

How to Increase Your Sales on Ebay

Author:
Resale Rights

Created On: 14 Oct 2009 11:47 AM

Ebay offers Internet users a wonderful opportunity to make money from the comfort of their own homes. Some sellers have tremendous success; they make Ebay look very easy, and their merchandise almost sells itself. In reality, these Ebay power sellers put a lot of effort into their listings. Here are some of their most vital tips to help you make more money on Ebay.

First, build your reputation. Your positive feedback is your lifeblood on Ebay. Before you start investing in high-dollar items to sell, list some inexpensive merchandise. Always respond courteously to your buyers, and ship your items promptly. This will bring the positive feedback you need. Once you've established yourself as an honest and reliable seller, you can start listing your more expensive merchandise. Buyers who see your high feedback rating will feel more comfortable bidding on your items.

This next tip might seem like a no-brainer, but it's surprising how many sellers overlook its importance: put pictures on your listings. Buyers want to know exactly what they're paying for, and what condition the item is in. Photograph the item from every angle. Document any damage honestly; you don't want negative feedback from buyers who weren't expecting wear and tear on their purchase. If you sell jewelry or other small items on Ebay, try to include a coin or other item in the photo for size reference. Buyers are sometimes unpleasantly surprised by just how tiny their purchases are.

While you're posting pictures to your Ebay listings, take a look at your written descriptions. Do they have enough keywords to draw the attention of search engines? Do they have enough facts to satisfy customers' questions? If the listing seems too short, add more facts about the item that will persuade customers to buy. Also watch out for typos and misspellings. Such mistakes might not seem like a big deal, but they turn some customers off. Carefully review everything you've written. Remember, Ebay listings are advertisements for your merchandise. Learn to market your goods in a way that convinces buyers to choose you over the competition.

Once buyers have decided to purchase your item, they will want convenient payment options. Don't expect to make a lot of sales if buyers can only pay with a check or money order. Buyers all over the world love the convenience of credit card purchasing, and they have come to expect this payment option wherever they do business. It's simple to accept credit cards through Paypal, so there's really no excuse for denying buyers this option. The more payment options you offer, the easier buyers can buy from you. Convenience will draw more buyers and bring them back in the future.

We touched on this point earlier, but it bears repeating: be professional. Your items might draw buyers, but your customer service will bring them back, possibly with friends. Follow Ebay's rules and don't try to take dishonest short-cuts just to make a few extra dollars. If you charge improper tax or gouge buyers on shipping costs, you will eventually earn negative feedback. The same goes for slow shipping or rudeness. Treat your customers well. Their feedback, for better or for worse, will impact your future sales.

Ebay businesses are easy to start, but if you put these tips into action youâ€™ll really increase your profits. Happy selling!