

# **BUYING & Selling**

## **for the Association of Personal Computer User Groups**



# WHAT IS eBAY ?

- **eBay Is Like A Huge Garage Sale**
- **Features Items Appealing To Everyone**
- **You Will Be Amazed At What Is Offered**

# THE eBAY PHENOMENON

- Started in 1995
- Multi-Billion Dollar Business
  - That Sells Nothing!!
    - Over Million Sales per Day (700/minute)
- eBay Receives A Fee On Every Item
  - Typical Day is \$70 Million In Sales
- 200 Million Registered Users

# WHY THE GROWTH ?

## ➤ **BUYING** Side

- **Fun & Great Bargains**
- **90 Million Items Available At Any Time**

## ➤ **SELLING** Side

- **Huge Market For Items No-longer Needed**
- **Part-time Or Full-time Business**
  - **(From Home Or Small Office)**

# SAMPLING OF AVAILABLE ITEMS

## ➤ Are You Looking For Something Unusual?

- eBay Has Millions Of Items

- **New And Used**

- **Commonplace And Hard-To-Find**

- **From Teacups To Autos**

- **And Everything In-Between**



# TECHIE BARGAINS

## Cell Phones, Tablets & Other Items



# eBAY H/W REQUISITES

➤ Do You Need A High Tech Computer?

➤ Can I Use My Tablet or Cell Phone?

➤ Access To Internet (ISP)

ISP Examples: Road Runner, Bell South, EarthLink, AOL, MSN, etc.

- Dial-up (50k bps)
- DSL (25M bps)
- Cable (90M bps)

**Recommendation: At Least DSL or Cable Lite (512k bps)**



# eBAY S/W REQUIREMENTS

## ➤ **Browser --To Access The Internet**

- Internet Explorer
- Chrome, Opera, AOL
- Mozilla, Netscape, Thunderbird
- Firefox, Safari

## ➤ **E - Mail Account -- for Correspondence**

- Outlook (Express), Gmail, Apple Mail
- AOL, BellSouth, Road Runner
- Yahoo, Hotmail, Net Zero, etc.





# DO I NEED AN ID TO USE eBAY

- Browsing Is Always Available To Everyone
- But To Buy or Sell You Need An eBay ID
  - This Requires Limited Personal Information:

To Buy → Name, Address & eMail

To Sell → Buy Info Plus One Extra Item



# BUYING OVERVIEW

# TYPICAL BUYING QUESTIONS

- **What Is A Fair Price**
  - **For The Item I Want to Buy?**
  
- **Are eBayers Selling**
  - **What You Want To Buy?**
  
- **Does eBay Offer “FREE” Help & Tutorials?**
  - **Excellent Presentations Are Available  
By Clicking On “HELP”  
Then “LEARNING CENTER”**

# COMMON BUYING FEARS

- I Do Not Know The Sellers? Can I Trust Them?
- How Do I Find Very Honest Sellers?
- Does eBay Monitor, Rate & Review Sellers?
- Product Description May Be Fraudulent  
What Is My Recourse ?
- Stranger Has Access To My Credit Card  
or Bank Account Info !

# PROBLEMS, CHEATS & DEADBEATS



## eBay Solutions:

- Fraud Alert Team
- **Moderated Discussion**
- **Square Trade**
  - In Partnership With eBay
- **PayPal Buyer Protection**

# BUYING ON eBAY

- **The eBay Window Is Well Designed**
  - **Looks Complicated At First Glance**
    - **But Easy To Understand**
  - **Good Searching Features Are Available**
    - **Similar To Google (But Not Quite As Good)**
  - **Learning The Buying Steps**
    - **Simple & Fast, Plus Great Prices**
  - **Registering For An eBay User ID**
    - **Is Not Difficult**

# eBAY Home Page

My eBay | Sell | Community | Contact Us | Help

Welcome! Sign in or register.

