



# Welcome to the World of Selling on eBay



# eBay History

- 1995 – Pierre Omidyar launches eBay
- 1997 – 1 millionth item sold
- 1998 – Meg Whitman joins as CEO
- 1998 – eBay goes public
- 1999 – eBay Motors launched
- 2001 – eBay Stores launched
- 2002 – PayPal joins team
- 2003 – New Support Centres
- 2004 – PayPal Buyer Protection expanded to \$1,000 \*
- 2005 – Best Offer introduced
- 2006 – eBay Express launched

\* For qualified eBay transactions

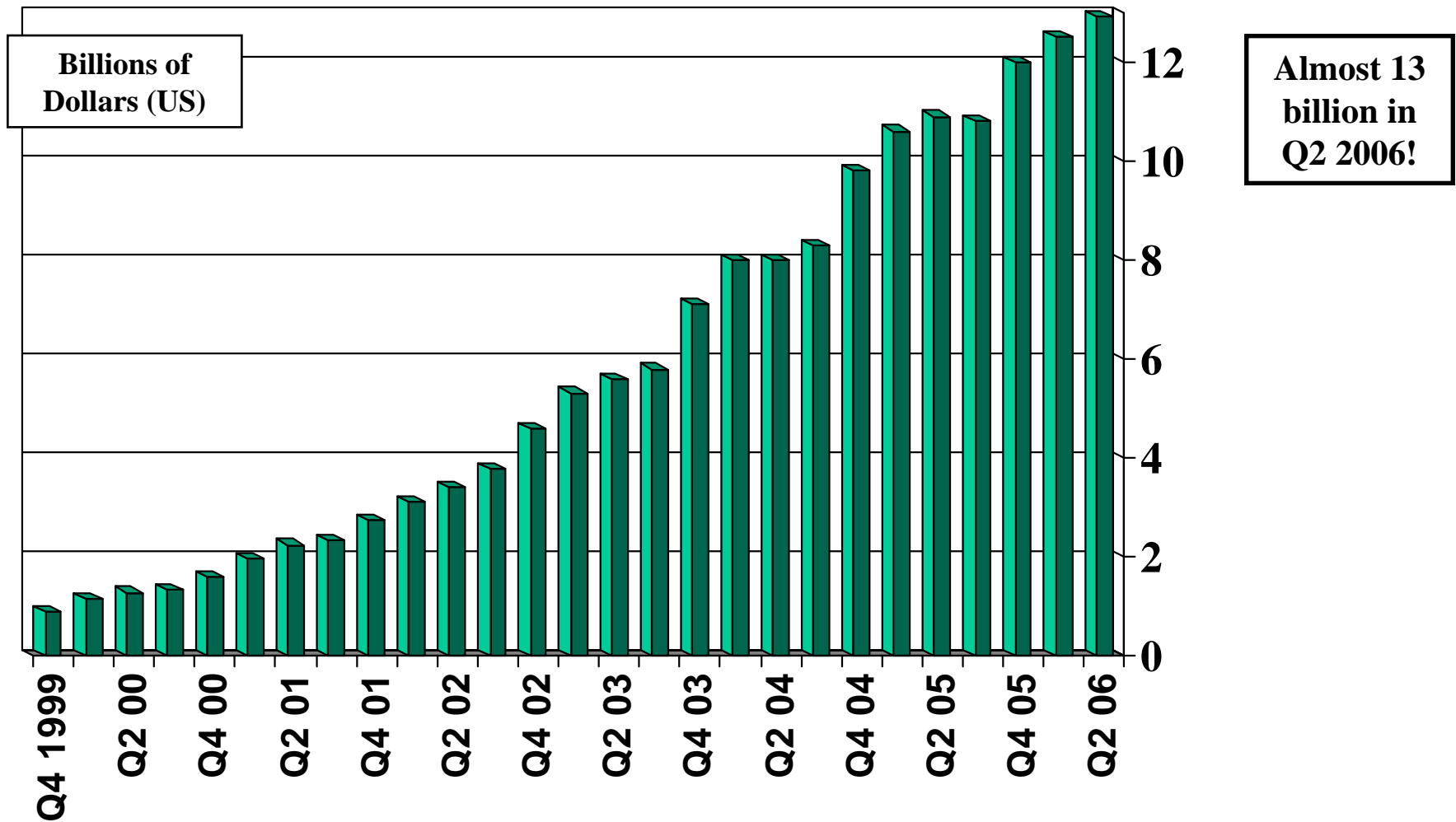


# Did You Know?

- At any given time, 104M items are available worldwide
- Over 6.5M items are added every day
- A digital camera sells every minute
- On average, over \$1,640 of merchandise sells every second
- To date, the most expensive item sold:  
Gulfstream II business jet—\$4.9M in August 2001

Note: As of June 2006

# Gross Merchandise Volume





# Benefits of eBay

- No need to hire a web designer.
- Low insertion fees.
- Liquidate problem inventory.
- Test new products.
- Source inventory and supplies.
- Test your interest in running an on-line business.

# eBay Safe Trading Features

dealndayton (22 ★) me

All Feedback Received	From Buyers	From Sellers	Left for Others
32 feedback received by dealndayton (0 mutually withdrawn)			
Comment	From		
⊕ This was a test auction. No bid was to have been placed. Thus, no transaction.	Buyer <a href="#">daltonoutlaws</a> (54 ★)		
