

## How To Build Trust On Ebay

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EBay is the largest auction website on earth. It is not very easy, both as a seller and buyer, to build trust very quickly. Here are a few tips to help you attract more potential buyers to your auction.Â

### **1) Can you trust the seller?**

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This is a question that all your serious auction visitors will quickly ask themselves. As they do not know you they are going to want to check you out. But how will they do this? The first thing they would look for is your feedback rating. Feedback is a way eBay allows buyers and sellers to rate their experiences with each other. If you have a stellar feedback rating your visitor will feel you are trustworthy. Your goal should be to increase your auction feedback and keep it positive.

Another way a visitor will check to see if you are trustworthy is to click over to your about me page. This is a page you can create in your eBay account for free. It allows you to give your potential bidders some background information about you and your business.

You can also include your feedback and other listed auctions on this page as well. This is where you have a chance to tell your potential bidder about yourself and your business, why they should buy from you. It is highly recommended that you take advantage of this and create it in your eBay account.

### **2) What methods can I use to pay?**

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The more options you have for payment the more visitors will become bidders. There are many methods of payment. Pay Pal is an eBay company so having a Pay Pal payment button on your auction is an easy and cost effective way to include on your auction sales page. Besides Pay Pal, you may want to consider excepting other payment options such as e-checks, bid pay, western union, or even a cashierâ€™s check.

### **3) Is there a specific guarantee?**

You always need some sort of guarantee for your product. It helps to show your visitor that you are a trustworthy business person. Keep in mind that your buyer assumes most of the risk here. They are buying from someone that they have never met. They are paying for a product that they have not yet received. A guarantee that is appropriate for your product or service will help your visitor become a potential bidder.

### **4) Can you trust the delivery options?**

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Always disclose how your product or service is delivered with the charge. Whether you are sending it through the postal service or another service, your bidder will want to know how they should expect to receive the item. You can usually approximate deliver time and cost based on information you obtain from your personal post office.

### **5) Is the product worth even your money?**

Many times on eBay, sellers will provide a picture and a short description. This is one of the most

important aspects of the process. Lazy and inexperienced sellers will use pictures from the manufacturer's website. This is not very good because the product can be old and broken, but you will not know.

Always keep in mind that building trust on eBay is the most important key to making a sale or buying products. It is just a simple fact that the more trust you build equals the more possible sales you can make. As long as you build trust with your visitors, you will succeed without a doubt.