

Experience buying and selling on eBay

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Dozens of initial information when getting acquainted with eBay makes it easy for buyers to be 'overwhelmed', to master the business on eBay, it takes a long time to learn and experience the 'bloody' experience. there are problems in buying or selling .

In this article, the author does not give you detailed instructions on how to buy and sell items on eBay, and instead discuss the issues you need to consider.

Purchase experience



As a Buyer looking for the desired item, you need to consider the important steps including: searching, referring information, auctions, contacting sellers to buy good, cheap and safe products. all.

Search for goods : the first step to take when buying an item. Searching can be quite simple by typing keywords into the search box on eBay.com. However, you need to pay attention to using appropriate keywords to search results as desired.

For example, if you need to buy a laptop with brand HP using Core 2 Duo processor, the first step is to choose

the type of goods (Categories) in *Computer & Networking section* . Then, depending on how important the keyword placement is first, in this example, type: ' *HP laptop Core 2 Duo* ' and Enter to find the corresponding items.

eBay allows you to choose other hardware configurations such as RAM, hard drive capacity, operating system, device type (laptop, notebook or desktop) and new / old / refurbished condition. The next point to note is the type of sale: ***Buy it now*** or ***Auction*** , Buyers can choose the price range for eBay to filter out the products being advertised for the corresponding price. Price information (Price) and the time of goods in the sale period (Time Left) is also a concern.

In the search results, items that are framed in color, bold titles, framed images . are types of goods that Seller registers in order to highlight Buyer 's goods that are easy to find and pay attention to. .

You should choose a few advertisements at a price that is suitable for your purchase so don't regret it when you buy a more expensive item when you haven't seen all the listings. Search again with a slightly different keyword for more reference options. After choosing the best listings, the next step is to consult the information and 'Sell'.

Referring to information is a very important step when making a purchase. The more carefully, the more you save time dealing with problems that occur when the transaction and frustration when receiving the goods are not as expected or worse than being "ruffled". Things that go wrong when buying and selling still happen very often on eBay so be a bit more careful, and 'roll up the sleeve of' Seller and goods carefully '.

The first point to "look" is the Seller itself because if it is a trade, if you sell a certain item at a very good price, you should not buy it. At this time, the system of Seller Seller Ratings and Feedback will be effective, giving Buyer a relatively comprehensive view of Seller. The Feedback or DSR components will be displayed next to the account name in the listing. Click on the feedback number to name the Seller account to see 'what people say' about that seller.

A reputable Seller is someone who receives a good rating (DSR) from other eBay members after they have traded with that seller. DSR will consist of 4 elements:

1. ***Item as described*** : the item is delivered with the status and item according to the introduction. This is an important factor showing the prestige of Seller.
2. ***Community*** : the level of exchange and reply to customers for interested customers.
3. ***Shipping Time*** : delivery time.
4. ***Shipping and handling charges*** : ***charges for handling*** goods when shipping.

Next is Feedback , which is a very useful factor for Buyer when looking at Seller. You can read comments from other Buyers who have traded with this Seller, they are very accurate, reflecting whether or not a Seller is reliable and it is best to see it in 3-6 months. Come back to the Seller with negative feedback. You should avoid Sellers who have feedback bad (negative), however, it is necessary to consider what the Buyers have commented on because it may be just a few complaints.

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Selling experience

Changing the role of Buyer to Seller, the more problems you have to pay more attention to please the fastidious customers. Just like Buyer, you need to take the following steps to 'buy more expensive' on eBay: *Market survey, sales* .



Market survey is not only for real-life business but also for online business. Most Sellers often ignore this first important step so they do not achieve the desired effect. The survey has three key sections including: hot items in the market, how to advertise and price.

Go to <http://shop.ebay.com>, find the catalog (Categories) you want to sell, you will see what types of products are smoking in the market and keywords (keyword) that many users find. Search for it on eBay. Those are very important factors to get your item to get high rankings in the search results list.

Proposing is complicated and requires Seller to invest more time. If you are a 'novice' familiar with selling goods on eBay, you should refer to the basic steps for listing items on eBay at <http://pages.ebay.com/help/sell/selling-basics.html>. It provides useful information such as how to sign up for a Seller account, how to advertise basic goods, and choose a way to advertise for a suitable fee .