All Categories   [Advanced](#)

- All Categories >
- Fashion >
- Motors >
- Electronics & Technology >
- Collectibles & Art >
- Home, Outdoors & Decor >
- Movies, Music & Games >
- Books >
- Daily Deals >
- Classifieds >

### GiftsNearby

Popular gifts from major retailers. Pick them up in-store today!

[See what's in stock now >](#)

**40% OFF**

Viewsonic VX1932wm-LED 19in  
**\$119.99**

**36% OFF**

8 Pack Sharpie Assorted Chisel Tip...  
**\$5.99**

[See more great deals](#)

### eBay Buyer Protection

We've got you covered! [Learn more](#)

#### Your last viewed item

USB Travel Home AC Wall Charger Adaptor ...  
**\$1.59**

[Clear all](#)

#### Your recent searches

- 16GB USB 2.0 FLASH STICK
- sd card micro adapter
- Micro SD To SD Card Adapter ...
- sd micro card reader
- sd micero card reader
- sd micro card adapter
- New Micro SD Adapter Reader ...

[Clear searches](#)

#### Sign in

Back for more fun? [Sign in](#) now to buy, bid and sell, or to manage your account.

Not registered yet?  
Join the millions of people who are already a part of the eBay family.

### Free Shipping

from the Gift Card Mall

[Shop now >](#)

#### Recommendations for you

[Hide my activities](#)

**Hot Product**

USB Travel Home AC Wall Charger ...  
**\$13.59**

USB Travel Home AC Wall Charger ...  
**\$1.99**

USB Travel Home AC Wall Charger ...  
**\$3.25**

USB Travel Home AC Wall Charger ...  
**\$1.99**

**US Seller**

USB Travel Home AC Wall Charger ...  
**\$13.59**

#### Trends on eBay

Updated daily

- kourtney kardashian
- true grit
- fiesta bowl tickets
- purse shooting
- santa doll

# A GOOD FIRST STEP

GUARANTEED TO SAVE YOU MONEY

➤ USE THE “ADVANCED SEARCH” FEATURE

Then Check Box “COMPLETED LISTING”

Result = Summary Of All The Listed Items

-- During The Prior 30 Days

**GREEN = Sales**

**RED = Non Sales**

➤ Tells Buyers What Price to Expect

-- Provides Information On

Item Demand, Competition and Availability



# Advanced Search Input Screen

The screenshot shows the eBay Advanced Search interface. At the top, the eBay logo is on the left, and the user's name "Hi, gns1676! (Not you?)" is on the right. Below the logo is a search bar with "All Categories" selected and a "Search" button. A red banner below the search bar contains navigation links: "CATEGORIES", "FASHION", "MOTORS", "DEALS", and "CLASSIFIEDS".

The main content area is titled "Advanced search" and includes a breadcrumb trail: "Home > Buy > Advanced Search". On the left side, there are three sections: "Items" with a search box containing "8GB Flash Drive" and links for "By seller", "By bidder", and "By item number"; "Stores" with links for "Items in Stores" and "Find Stores"; and "Members" with links for "Find a member" and "Find contact information".

The right side is titled "Find items" and contains several sections: "Enter keywords or item number" with a text input field containing "16 gb", a dropdown menu set to "All words, any order", and a "Search" button; "Exclude words from your search" with an empty text input field; "See general search tips or using advanced search options"; "In this category" with a dropdown menu set to "All Categories" and a checkbox for "Save this search to My eBay"; "Search including" with checkboxes for "Title and description" (unchecked) and "Completed listings" (checked); "Price" with a checkbox for "Show items priced from \$" followed by two empty input fields; and "Buying formats" with checkboxes for "Auction", "Buy It Now", and "Classified ads".

Three annotations are present: a large orange number "1" with an arrow pointing to the search input field; a large orange number "2" with an arrow pointing to the "Completed listings" checkbox; and a large orange number "3" with an arrow pointing to the "Search" button.

