



# Building Your Parts Business on eBay Motors



**eBay**  
**Motors**



## Welcome Parts Enthusiasts!

Every day Parts & Accessories are offered on eBay Motors by a wide range of sellers:

- Manufactures
- Distributors
- Retailers
- Dealers
- Liquidators
- Small Businesses
- Individuals

How might you take advantage of this terrific opportunity?

### Exciting New Channel For:

- Closeouts
- Overstocks
- Returns
- Scratch and Dents
- Large Wholesale Lots

### Benefits

- Turn Excess/Aged Inventory into Cash
- Acquire New Customers
- Lower Your Cost of Sale
- Increased Revenue
- Increase Inventory Turns

Started in 2000, eBay Motors Parts & Accessories has grown to be the largest online Parts marketplace. Thanks to our outstanding community of buyer and seller enthusiasts, 2004 is set to be another banner year.

Marketplace facts for Parts & Accessories on eBay Motors:

- Over 3,000,000 parts and accessories are listed on eBay Motors each month
- A part or accessory sells on eBay Motors every 2 seconds
- eBay Motors receives over 10 million unique visitors each month

Join us as we run through an easy guide to getting started on eBay Motors.



## Step 1: Register as a Seller

- First, register as a member – Please visit: **www.ebaymotors.com** and click on the “New to eBay” button located in the upper right hand corner of your screen
- Second, create a Seller account – Visit: **www.ebaymotors.com** and click on the “Sell” tab within the upper navigation. Please then click on “Sell Your Item Now on eBay Motors.” This will prompt you to register as a seller.



## Step 2: Seller Tools and The Sell Your Item Form

To make the selling process as efficient as possible, it is helpful to use a seller tool to effectively scale and grow your business on eBay.

You can visit [www.ebaymotors.com/SellerTools](http://www.ebaymotors.com/SellerTools) for more information on which tool is best for you.

Below you will find a brief description of the various tools available.

### Recommended for listings from 1-1000 per month

**Turbo Lister:** As an alternative to the Sell Your Item Form (found by clicking on the “Sell” tab within the upper navigation on any eBay Motors page), we have created Turbo Lister, which is our **new and improved bulk listing tool** for creating eBay listings on your home computer. The program has many useful, time-saving features:

- WYSIWIG (What-You-See-Is-What-You-Get) description HTML editor
- Save listing details for items that you sell to easily list them again later
- Ability to schedule listings
- Best of all, Turbo Lister is FREE!

To find out more about Turbo Lister, please visit:

[http://pages.ebay.com/turbo\\_lister](http://pages.ebay.com/turbo_lister)

### Recommended for listings from 500-1500 per month

**Selling Manager: The ideal management tool for medium to high volume sellers.** Many of the same features available as with Turbo Lister, plus:

- Print invoices and shipping labels directly from sales records
- Email and feedback templates available
- Status Columns: Shows which post sales activities you've completed, and what you still have to do.

To find out more about Selling Manager, please visit:

[http://pages.ebay.com/selling\\_manager/](http://pages.ebay.com/selling_manager/)

### Recommended for listings from 1500+ per month

**Selling Manager Pro:** If you are a **high volume seller or run a small business**, eBay Selling Manager Pro is the online professional tool for you. Selling Manager Pro has many of the same features as Selling Manager, plus:

- Combines multiple item listing and smart sales management in My eBay.
- **Inventory management:** Track your inventory and be alerted when you are out of stock.
- **Listing statistics:** Sell smarter by finding out your products' success ratio and average selling price.
- **Reporting:** Understand your business better by getting monthly sales reports of all your eBay sales activity including your fees.

To find out more about Selling Manager, please visit:

[http://pages.ebay.com/selling\\_manager\\_pro/](http://pages.ebay.com/selling_manager_pro/)

**Preferred Solutions Providers (PSPs):** PSPs are third-party companies that offer eBay sellers a wide variety of services from providing software that facilitates listing to completely outsourcing listing execution, customer service, and fulfillment.

For more information on eBay Certified PSPs, please visit:

<http://pages.ebay.com/psp/index.html>



## Step 3: Your Listings

No matter how big or small your business is, the key to success on eBay is mastering the listing process. eBay's one-size-fits-all listing format is the great equalizer that levels the playing field for all sellers.

