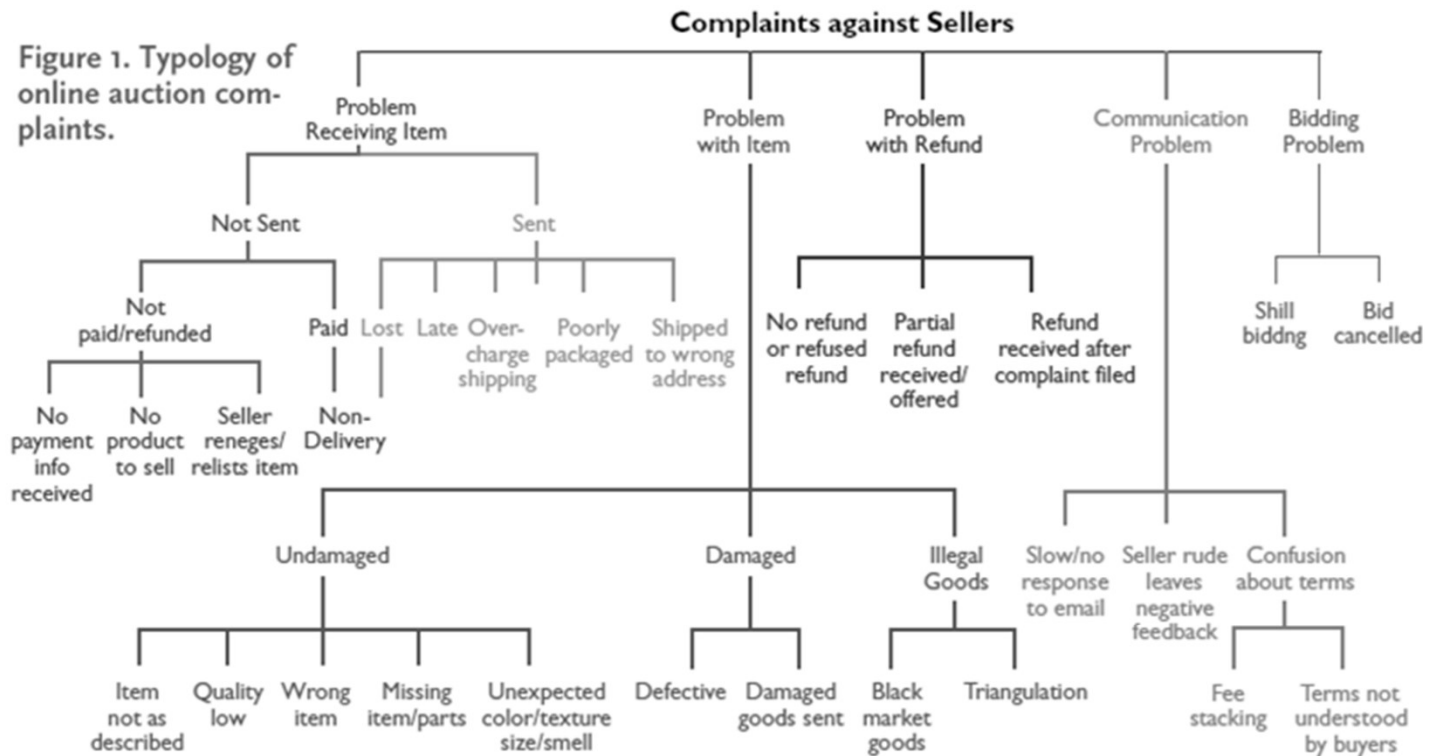
- Free listing.
- Basic visual layout and navigation options.
- Usually local.
- Basic listing, no formal process of how to pay and deliver.



eBay

- Pay fee to list. Pay a fee if the item sells approx. 7%.
- Enhanced buying and selling environment, steps are taken to make the community feel safe and to promote fun:
 - Buyer can use credit card.
 - Feedback mechanism.
 - Buyer's assurance program.
- Generally, ship: Insure and package (tape and padding).
- Sell nationwide
- Over 100 million registered users

Avoid complaints



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Source: (GREGG & SCOTT, 2008)

Works Cited

GREGG, D. G., & SCOTT, J. E. (2008). *A TYPOLOGY of COMPLAINTS ABOUT EBAY SELLERS*. New York, N.Y: COMMUNICATIONS OF THE ACM.