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Grow Your Business



# 10 WAYS TO INCREASE YOUR SALES WITH EBAY & REVERB.COM



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Blues Angel Music, Inc.



Sierra Williams



# What's So Great About eBay & Reverb???



- ✓ 9<sup>th</sup> Most Trafficked Website In The World (eBay)
- ✓ 285 Million Visits Monthly (eBay)
- ✓ 157.3 Million Active Users (eBay)
- ✓ Musical Equipment Sales In Excess of \$1.4 Billion Annually, With The Majority of Sales Coming From Music Merchants. (eBay)
- ✓ 40,000 Transactions Per Month (Reverb)



## Next Generation Retailing!!!!

- Supplement your in-store sales.
- Don't lose sales to your competitors.
- Cost-effective, affordable way to combat showrooming.
- Sell to the entire planet.
- Faster inventory turn-over rate.
- Sell those "hard-to-sell" items.





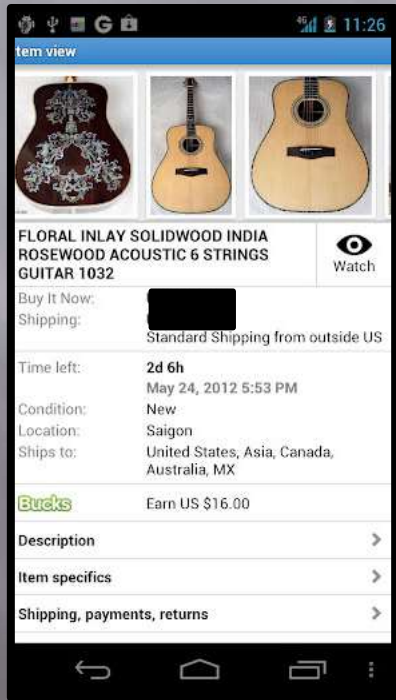
# Pick Me!!!



- ✓ Item Title
- ✓ Username
- ✓ Cover Photo

Very Bad!!!

Very Good!!!





## Who Would You Rather Buy From???

Gearnutz3546

Lespaulguru987

Slideguitarmaster\$

Teleguido577

✓ Armandmusicshop

✓ Sheltons-guitars

✓ Bluesangelmusic850

✓ Sixgunmusicstore

Very Good!!!!



Very Bad!!!!





## Have the Best Body!!!

- ▣ Accurate and Honest Item Descriptions
  - Details, Details, Details
  - Be Careful With Words Like: **Perfect, Mint, Awesome**
  - Add Additional Photos and Videos To The Item Description
  - Anticipate Questions and Include Them In The Listing (Weight, Nut Width, Mouthpiece Size, Case, Etc. )
  
- ▣ Include Pictures of The Store and Store Personnel.

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*Blues Angel Music*

**DENSACOLA, FLORIDA'S #1 MUSIC STORE**

Monday-Friday: 9am-7pm  
Saturday: 9am-5pm  
Sunday: 11am-4pm

**Questions?**

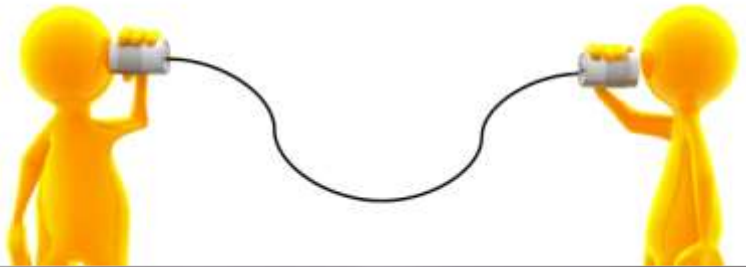
Call Toll FREE:  
**1-800-823-6302**

or

Call Locally:  
**850-457-7557**



## Communication Is Key!!!!



- ✓ If They Ask It, Answer It
- ✓ Respond To Every Question No Matter What
- ✓ Respond As Quickly As Possible (You Are Not The Only One They Are Talking To)
- ✓ Be Personable. Use Names (Theirs, Yours)
- ✓ Send Invoices Immediately
- ✓ Don't Tell Anyone Anything That You Don't Know To Be True (It Will Haunt You In The End)
- ✓ Keep In Touch With The Customer Every Step Of The Way
- ✓ Keep All communications Through eBay Messages



Make It The Best Day of Their Life!!!!