In the sales process, you need to pay attention to the following points :

- **Item information** : need details and accuracy. How can customers buy when they don't know much about the item or when they visit the item, they only see a few descriptive lines about the item they want to sell. The answer to this question is information about the item. The more detailed information such as color, size, country of manufacture, product model ., Seller can avoid troubles when answering questions about items from Buyer. In the description section, you need to include the original link from the manufacturer so that Buyer can refer to more details when needed.

Sellers with old and refurbished goods need to be honest when describing goods status. You can not hide the scratches, dents of the item with brand new images because when receiving the goods not as described after the end of the transaction, Buyer will give 'negative feedback' with a negative feedback. according to the 'extremely low' DSR rating or contact the intermediary payment service provider Paypal to claim the money because the

item is not as described.

Images and important factors help Buyer feel more intuitive about the item. Images need to be taken in many angles, striking all the beauty of the item. You can find countless images from Google or Bing if new. Particularly for old goods, please choose a white background for easy color correction. Photos need to take the item as a focus, avoid shooting with flash light or where there is a lot of glare. Bad quality images will destroy the entire information section. In addition to uploading images to eBay's shopping system (upload), you should upload images to your own website or some free photo hosting websites to insert item descriptions, saving additional photo costs. from eBay.

A Seller provides good item information along with sections such as :

Business Policy (Term & Conditions), return policy (Return policy), payment policy (Payment), shipping policy (Shipping & Handling) to provide Buyer with detailed information about rules plan to buy and sell with you, how long to return the goods, how to pay, how long do not pay will have to cancel the transaction, delivery time and notes on international delivery . Clearly and honestly, you will gain trust from Buyer even if you don't have good feedback or PowerSeller labels. In addition, if conditions permit, you need to provide more details about the warranty from the manufacturer or your own warranty. This is the point to create Buyer peace of mind when buying your goods.

A very important point when presenting item information, you need to create a page template for the listing. Can be created with a more advanced Microsoft FrontPage program than Adobe Dreamweaver or other website builders (HTML). The more beautiful the information page frame, the more accurate and detailed image layout will keep the Buyer longer, creating the trust of the item information. Some professional stores on eBay also integrate search codes to help buyers find items in their own eBay warehouse, slideshow shows through thumbnails of items in stock .

If you are not very knowledgeable about HTML, you just need to search on Google or Bing with the keyword 'ebay templates' that will collect lots of free templates.

- **Admission rate** : Please set the starting price of your items on eBay at 0.01 USD to attract the attention of Buyers participating in the auction. However, it should be noted that when the actual price of the item is advertised in Auction form, eBay will calculate the percentage cost based on the distance between the starting price and the selling price.

- **Time to advertise** : Need to calculate the time of posting information. The vast majority of users started paying attention to the news at noon and started bidding until late afternoon. Please observe the end of the auction for the item at the end of the week and note that the time on eBay is calculated according to the international time zone. The right time to publish a three-day ad is Wednesday or Thursday around 10 am Vietnam (10:00 PM EST - US time zone).

- **Payment methods** : Choose reliable, simple registration and use methods, combining easy payment on eBay, commonly used like Paypal, MoneyBookers. Refer to information on using Paypal on eBay here.

Seeing how to sell large stores on eBay is a good way to learn page frames, layouts, images and item information.

When the item has not been sold at the end of the auction, you can redeem it with the relist function to reduce the cost and effort to post it from the beginning.

When an item is auctioned by many Buyer over the selling price, you can use Second Chance Offer to introduce Buyers to bid at a high price but not to buy other products or righteous products of the same type. post next. This way will not lose potential customers and quickly sell more goods if the quantity is large.

Should set the price Fixed price (not auctioned, sold at list price) when the item is "hot" in the market. However, it is necessary to survey the market to find the right price.

It is necessary to calculate the total transportation costs, export costs, taxes . incurred expenses to include cost information. Do not modify or start informing the Buyer once they have purchased the item.

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