# Advanced Search Result Screen

8gb flash drive ← All Categories Search Advanced

Related Searches: 16gb flash drive, 4gb flash drive, 16 gb flash drive, flash drive 16gb, 32gb flash drive, flash drive, 4 gb flash drive

4,132 results found for 8gb flash drive [Save search](#)  
Preferences: **Completed listings** [See only active listings](#) [Edit preferences](#) [Clear preferences](#)

Categories  
Computers & Networking (3,104)  
Drives & Storage (2,522)  
Computer Accessories (124)  
Other (103)  
Computer Components (91)  
IPads & Tablets (3)  
More ▾  
Electronics (816)  
Other (766)  
Gadgets (16)  
A/V Accessories & Cables (8)  
DVD & Home Theater (1)  
Telephones & Pagers (1)  
More ▾  
[See all categories](#)

In Drives & Storage  
Clear all refinements






Show only  
 Expedited shipping  
 Returns accepted  
 Free shipping  
 Completed listings  
[Choose more...](#) [Clear](#)

Brand  
 Sandisk (189)  
 Kingston (126)  
 HP, Compaq (81)  
 LaCie (30)  
 Verbatim (30)  
 TDK (19)

All items Auctions only Buy It Now

View as:

Sort by: End Date: recent first Page 1 of 83 [Customize view](#)

	Leather 8GB PEN DRIVE 2.0U FLASH MEMORY STICK★@ <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	0 Bids	<b>\$0.99</b> +\$15.99 shipping	Dec-28 05:16
	8G kele bottle USB 2.0 Flash Memory Pen Drives 8GB 3D <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	15 Bids	<b>\$14.45</b> Free shipping	Dec-28 05:05
	8 GB Metal Key Memory Stick USB 2.0 Flash Pen Drive 8G <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	Top-rated seller 14 Bids	<b>\$12.90</b> Free shipping	Dec-28 05:02
	Sandisk Cruiser Blade 8GB 8 GB G USB Flash Drive Retail <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	0 Bids	<b>\$8.25</b> +\$9.10 shipping +\$5.00 shipping	Dec-28 05:00
	Kingston DTIG38GB Datatraveler I 8GB USB Flash Drive One-day shipping available <a href="#">View similar active items</a>   <a href="#">Sell one like this</a>	Top-rated seller Buy It Now	<b>\$11.95</b> Free shipping	Dec-28 04:13

\$16.98

\$14.45

\$12.90

\$13.25

\$11.95

# TYPES OF AUCTIONS

## ➤ NO RESERVE

- Typical Standard Where Highest Bidder Wins

## ➤ RESERVE

- To Win Your Bid Must Exceed Sellers Minimum Unknown To You

## ➤ BUY IT NOW

- For Buyers Needing The Item Faster  
or Happy With Sellers Fixed Price

**Which Is Best For You ?**

# HOW DO I PAY ?

## ➤ PayPal

- Most Popular (free to buy items)
  - Owned By eBay

## ➤ Credit & Debit Cards



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## ➤ Electronic Checks, Money Orders

## ➤ Personal Checks



# SECURITY ADVICE

- NEVER LOGIN AT A PUBLIC VENUE
- ALWAYS CHECK FOR “HTTPS”
- USE STRONG PASSWORDS

➤ **EXAMPLES:** mfcWBO2967iny  
IWMO8363taww or ClAb#3135

# **BEST BUYING ADVICE**

## **USE COMMON SENSE**

- **Read And Re-Read Item Description & Particularly The Small Print**
- **Always Use eBay's Rating Feedback System**
- **Understand The Total Costs Including S & H (Most Frequently The Buyer Pays)**
- **Ask Questions Before You Bid - Not After**

# FINAL BUYING TIPS

- **ALWAYS USE THE ADVANCED SEARCH BEFORE YOU BID**
- **START THE LEARNING PROCESS BY PLACING A BID ON A SMALL INEXPENSIVE ITEM**