⊕ great example	Buyer <a href="#">kac614</a> (138 ★)		
⊕ For eBay U educational purposes....Wonderful working with you.	Buyer <a href="#">c2shopper</a> (5)		

**PayPal** This item is covered up to C\$1,250 [See eligibility](#)

- **Feedback** – Your eBay reputation

**PayPal Buyer Protection Program** – Up to C\$1,250 (on qualified items with PayPal)

- **PayPal Seller Protection** – Against fraudulent charge-backs on qualified transactions between Canadian sellers and US and UK buyers
- **SquareTrade** – Third-party dispute resolution
- **Security Centre** – [www.ebay.ca/securitycentre](http://www.ebay.ca/securitycentre) (link on bottom of all eBay pages)

[Announcements](#) | [Register](#) | [Security Center](#) | [Policies](#) | [Feedback Forum](#) | [About eBay](#)

# Researching on eBay

Home > All Categories > Consumer Electronics > MP3 Players & Accessories > MP3 Players > Apple iPod > 5GB (1,250 songs) > Search  
**Results for 'ipod'**

**Completed Listings**

ipod 5GB (1,250 songs) Search [Advanced Search](#)

Search title and description

**Search Options**

**Location:**  
 Worldwide

**Show only:**

Items listed with PayPal  
 Buy It Now items  
 Gift items  
 Items listed as lots  
 Anything Points  
 **Completed listings**  
 Listings  
 Ending within  
 1 hour  
 Items priced  
 to  
 Items within 200 miles of ZIP/Postal  
 Show Items  
[Customize](#) options displayed above.