So it's essential that you develop a strategy for creating quality listings, including the perfect title, a comprehensive item description and high-quality images of your items. Based on feedback from the eBay community, here's what we've found works best for enhancing your listing strategy on eBay:

### Attracting Buyers through Search and Browse

The starting point for most buyers on eBay is conducting a search to find items. So it's extremely important that you carefully craft your listing title—using every character efficiently—to attract as many buyers as possible.

Browsers usually start by choosing a broad category such as “Car & Truck” within Parts & Accessories. So don't forget to list your items in the appropriate category so that buyers can easily find them. Since eBay is continuously updating and adding to the list of categories, monitor the site to stay on top of these changes.

### Title

- **Put yourself in the buyer's shoes** – Make a list of potential search words and try to include these in your listing title.
- **Choose your words carefully** –You are allowed up to 55 characters in your title so choose your words carefully. Make sure you include as many keywords as possible, including product fit (make/model/year), brand, condition (i.e., new, new in box) and color or style, if applicable.
- **Cast a wide net** – Some users begin with a broad search. Aim to include general category keywords in the title, such as the make/model/year fit for the part. For example, a title might include “92,93,94,95 Honda Civic” to demonstrate the part fits 1992 – 1995 Civics. If you are selling a part that has a universal fit, consider using popular make/models in the title.
- **Be accurate** – Avoid non-standard abbreviations and misspellings that will hinder people from finding your goods and could greatly reduce your selling price.
- **Do your homework** – Research the most popular searched words in Parts & Accessories when creating your titles. Search and browse the site (both current listings as well as completed listings) for similar items and uncover best practices that yielded higher prices.

### Listing Formats

Every eBay user is different. Some enjoy the thrill of an auction-style listing. Others like the immediate gratification of “Buy-It-Now”. If you only use one format, you will only reach one segment of eBay's total buying population. Reach the largest audience by using all of eBay's selling formats:

- Auction using \$1 NR: Increases bidding activity, which in turn increases eyeballs to your other listings and your store.
- Auction using Buy it Now: Let buyers decide how they want this one to end.
- Fixed Price: Increase your selling velocity.
- Store Inventory: Lower listing fees.
- Wholesale: Many sellers are using eBay as an efficient platform for conducting wholesale trade in large lots with resellers

To learn more about the formats available, please visit:

**<http://pages.ebay.com/ebaymotors/help/sell/formats.html>**

## Step 3: Your Listings (cont.)

### Photo

A picture may be worth a thousand words. But a clear, professional photo could easily be the reason your listing receives multiple bids and sells for more than the reserve price.

To generate the most bids and the highest selling price, follow these tips:

- Place your photo at the top of the listing, so it is one of the first things a buyer sees.
- Balance the quality of images with file size so pages load quickly. File size should be under 50 KB (kilobytes) for quick page downloads.
- Provide additional images wherever appropriate.
- Include multi-dimensional views of the product to provide more detail.

### Gallery

When listing your items, consider using the Gallery image option. Gallery placement has a proven impact on price, bids and conversion rate. If you choose to use the Gallery option, a picture of the product works better than using your store name or company logo. To ensure the best sizing when listing, upload a 400x300 pixel image.

### Product Detail

Many consumers are still wary of shopping online. Reassure your buyers by providing as much detail about the product as possible. Include information on product fit (make/model/year), brand, condition, MSRP, etc. And try to make this information easy on the eye—use an easy-to-read format with short paragraphs and bullet points.

- **Highlight Value** – When the product you are selling represents a significant savings over retail, highlight this fact by including the MSRP or retail price of the product. To reinforce the value, you may want to state the savings as a percentage.

### Clearly Stated Policies

Buyers are more likely to buy from sellers with clearly defined shipping and payment methods.