# SELLING OVERVIEW



# SELLING

- **People Just Like You  
Are Selling Many Items**
- **And You Could Be One Of Them**

# **BEFORE SELLING ON EBAY**

## **Preliminary Considerations**

- **DO YOU HAVE ITEMS YOU  
NO LONGER NEED?**
- **DETERMINE ANSWERS TO:**
  - **Is There A Market For Your Item?**
  - **What Is A Fair Selling Price?**
  - **Do I Understand How To List An Item  
& The Fees Involved?**

# **EASY SELLING REQUIRES**

- **To Research & Create Descriptions**
- **Find or Take Good Photos**
- **Post Items On eBay to Sell**
  - Clicking “**SELL**” Starts 3 Step Process
- **Safely Package & Ship Items**
- **Last But Not Least**
  - **Best Ways To Collect Money**

# IS SELLING AS EASY AS BUYING?

- **Selling Is An Art & Science**
  - Best Teacher Is Experience
- **3 Biggest Pitfalls:**
  - Selling What People Are Not Buying
  - Asking Or Expecting Too Much \$\$\$
  - Not Using Photos Or Realistic Descriptions
- **Best Advice: Start With Low Priced Items**
  - Aids Familiarity With Selling Process
  - Quickly Establishes A Feedback Score

# LISTING TIPS TO SELL

## ➤ A PICTURE IS WORTH 1000 WORDS

- Use Good Photographs Of Your Item



## ➤ SPEAKING OF WORDS

- Describe Your Item Accurately



## ➤ SHIPPING OPTIONS

- Or For Small Items USPS



## ➤ PAYMENT OPTIONS

- Many Use & Accept PayPal Only



# A MUST FIRST STEP

WELL WORTH THE TIME IT TAKES

➤ USE THE “ADVANCED SEARCH” FEATURE

Then Check Box “COMPLETED LISTING”

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**GREEN = Sales**

**RED = Non Sales**

➤ Tells Seller What Price to Expect

-- Provides Information On Item

**Demand, Competition and Availability**

# TYPES OF AUCTIONS

## ➤ No Reserve

- Typical Standard Where Highest Bidder Wins

## ➤ Reserve

- To Win A Buyer Must Exceed Your Set Minimum

## ➤ Buy It Now

- For Buyers Needing The Item Faster

And Your Happy With Receiving A Set Price

## Which Is Best For You ?

# INPUT ESSENTIALS

➤ **Item Title & Description With Features**

➤ **Upload Your Photos**

- **An Absolute Necessity**

➤ **Attention Grabbers**

- **Low Start \$, Original Cost, No Reserve**

➤ **Pricing Strategy**

- **Use Reserve Price or S&H Options**



# HOW DO I WRITE AN EXCELLENT DESCRIPTION ?

- **MY FAVORITE WAY  
IS TO USE CUT AND PASTE**

# TEXT CAPTURE

## Typical Example of Thumb Drive Descriptive Text Readily Available

- USB Flash Drive, Capacity: 16 GB
- USB 1.0/1.1/2.0 Compatible
  
- Quality : Hi-Tech Silver Metallic finish
- Read 12MB/s and Write 8MB/ Compatible with All Major Operating Systems, PCs, Macs, Laptops
- Support Hi-Speed (480Mbps)
  
- No Drivers Required
- Durable Solid-state Storage and Data Retention for at Least 10 Years
  
- Low Power Consumption • Weight : 0.68kg up
  
- Support Window 98/98SE/ME, Windows 2000, Windows XP, Windows Vista, Windows 7 & Macintosh

**Cut & Paste From Manufacturer's Site**

# PHOTO CAPTURES



**Cut & Paste From Manufacturer Sites**

# IS PHOTO EQUIPMENT REQUIRED?

POINT & SHOOT AND CELL PHONES WILL WORK



# **GALLERY PHOTO = \$\$**

- **Would You Buy Without Seeing the Item**
  - A Photo Sure Helps
- **Always Use A Gallery Photo**
  - When Listing An Item For Sale
  - **1st 12 Are Free (Extras Cost 15 Cents)**
- **Tip: Best To Supply Square Image**
  - Crop Rather Than Leave Extra Space
    - Object Will Be Bigger

# GALLERY IS A QUICK VIEW LOOK

ebay® Hi, gns1676! (Not you?)