**Try:** [Consumer Electronics > Portable Audio > Accessories, Bags & Cases](#)

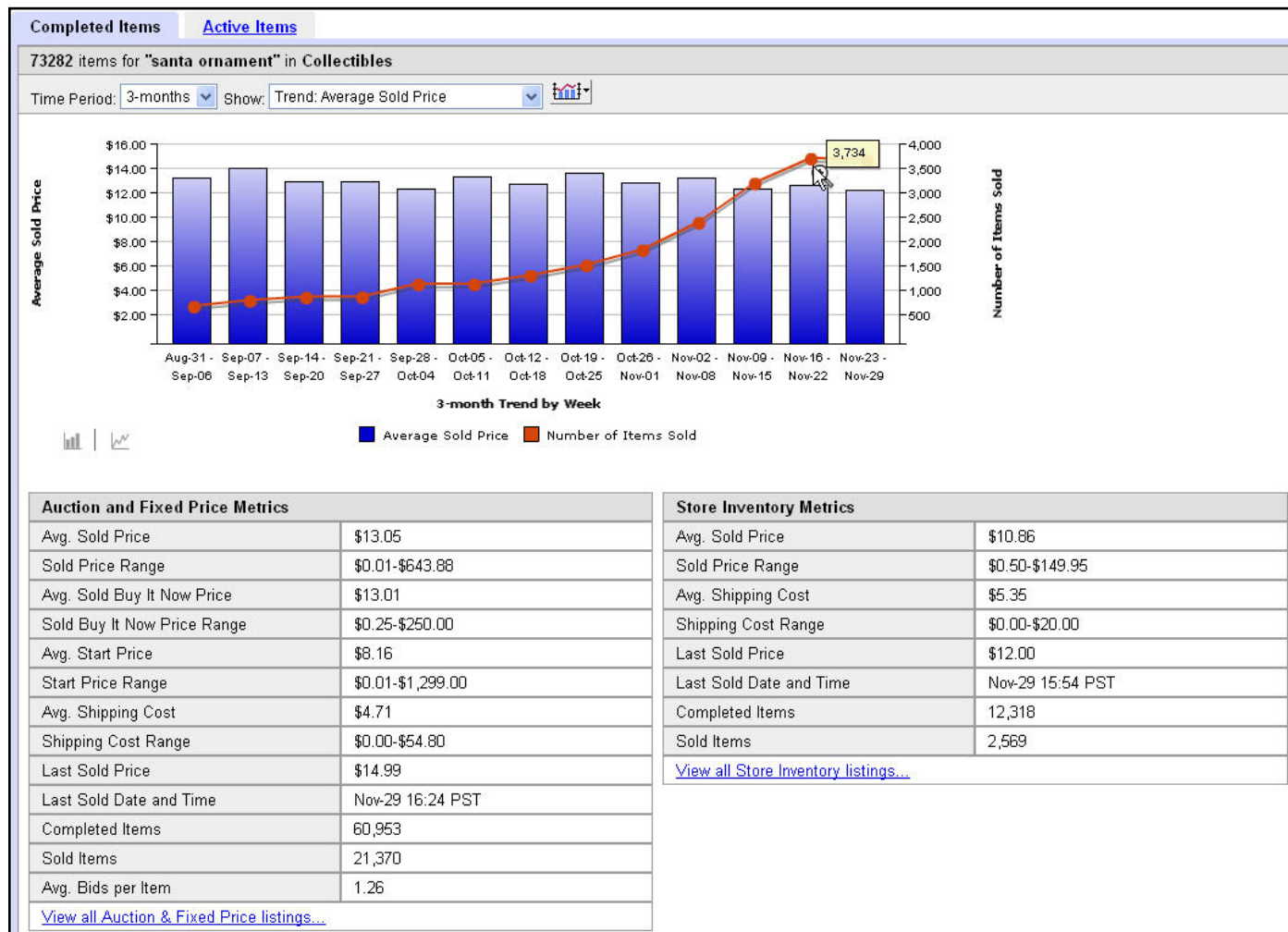
**190** items found for **ipod** in **5GB (1,250 songs)** [Add to Favorites](#) [View active items](#) for sale

