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TOP 10 REASONS PEOPLE WONT BUY FROM YOU

Reason 1: **CHARGING TOO MUCH FOR SHIPPING & HANDLING**



The number one reason why most people refuse to buy products over the Internet is because **they believe the shipping charges add too much to the overall cost of the product.** So why would you ever overcharge on shipping? Some people get the clever idea to overcharge on shipping to make a profit (not a good idea).

Sure if the shipping costs are only \$15 and you charge people \$25 you are making an extra \$10 in profit, but guess what; you are losing a lot more than you are gaining, because a high shipping prices stand out like a sore thumb and most people will refuse to place a bid on your auctions.

Charge the lowest possible price for shipping and you will be rewarded with more bids and profit.

If you can give the customer multiple shipping choices, they will prefer bidding on your item than if it has a flat shipping rate with only one shipping method. Remember the more comfortable and convenient you make the buying process for your customers, the more likely they are to come back and buy from you again.

Reason 2: **POOR QUALITY PHOTOS OR STOCK PHOTOS FROM MFG'S.**

When someone decides to buy a product from the Internet they have no chance to see, feel, inspect or try out the product they are about to buy. Since they can't see the actual product they are buying in person; you should show them as much of the product as you possibly can in your photos!



High quality photos that show the product from every angle can ease your customer's doubts and grow his/her desire to own what you are selling. If your photos are poor quality, they can make the product look worse than it actually looks in person and make it seem less valuable than it really is. The truth is, photos can make or break your eBay career.

The number of bids received by listing with high quality photos compared to the number of bids received by listings with poor quality photos has been proven to be much higher. So the better your photos are the more bids you will receive, and the more bids you receive the more **money you will make.**

Another thing you should never do is use manufacturers photos in your listings. Why? Because chances are a lot of other sellers will already be using the same photos. This is bad because instead of standing out from the crowd, you will be blending in. A picture is worth a thousand words, and on eBay it can be worth a thousand dollars.

If you are using manufacturer's photos people will think that you don't have the item you are selling in your position, you might even be trying to rip them off (take their money and

run). So another reason you should take your own photos is credibility and trust. Your own photos will make your listings look more legitimate and gain the visitors trust.

The photos are one of if not the most important thing about your listing. The photos are what every person that visits your auction listings craves more of. Everyone wants to see more of what the product actually looks like.

What you absolutely NEED in order to maximize your profits when selling products on the Internet is high quality photos that show the product you are selling from every angle that not only show off its best features, but also show any defects, breaks or scratches that may exist on your product.

Let me ask you a question. If you were buying a \$250 camera, would you buy it from A: a seller that has a small photo of the camera on a white background or B: a seller that has many large, high quality photos that show the camera from every angle? Exactly, and that is why you absolutely need the best photos you can take, because if some else has better photos; that is where all of the customers will be.

Reason 3: SHORT, INCOMPLETE AND INADEQUATE DESCRIPTIONS



Once again, when someone decides to purchase a product over the Internet they have no chance to see in person the actual product being sold to them. When you buy something from a regular store you get to touch, feel, test out, try on and inspect the product you are about to buy.

Do you get to do this over the Internet? NO! But as obvious as that may be, many sellers (including power sellers) are selling \$500 products over the Internet and all they have to describe the product is a few short sentences. These are the same sellers that often complain about not making enough profits.

When someone decides to buy a product over the Internet, they are basically dealing blindly. They don't know who you are, where you live or whether you will rip them off or not. You need to do everything in your power to make them feel comfortable, not only about the product you are selling, but also about you as the seller.

Therefore, describe the product you are selling in as much detail as possible. Mention everything about the product that you would want to know if you were the buyer, and then some. Mention the color, weight, size, texture, features, accessories, condition, warranty, box size etc.

You need to not only mention everything, but explain what it all means as well. Don't just say "this camera comes with X2r-c finder scope" say "this camera comes with X2r-c finder scope which allows you to take pictures at night and improves the quality of photos you are taking by 50%". While making your description detailed, make sure you don't get too carried away and confuse the bidder. Keep it simple to understand.

Confusion can lead to frustration, and if your potential customers get frustrated all they have to do is click the back button on their web browser and you've just lost a bid.