- **Shipping Terms and Conditions** – Provide clear expectations on product shipment and any additional conditions that may affect the receipt of the item. Clearly state all shipping methods that are available and what it will cost per method. If you're selling easy-to-ship items, you'll do better by establishing one shipping price for all buyers and stating it near the top of the listing.
- **Payment Details** – Spell out all payment options that are available. The more payment options you offer, such as PayPal, the more potential buyers you can reach. If you feel it is important to communicate which payment forms you do not accept, highlight the accepted payment options first.
- **Warranty Information** – Providing a warranty on items helps overcome buyer resistance to buying online and may be the deciding factor in whether a buyer purchases your product over another seller's. Clearly state the warranty provided on any items and make the warranty information prominent in your listings.
- **Return Policy** – A recent eBay survey of internet shoppers indicated that buyers are more likely to purchase from sellers who have Return Policies. If you accept returns, clearly say so in your listing. Return policies vary from no-questions-asked unconditional return policies to qualified policies such as “guaranteed to work or we will replace it with the exact product” or similar. What's most important is that buyers understand up front what your return policy is and any conditions or circumstances in which returns will not be accepted.
- **Sales Tax** – Provide sales tax information where applicable.



## Step 4: Opening a Storefront

If selling a single item on eBay is like placing a classified ad in a newspaper – albeit one with 95 million readers – opening an eBay Store is like setting up your own branded storefront in the world's largest mall.

An eBay Store allows you to optimize your listing and merchandising strategy in a controlled environment. Once buyers enter the store, you have the chance to load up their shopping cart as they browse through your inventory.

### **The benefits of establishing an eBay Store:**

- A unique look and presence on eBay. Choose your Store color and insert your own logo and Store Description. You even get your own unique URL that includes the store name: <http://www.stores.ebay.com/STORENAME>
- Lower priced listings for longer durations—30, 60, 90, 120 days, and Good 'Til Cancelled
- Marketing tools to cross-sell more merchandise
- Opportunities for extra promotion, recognition and branding
- Organize all of your listings into custom categories, making it even easier for buyers to browse

### **Store Type**

When opening a store, you have the option of three types of Store subscription levels (Basic, Featured and Anchor). Here is a description of each type:

#### **Basic subscription** (\$9.95/month):

- Your store will appear in every Category Directory where you have items listed
- Stores will be sorted based on item count within each category level.

#### **Featured subscription** (\$49.95/month):

- Your Store will rotate through a special featured section on the eBay Stores home page!
- Your Store will receive priority placement in "Related Stores" on Search and Listings pages.
- Your store will also be featured within the top level Category Directory pages where you have items listed.
- You will have the added benefit of promoting your cross sell products on Item Pages with the Merchandising Manager.
- You will receive monthly reports on your sales and marketplace performance.

#### **Anchor subscription** (\$499.95/month): All of the above plus

- You can also be showcased with your logo within the Category Directory pages.
- Your Store will receive **premium** placement in "Related Stores" on Search and Listings pages throughout eBay Motors.
- You will receive 1 million impressions of your logo throughout **eBay.com**

### **Store Referral Credit**

Earn credit for promoting your Store outside of eBay!

Promoting your eBay Store in emails, printed materials, and other Web sites can really boost your sales. Now the rewards are even greater! For a limited time, eBay will give you a partial credit when your marketing efforts generate sales of your Store Inventory format listings.

To find out more, please visit:

**<http://pages.ebay.com/storefronts/referral-credit-faq.html>**

To find out more about eBay Stores, please visit:

**<http://pages.ebay.com/storefronts/openbenefits.html>**



## Step 5: Driving Traffic

eBay's listing upgrades enable you to differentiate your items, get the attention your listings deserve, and make a splash with increased listing success!

**Listing Designer:** With Listing Designer, you can choose from a variety of fun themed templates and photo layouts: holiday/seasonal, categories, and more. It's so easy, there's no need to know HTML!