Show only: Completed listings

List View | [Picture Gallery](#) Sort by: Price: highest first

	Price	Shipping	Bids	End Date	Actions
	<a href="#">BRAND NEW IPOD 5GIG 5 gig 1st gen Generation BONUS NR a</a> <b>\$297.00</b>	\$15.00	11	May-08 23:48	<a href="#">View similar active items</a> <a href="#">List an item like this</a>
	<a href="#">B/NEW Apple iPod Mini 6GB (6GB) MP3 SILVER 2nd Gen</a> Sealed in the Box w/Warranty!!!!!! 100% FEEDBACK!!!!!!!!!!	\$12.50	12	May-09 19:00	<a href="#">View similar active items</a> <a href="#">List an item like this</a>
	<a href="#">*BRAND NEW* SEALED APPLE IPOD MINI *NEW PINK* 6GB 6 GB</a> BUY W/ CONFIDENCE, 100% POSITIVE FEEDBACK!!!!!!!!!!!!!!	\$12.50	5	May-10 09:15	<a href="#">View similar active items</a> <a href="#">List an item like this</a>
	<a href="#">BRAND NEW APPLE IPOD MINI 6GB BLUE *SEALED*</a>				<a href="#">View similar active items</a>

# Marketplace Research





# Want It Now

[Home](#) > [Want It Now](#)



## Buyers

Create a [Want It Now](#) post and tell millions of sellers what you want. Learn more about [Want It Now](#).

[Post To Want It Now](#)

**It's Free**

**Tip:** You can view all your posts [in one place](#).

## Sellers

Browse [Want It Now](#) and find out what buyers want – now! Learn more about [Want It Now](#).

