



Welcome to the World of Selling on eBay



eBay History

- 1995 – Pierre Omidyar launches eBay
- 1997 – 1 millionth item sold
- 1998 – Meg Whitman joins as CEO
- 1998 – eBay goes public
- 1999 – eBay Motors launched
- 2001 – eBay Stores launched
- 2002 – PayPal joins team
- 2003 – New Support Centres
- 2004 – PayPal Buyer Protection expanded to \$1,000 *
- 2005 – Best Offer introduced
- 2006 – eBay Express launched

* For qualified eBay transactions

1.3

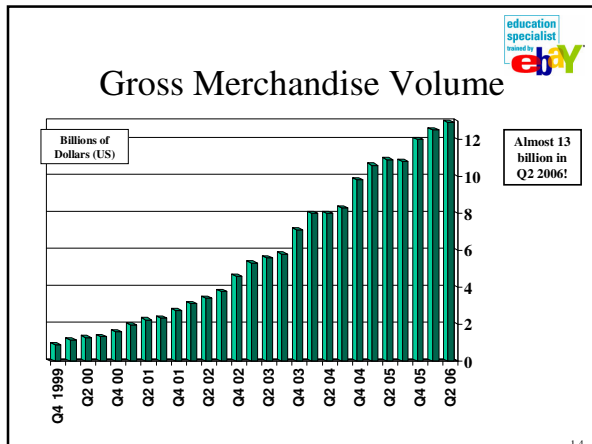


Did You Know?

- At any given time, 104M items are available worldwide
- Over 6.5M items are added every day
- A digital camera sells every minute
- On average, over \$1,640 of merchandise sells every second
- To date, the most expensive item sold: Gulfstream II business jet—\$4.9M in August 2001

Note: As of June 2006

1.4



- ## Benefits of eBay
- No need to hire a web designer.
 - Low insertion fees.
 - Liquidate problem inventory.
 - Test new products.
 - Source inventory and supplies.
 - Test your interest in running an on-line business.
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eBay Safe Trading Features

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- **Feedback** – Your eBay reputation
- **PayPal Buyer Protection Program** – Up to C\$1,250 (on qualified items with PayPal)
- **PayPal Seller Protection** – Against fraudulent charge-backs on qualified transactions between Canadian sellers and US and UK buyers
- **SquareTrade** – Third-party dispute resolution
- **Security Centre** – www.ebay.ca/securitycentre (link on bottom of all eBay pages)

Announcements | Register | Security Center | Policies | Feedback Forum | About eBay

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- Category results
- Key ratios
- Listing features
- Successful durations

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What's Hot

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Pricing Options

- Starting price
 - The bidding starts here
 - The experts say lower is better
 - Lower starting prices tend to generate more interest
- Reserve price
 - Your minimum selling price
 - Protects item from underselling
- Buy It Now price
 - Use in addition to, or instead of, an auction-style listing
 - Provides incentive for quick sale decision
 - Eligible for eBay Express



What Is an eBay Store?

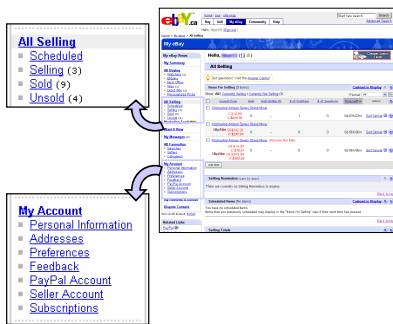
- One-stop location for all your eBay listings
- Unique, branded destination with...
 - Your logo and URL
 - Custom categories
 - “Your Store Only” search engine
- Ideal for listing inventory
- Provides advanced marketing, merchandising, and business reporting
- Least expensive path to an ecommerce presence



My eBay Views

Two important seller views:

- All Selling
- My Account



Let's Look at Selling Manager

- Selling Manager—a new eBay selling tool
- Organizes your listings
- Track transactions
- Easy sign up (Seller Services page)
- Online application, no download of files
- 30-day free trial, (\$4.99/month)

Let's explore Selling Manager!





Selling Manager Pro

Features	Selling Manager	Selling Manager Pro
Track sales information	<input type="checkbox"/>	<input type="checkbox"/>
Manage post-sale activities	<input type="checkbox"/>	<input type="checkbox"/>
Manage inventory		<input type="checkbox"/>
Automate communication		<input type="checkbox"/>
Reporting	Standard	Expanded
Cost per month	\$4.99	\$15.99



What Is PayPal?

- Easiest, fastest online payment service
 - Only requires an email address, credit card, and bank account
- Secure, trusted
 - "Most trusted" Online Payment Service (The Gartner Group, 2/02)
 - Over 100 million accounts
 - 90% of eBay listings offer PayPal as a payment method
- Part of the eBay team
 - Integrates seamlessly into eBay listings
 - Buyer simply clicks the **Pay Now** button
- Internationally recognized
 - Used in 40+ countries around the world

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Why Use PayPal?

- Fast
 - Receive and send money instantly
 - No waiting for cheques or money orders
- Easy
 - Accept payments from credit cards
 - Increases the volume of trade
- Secure
 - Keeps all financial information secure
 - Uses strongest encryption commercially available
 - Protects you against buyer-initiated chargebacks on transactions between Canadian sellers and CA/US/UK buyers

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Seller Fees Overview

Four basic fees for listing and selling on eBay:

- **Insertion Fees** – To list an item
- **Listing Upgrade Fees** – For special features to promote your listing
- **Final Value Fees** – Commission based on final price
- **PayPal Fees** – Charges for collecting payment through PayPal

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