So remember to make sure you have a clear, detailed and easy to understand description.

Reason 4: **USING RESERVE AUCTIONS**

Most eBay members absolutely hate reserve auctions and refuse to even look at them. The reason for this is because most people don't want to spend a week bidding on something and have all that time wasted in the end because of a high reserve. Would you want to bid on something for a week only to have the reserve not met?



Another reason reserve auctions are hated is because it can be very frustrating to see a big bold "RESERVE NOT MET" after every bid you place. Most people don't want to keep guessing about whether or not they will actually be able to buy the product they want; they want to know for sure.

I understand that starting something at \$1 with no reserve can be very scary (what if the item sells for a dollar?). But what you must understand is, a no reserve listing will always attract more bids than a listing for the same product that has a reserve. Many people are very successful with \$1 No Reserve auctions. While this risk often pays off, there is always the chance that your product may sell for \$1. If you're not comfortable taking that sort of risk, then put a starting bid price on it you are comfortable with, without going too high. Remember, most of the fun of auctions is the bidding process itself – so give the bidder some room to play. You may well be surprised at the end result.

Some people might tell you if you have an auction that isn't getting the bids you want, to have a friend bid on it for you or bid on it yourself with another UserID. **NEVER do this!** This is against eBay policy and will get you suspended quicker than you know what happened! Breaking eBay rules is a sure way to end your auction career prematurely!

Reason 5: **LIMITING YOUR CUSTOMER BASE**



There are sellers out there that accept only one form of payment and sell only to residents of the country in which live. While doing this is sometimes necessary for many reasons, the broader the zone you are willing to ship to, the more bids you will get on your items. I have a friend who shipped a HUGE, heavy, antique bed from Florida to Singapore and still managed to make thousands of dollars in profit. Had she restricted her shipping area, she might not have sold the bed at all!

Since PayPal merged with eBay, many sellers accept payments only through Paypal. This is not a good idea because there are many people who don't have a PayPal account or don't qualify for one due to their location. It is not wise to exclude a big chunk of potential customers just because you "prefer" PayPal. It is imperative that you offer multiple methods of payment.

You should accept PayPal, Bid Pay, credit card, check, e-check, wire transfer, cash (yes some sellers actually accept cash) and any other form of payment you can think of.

Go to <http://www.eBay.com> and browse through the listings, what you will realize is that most successful Powersellers accept more than one form of payment. You should do the same.

If you accept only one form of payment or sell to only one country, you are negating millions of potential customers – do you really want to do that?

By allowing more people the opportunity to buy from you, you will receive more sales!

Reason 6:
TOO MANY RULES AND CONDITIONS

Your listings are made to attract customers and put everyone in the mood to buy what you are selling, not scare everyone away!

Some sellers have so many rules and conditions you must agree to in order to buy from them, it can seem that you would be signing your life away if you buy from them. You want to make your seller's policy clear and concise, but not so long and strict that it scares bidders away. I am always nervous when I see a lot of small print and will click away from an auction if I have to spend 10 minutes straining to read and understand all the conditions.



Your listing is supposed to make the bidder feel welcome, comfortable, safe and ready to send you their money. Don't scare them off with too many rules and conditions!

Reason 7:
NO REFUND OR REPLACEMENT STATEMENT



If department stores, Internet stores and even service companies give refunds, you should definitely consider doing the same. Most successful eBay sellers offer a 100% money back guarantee if your item is not what it is represented to be.

There are so many things to worry about when you buy something over the Internet (credit card scams, flawed products, thieves etc.) that when a person is about to buy something they are usually full of doubt and worry.

That is why you need to offer a 100% money back guarantee or at least a replacement guarantee ... to ease the worry and take away the doubts of your potential customer.

Are you comfortable buying something that you haven't had the chance to inspect in person, from somebody you have never seen in your life, knowing that if there is something wrong with what you have bought there would be no way for you to get your money back? **Granted, there are times when "Sold as is" is necessary on one of a kind items, damaged items, etc.** But, if you sell multiple like items, if you sell low cost items or if you sell digital downloadable items, consider offering the money back or replacement guarantee. It will ease people's minds and make them more comfortable dealing with you. Besides, most people don't bother taking advantage of the guarantee anyway, even if there is a problem.