**Search Want It Now**

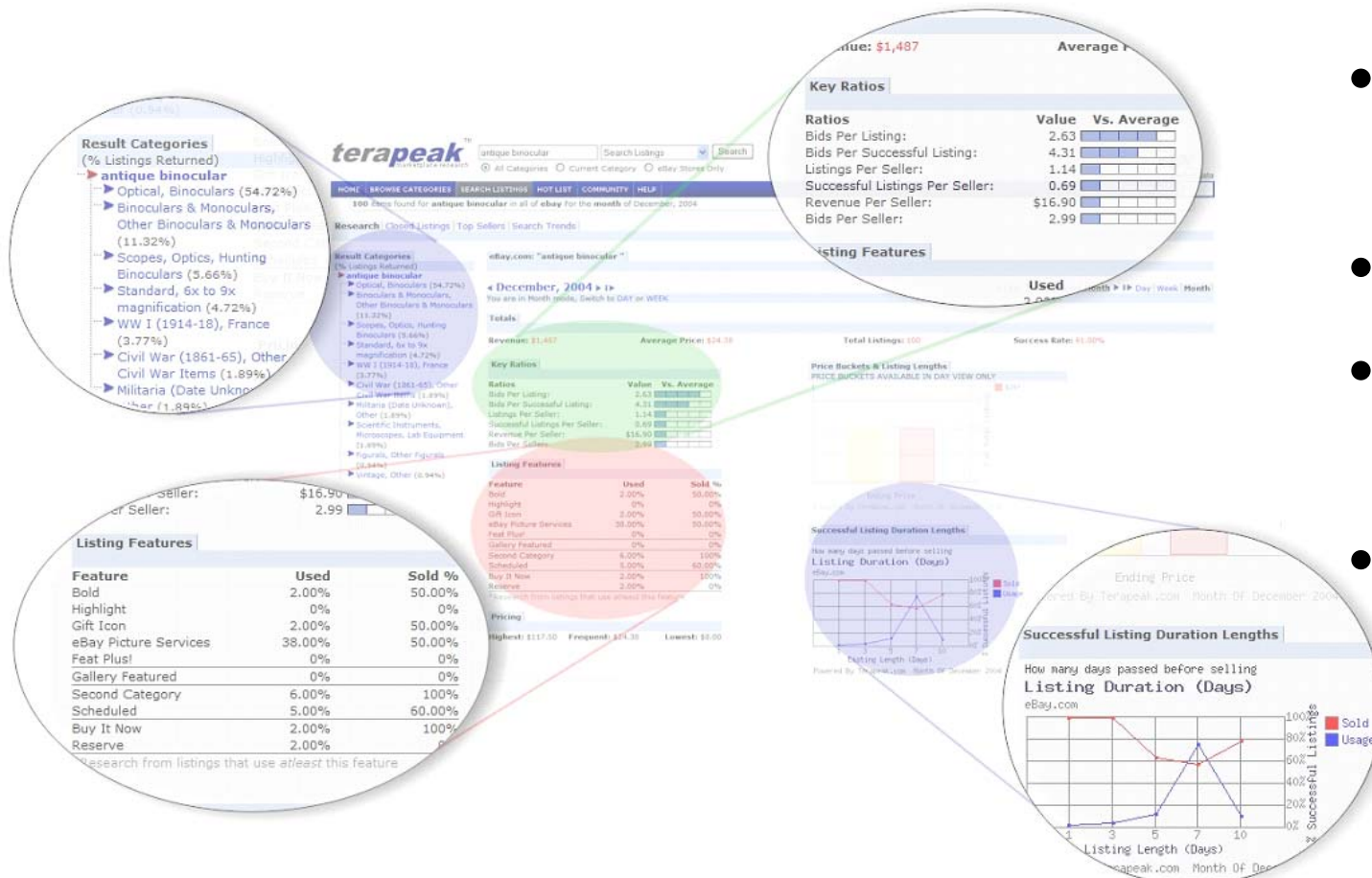
All Categories

[Search Want It Now](#)

### Browse Want It Now

<a href="#">Antiques</a> <a href="#">Art</a> <a href="#">Books</a> <a href="#">Business &amp; Industrial</a> <a href="#">Cameras &amp; Photo</a> <a href="#">Cell Phones</a> <a href="#">Clothing, Shoes &amp; Accessories</a> <a href="#">Coins</a> <a href="#">Collectibles</a> <a href="#">Computers &amp; Networking</a> <a href="#">Consumer Electronics</a>	<a href="#">Crafts</a> <a href="#">Dolls &amp; Bears</a> <a href="#">DVDs &amp; Movies</a> <a href="#">Entertainment Memorabilia</a> <a href="#">Gift Certificates</a> <a href="#">Health &amp; Beauty</a> <a href="#">Home &amp; Garden</a> <a href="#">Jewelry &amp; Watches</a> <a href="#">Music</a> <a href="#">Musical Instruments</a> <a href="#">Pottery &amp; Glass</a>	<a href="#">Real Estate</a> <a href="#">Specialty Services</a> <a href="#">Sporting Goods</a> <a href="#">Sports Mem, Cards &amp; Fan Shop</a> <a href="#">Stamps</a> <a href="#">Tickets</a> <a href="#">Toys &amp; Hobbies</a> <a href="#">Travel</a> <a href="#">Video Games</a> <a href="#">Everything Else</a> <a href="#">eBay Motors</a>
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# Terapeak



- Category results
- Key ratios
- Listing features
- Successful durations

# What's Hot



**Choose a Topic**

- [Welcome](#)
- [Getting Started](#)
- [Best Practices](#)
- [Advanced Selling](#)
- [Category Tips](#)
- What's Hot**
  - [Merchandising Calendar](#)
  - [Hot Items by Category](#)
- [News & Updates](#)
- [Resources](#)

**What's Hot**

Selling success often translates into being at the right place, at the right time, with the right product. Check back often to stay on top of the latest promotions and hot items on eBay.

- [Merchandising Calendar](#)  
Get advance notice of upcoming seasonal promotions and learn about which items will be spotlighted on the eBay home page.
- [Hot Items by Category](#)  
Hot... Very Hot... Super Hot! Discover which categories and products are on fire—where bid to item ratios are high and demand is outpacing supply!
- [eBay Pulse](#)  
Track trends, hot picks, and other cool stuff, including: top searches, most watched items, and little known eBay facts.

