

## Ebay Auction Pricing Strategies

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Created On: 14 Oct 2009 11:25 AM

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If your items aren't selling, then you might have a bad pricing strategy. There are as many pricing strategies in the world as there are buyers - if you look at two businesses selling the same thing, often the only difference you'll be able to find between them is pricing.

**The "Few Dollars More" Strategy.**

Here's something you might not have thought of. If you set your auction's starting price to what you would usually charge for Buy it Now, while setting the Buy it Now price a few dollars above, you can make a profit by setting off an interesting psychological reaction in the buyer's mind.

Here's what they'll think. They want the item, but why should they bother bidding for it? After all, they could use Buy it Now for just a few dollars more, and be sure of getting it! Doing things this way makes the value of the Buy it Now option extra clear to the buyer, and makes them more willing to pay extra for the privilege.

**The "One Dollar Less" Strategy.**

This is simple, but requires you to keep an eagle eye on your competition. As soon as they start a Buy it Now auction for an item you stock, start an auction for one of those items yourself. Match the title closely, but price your item one dollar less than theirs. This will mean that your auctions will sit together in the search results, and who's going to see both and go for the one that's a dollar more expensive?

**The "Free Shipping" Strategy.**

Buyers really hate paying for shipping. With Buy it Now, you might find it easier to incorporate the shipping cost into the main price of the item, and then write "free shipping" in the auction's title. You'd be surprised how many buyers would prefer to pay one price including shipping for the auction, instead of having shipping added on at the checkout. Again, this is psychological: they pay the same at the end, but it doesn't feel like they've paid an unnecessary "extra" cost for Internet shopping.

**The "Go for It" Strategy.**

If you'd like a slightly more risky strategy, try this. List your item for the maximum duration (ten days), starting the listing on a Thursday so it goes across two weekends and finishes on a Sunday. Set the starting price to the minimum (one cent).

What you're trying to do here is give bidders as long as possible to discover your auction, so that they push the price up themselves. Pay for a few upgrades like bold and highlight, to give them a helping hand. If you do this right, you can make a much bigger profit than you would have with any Buy it Now price, especially with a medium or high value item.

Since running your auction for longer means that more people see it, you should always take the longest duration of ten days, right? Not always. In the next email, we'll talk about how long your eBay auction should run for.