Reason 8: UNPROFESSIONAL, SLOPPY LISTINGS

Your auction listings are both your company representative and salesperson so make sure they are professional and presentable!

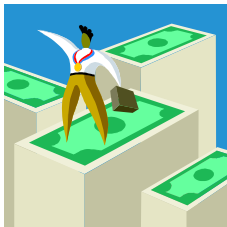
If your listings are filled with spelling mistakes, grammatical errors and look like they were put together in 2 minutes most people will think that you don't take your business seriously (which would probably be true). Your auction's presentation is a direct reflection of you and your reputation.



Your listings need to be neat, clean, easy to understand and appear professional.

Nowadays, with all the advances in the auction platform and management programs available out there it doesn't take much effort to put together a nice, professional looking listing. Take the extra time on your listing – it will bring in more bids!

Reason 9: PRICING YOUR ITEMS TOO HIGH



You must understand that the reason most people choose to buy off of the Internet is to get a great deal. A lot of people also think that it is more convenient to shop from the comfort of their own home, but the biggest reason is still savings. So why would anyone ever want to buy something that is close to or at the retail prices?

Another thing you should keep in mind is that besides the cost of the item, the customer must pay for shipping and possibly even customs taxes! Remember the number one reason why people refuse to buy stuff over the Internet? It is because most people believe shipping and handling charges add too much to the final cost of the product. That is why your prices should always be below retail.

What you should do is use eBay's search feature and check what price your competition is selling the products you want to sell. That way you can get a good idea about the prices you should charge your customers if you want to be competitive and get the bids.

Now I know you might think a good idea would be to find out what the competition's prices are and make your prices lower in order to attract more customers. While that may sound like a good idea, it's really not. The last thing you want to do is needlessly undercut your competition and get into a price war with some of the more established and respected sellers...they will destroy you.

If you are putting an item up for auction it would not make any sense to start it at a high price. Auctions are meant to start at low prices and get bid up until there is a winner. If you check eBay you will notice that most of the Powersellers out there always start their auctions low and with no reserve.

So remember, if you are going to sell something over the Internet, one of the biggest advantages buyers look for is bargains at great prices.

Reason 10:
POOR FEEDBACK RATING – BAD REPUTATION

There is a reason why eBay created their now famous and imitated feedback system, that reason is trust. The folks at eBay realized a long time ago that there are some dishonest people out there among the honest ones. They also realized that when it comes to spending money over the Internet, most people are very nervous and worried about getting ripped off and need some reassurance.



Every time a seller rips someone off or makes a customer unhappy, the customer has a chance to give the seller negative feedback. This negative feedback will stay with the seller for as long as they remain a member of eBay and will forever be a stain on their reputation. So naturally, the last thing most eBay sellers want to do is make someone unhappy. Plus, get too many negatives and eBay will give you the boot! This results in a safer and more comfortable environment for people that are looking to buy something on eBay.

Granted, there are times that people may get negative feedbacks when they don't necessarily deserve them. There may be times they do deserve to get them and the buyer just doesn't bother. But, for the most part, the feedback system works well.

Your feedback is your reputation. Deal as honestly as you possibly can, describe your items honestly and completely, pack well, delivery quickly and be courteous and your feedback will be good. Don't be afraid to go the extra mile and over-deliver. Also, don't be afraid to admit it and apologize when you make a mistake. You'll find that honesty goes a long way with a customer.



The ten reasons above can severely hurt the number of bids your auctions receive and as a consequence make you lose a lot of money.

Overcharging on shipping, using bad photos and short descriptions are not mistakes only rookies make. If you browse through the listings on eBay you will find that many established sellers make a lot of mistakes, maybe not as much as sellers that are just starting out, but they do make these common mistakes. So just by following the advice given to you in this short list; you will be able to get a better grip on your auction business and bring in more bids.

I think you will agree that most of the advice in this list doesn't take a lot of effort to apply to your auction business. Even though they are small, easy to apply suggestions – they can make a huge difference in your auction outcomes.

Now that you know what NOT to do, go out there and apply everything you should do.

Keep in mind is that although this report is aimed primarily at eBay sellers, the advice can be applied to any kind of online auction or sales web site.

I hope you apply the advice in this book and use it to your advantage, good luck!