 [Live help](#)

 [Sell, Donate or Recycle Your Old Cell Phone](#)

 [Clean out your closet. Turn your old computer into cash!](#)

**BUY FAST on eBay!** [Express Buying & Selling Zone](#)

**Helpful Links**

- [Seller Tools](#)
- [Online Appraisals](#)
- [Shipping Center](#)
- [Offer Warranties](#)
- [eBay Business Marketplace](#)

# Pricing Options

- Starting price
  - The bidding starts here
  - The experts say lower is better
  - Lower starting prices tend to generate more interest
- Reserve price
  - Your minimum selling price
  - Protects item from underselling
- Buy It Now price
  - Use in addition to, or instead of, an auction-style listing
  - Provides incentive for quick sale decision
  - Eligible for eBay Express



# What Is an eBay Store?

- One-stop location for all your eBay listings
- Unique, branded destination with...
  - Your logo and URL
  - Custom categories
  - “Your Store Only” search engine
- Ideal for listing inventory
- Provides advanced marketing, merchandising, and business reporting
- Least expensive path to an ecommerce presence

# My eBay Views

Two important seller views:

- All Selling
- My Account

**All Selling**

- [Scheduled](#)
- [Selling \(3\)](#)
- [Sold \(9\)](#)
- [Unsold \(4\)](#)

**My Account**

- [Personal Information](#)
- [Addresses](#)
- [Preferences](#)
- [Feedback](#)
- [PayPal Account](#)
- [Seller Account](#)
- [Subscriptions](#)

The screenshot shows the eBay 'My eBay' interface. The 'All Selling' view is active, displaying a table of items currently for sale. The table has columns for 'Current Price', 'Bids', 'High Bidder ID', '# of Watchers', '# of Questions', 'Time Left', and 'Action'. Three items are listed, all of which are 'KitchenAid Artisan Series Stand Mixer'.

Current Price	Bids	High Bidder ID	# of Watchers	# of Questions	Time Left	Action
C \$14.95 C \$299.99	0	--	1	0	6d 03h 02m	<a href="#">Sell Similar</a>
Buy It Now US \$242.06 C \$299.99	0	--	0	0	6d 06h 06m	<a href="#">Sell Similar</a>
US \$14.95 C \$18.51 Buy It Now US \$249.99 C \$309.56	0	--	0	0	6d 06h 06m	<a href="#">Sell Similar</a>

# Let's Look at Selling Manager

- Selling Manager—a new eBay selling tool
- Organizes your listings
- Track transactions
- Easy sign up (Seller Services page)
- Online application, no download of files
- 30-day free trial, (\$4.99/month)

Let's explore Selling Manager!




# Selling Manager Pro

Features	Selling Manager	Selling Manager Pro
Track sales information	<input type="checkbox"/>	<input type="checkbox"/>
Manage post-sale activities	<input type="checkbox"/>	<input type="checkbox"/>
Manage inventory		<input type="checkbox"/>
Automate communication		<input type="checkbox"/>
Reporting	Standard	Expanded
<b>Cost per month</b>	<b>\$4.99</b>	<b>\$15.99</b>



# What Is PayPal?

- Easiest, fastest online payment service
  - Only requires an email address, credit card, and bank account
- Secure, trusted
  - “Most trusted” Online Payment Service (The Gartner Group, 2/02)
  - Over 100 million accounts
  - 90% of eBay listings offer PayPal as a payment method
- Part of the eBay team
  - Integrates seamlessly into eBay listings
  - Buyer simply clicks the  button
- Internationally recognized
  - Used in 40+ countries around the world

# Why Use PayPal?

- Fast
  - Receive and send money instantly
  - No waiting for cheques or money orders
- Easy
  - Accept payments from credit cards
  - Increases the volume of trade
- Secure
  - Keeps all financial information secure
  - Uses strongest encryption commercially available
  - Protects you against buyer-initiated chargebacks on transactions between Canadian sellers and CA/US/UK buyers

# Seller Fees Overview

Four basic fees for listing and selling on eBay:

- **Insertion Fees** – To list an item
- **Listing Upgrade Fees** – For special features to promote your listing
- **Final Value Fees** – Commission based on final price
- **PayPal Fees** – Charges for collecting payment through PayPal



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