**<http://pages.ebay.com/sell/designer-landingpage/>**

**Gallery:** A picture truly is worth a thousand words! Gallery attracts attention by adding a thumbnail photo next to your listings. Gallery listings are shown to increase final price by an average of 11%!\*

**<http://pages.ebay.com/sell/gallery-landingpage/>**

**Bold:** Help your item stand out by adding some "oomph" to your listings! Bold listings are shown to increase final price by an average of 25%.\*

**<http://pages.ebay.com/sell/bold-landingpage/>**

**Featured Plus!:** Give your listing top ranking status. Your listing is placed within the "Featured Items" located in the top section of the listing and search results pages that buyers see first. Your item also appears in the general listings and search results for double the exposure. Featured Plus! listings are 28% more likely to sell!\*

**<http://pages.ebay.com/sell/featplus-landingpage/>**

**Item Subtitle:** Subtitle is the perfect way to tell buyers even more about your item as they browse categories or search listings! Subtitle provides more space for additional details about your item.

**<http://pages.ebay.com/sell/subtitle/>**

**Cross Promotions:** Cross-promotions help you sell more because they prominently display the other items you're offering, thereby encouraging buyers to purchase additional items or higher-value items.

**<http://www.ebay.com/stores/cross-promotions/tutorial/index.html>**

**Keywords on eBay:** Online search engines have long used keyword advertising to help sellers buy priority placement when a buyer searches a relevant word or phrase. Keywords on eBay allows sellers to create and target banner advertisements based on specific keyword terms. Keywords can be categories, make/model, brands, or part types.

**<http://ebay.admarketplace.net>**

**Co-Op Advertising:** The Co-op Advertising Program was created to provide PowerSellers and Trading Assistants with a scalable marketing tool to grow their business. When you join the program, eBay will reimburse sellers up to \$8000 of your print advertising costs each quarter.

**<http://www.ebay.com/co-op>**

To learn more about the PowerSeller program, please visit:

**<http://pages.ebay.com/services/buyandsell/welcome.html>**

**Affiliates Program:** If you have a website, you can earn cash as an eBay Affiliate.

**<http://pages.ebay.com/affiliate/index.html>**



## Other Helpful Tools

### Your About Me/About the Store

Your "About My Store" or "About Me" page is the first place buyers go when they want to find out more about you. But it's also your best opportunity to drive sales and cross-sell products. Don't overlook this critical selling tool that helps you stand out from the crowd and increase sales.

Here are some tips for enhancing your About Me/About My Store page:

- **Link to Listings** – Organize your merchandise into a clickable index for easier navigation. Graphics work well, so consider using photos or graphics of items that link to actual products or custom categories within your Store.
- **Deal of the week /Featured Item** – Once they land on your page, don't confuse visitors with a clutter of items. Feature one item prominently — such as a "Hot Buy" or "Deal of the Week."
- **Clearly Articulated Return Policies & Warranty Information**, if applicable

### PayPal

PayPal has become a popular way for people to pay for their products. Over 85% of items within Parts & Accessories are listed using the PayPal payment option. Using PayPal will increase your sales velocity and benefits buyers because it is fast, easy and safe.

To find out more about PayPal, please visit:  
<http://www.paypal.com>.

### Trading Assistants

A unique program designed to leverage the expertise of eBay Parts veterans who sell your items for you.

To learn more about this exciting program visit:  
<http://pages.ebay.com/tradingassistants.html>

### Pricing

#### Auction and Fixed Priced Pricing – Insertion Fees (based on starting price)

Starting Price	Insertion Fee
\$0.01 - \$0.99	\$0.30
\$1.00 - \$9.99	\$0.35
\$10.00 - \$24.99	\$0.60
\$25.00 - \$49.99	\$1.20
\$50.00 - \$199.99	\$2.40
\$200.00- \$499.99	\$3.60
\$500 and up	\$4.80

#### Store Listings Pricing – Insertion Fees

30 days, 60 days, 90 days, 120 days, Good 'Til Cancelled — \$0.02/30 days

#### Auction, Fixed Price and Store Listings Pricing – Final Value Fees

Closing Value	Final Value Fee
\$0 - \$25	5.25% of the closing value
\$25 - \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the remaining closing value balance (\$25.01 to \$1,000)
Over \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the initial \$25 \$1000 (\$26.81), plus 1.50% of the remaining closing value balance (\$1000.01 - closing value)

For more information on Selling, please visit: [www.ebaymotors.com/sellparts](http://www.ebaymotors.com/sellparts)

If you have any comments or questions please contact us at [parts@ebay.com](mailto:parts@ebay.com).