CATEGORIES FASHION MOTORS DEALS CLASSIFIEDS

8gb flash drive All Categories Search Advanced

Related Searches: 16gb flash drive, 4gb flash drive, 16 gb flash drive, flash drive 16gb, 32gb flash drive, flash drive, 4 gb flash drive  Include description

4,015 results found for 8gb flash drive Save search

Categories

- Computers & Networking (2,989)
  - Drives & Storage (2,987)
  - Computer Accessories (153)
  - Other (108)
  - Computer Components (147)
  - Wholesale Lots (16)
  - More ▾
- Electronics (329)
  - Other (273)
  - Gadgets (29)
  - AV Accessories & Cables (7)
  - DVD & Home Theater (1)
  - iPod & MP3 Accessories (1)
  - More ▾

See all categories

In Drives & Storage

Show only

- Expedited shipping
- Returns accepted
- Free shipping
- Completed listings
- Choose more...





Brand

- Sandisk (227)
- Kingston (156)

All Items Auctions only Buy It Now Products & reviews (BETA)

View as: [List] [Grid] [Columns]

Sort by: Best Match Page 1 of 81

	<b>Valstore</b> New 8GB Black Leather USB 2.0 Flash Memory Drive 8 GB One-day shipping available	0 Bids Buy It Now	<b>\$9.99</b> \$11.99 +\$7.99 shipping	<1m
	<b>SanDisk</b> New Sandisk Cruzer Blade 8GB USB Flash Pen Drive SDCZ50 Expedited Shipping & Overnight Shipping Available One-day shipping available	Top-rated seller Buy It Now	<b>\$13.19</b> Free shipping	19d 0h 10m
	<b>Valstore</b> 8GB USB2.0 Flash Drive Thumb Stick Swivel Design Green One-day shipping available	0 Bids Buy It Now	<b>\$9.99</b> \$11.99 +\$7.99 shipping	52m
	<b>SanDisk</b> New Sandisk 8GB Cruzer Micro USB 2.0 Flash Pen Drive 8G 100% GENUINE SanDisk ! Shipped from USA = fast delivery	Top-rated seller Buy It Now	<b>\$13.15</b> Free shipping	13h 20m

# HOW DO I COLLECT ?

➤ **Pay Pal** Is Quickest & Most Desirable

-- Seller Fee is 2.9 % + 30 cents

➤ **Credit & Debit Cards**



=====  
**Electronic Checks, Money Orders**

**Personal Checks**



# SHIPPING COSTS

## ➤ Easiest Way

- Use eBay's Shipping Calculator
- Based On Zip Codes & Item Weight

## ➤ Good Alternates To Consider



- Go To UPS.com, FedEx.com, USPS.com
- Can Calculate Costs Including Options

## ➤ Tip - If You Choose A Fixed S&H Fee

- Use Zip Code Furthest From You\*





# **BUNDLING**

- **Bundles Are Usually Worth Less**
- **May Be Harder To Sell**
- **But Very Useful In Selling Larger Quantities Of Similar Items**
- **Tip – Never Bundle Unrelated Items**

# BUNDLING EXAMPLES



# MY BEST SELLING ADVICE

➤ **SELL**

- **WHAT BUYERS WANT**

➤ **SEEK**

- **A REASONABLE PRICE**

➤ **FAMILY HEIRLOOMS MAY HAVE**

- **LITTLE ACTUAL VALUE**



**START SELLING AN EASY TO  
SHIP INEXPENSIVE ITEM**



**ANY QUESTIONS**

You can contact me at:  
[gbigel@gmail.com](mailto:gbigel@gmail.com)