- ✓ Meet or Exceed Your Customers Expectations From Start To Finish  
(Cleaned, Setup, Thoroughly Tested, Properly Packed, Rapidly Shipped, Keep Customer In Loop)
- ✓ Offer Add-Ons and/or Services (Setup, String Change)
- ✓ Give Your Customer Something FREE  
(Candy, Discount Coupons, T-Shirt, Strap)
- ✓ Send A Note Voicing Your Appreciation
- ✓ Invite Them Back To Make Future Purchases

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**YOUR ADVENTURE STARTS HERE!**

657 N. Pace Blvd, Pensacola, FL 32505  
 850.457.7557 1.800.823.6302  
[www.bluesangelmusic.com](http://www.bluesangelmusic.com)



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Hello,

From the shipping team at Blues Angel Music in Pensacola, Florida, "Thank you for your purchase". If there are any issues or concerns with our merchandise, please feel free to call us immediately at 1(800) 823-6302. We will do everything we can do to remedy the situation.

Your satisfaction is our # 1 priority.

A special thanks from,  
Tony, Ryan, Sierra, & Sean



**10% OFF**  
any purchase

Please visit us at:  
[www.bluesangelmusic.com](http://www.bluesangelmusic.com)  
and Like us on Facebook

As a repeat customer, we invite you to receive 10% off your next purchase by placing your order over the telephone.



Hi --- Thank you for your purchase from Blues Angel Music! Your --- will ship tomorrow via ---, with tracking number to follow via email.

We have already posted **positive feedback** on you. Please do the same for us when you receive your item. Positive Feedback and High DSR ratings are critical to our success and our ability to provide you with the best possible service! If there are any issues/problems/damage to your merchandise, call us immediately at (800) 823-6302, and we'll assist you in any way we can.

Blues Angel Music is a family owned and operated brick and mortar store dedicated to providing quality products and world class customer service to you. We have been in business for 17 years, and look forward to a long relationship with you, our valued customer! Thanks again!

Sincerely,

Jim DeStafney

Owner, Blues Angel Music

Pensacola, FL

(800) 823-6302



## Pack & Ship With Pride



- ✓ Use A Tracking Sheet
- ✓ Follow The Item From "Sale To Mail"
- ✓ Ensure All Processes Are Completed and No Items Are Forgotten
- ✓ Prepped, Cleaned, Detailed, Tested
- ✓ Use Efficient & High Quality Packing Material
  - ✓ Bubble Wrap (\$\$\$)
  - ✓ Newspaper
  - ✓ Recycle All Incoming Packaging
  - ✓ Co Op
  - ✓ Free Packing Material (FedEx, USPS)



SOLD

Via:

eBay

Website

Phone Sale

Reverb

Item: \_\_\_\_\_

Item #: \_\_\_\_\_ Serial #: \_\_\_\_\_

Married \_\_\_\_\_

Whammy Bar \_\_\_\_\_

Paperwork \_\_\_\_\_

Power Supply \_\_\_\_\_

Mouthpiece \_\_\_\_\_

Amp Cover \_\_\_\_\_

Date: Sold \_\_\_\_\_

Paid \_\_\_\_\_

Inspected By \_\_\_\_\_

Special Requirements:

\_\_\_\_\_  
\_\_\_\_\_

Weight: \_\_\_\_\_ Dimensions: L: \_\_\_\_\_ W: \_\_\_\_\_ H: \_\_\_\_\_ Shipping Cost: \_\_\_\_\_



## Protect Your Feedback, Love Your Returns, & Properly Handle Disputes

- ✓ Provide Buyers With Positive Feedback Immediately Upon Payment and Ask The Buyer To Do The Same For You Upon Receipt of The Item
- ✓ Respond To Problems Immediately and Be Quick To Accept Returns  
Offer Solutions and Assistance, But Enthusiastically Accept Returns (Who Knows, You Might Make More Money The Second Time Around)
- ✓ Use eBay Seller Protection and Support. If You Have A Question Give A Quick Call and Ask. Advice Is Always Free and They Are There To Help YOU!



# Sell To The World!!!!!!



- ✓ Billions of Additional Customers
- ✓ Some Things Are Harder To Get Overseas & More Expensive
- ✓ Become Someone's Primary Source (People Like To Do Business With People They Trust)
- ✓ Don't Be Afraid To Take Money From Overseas But Do It Wisely (Bank Transfer)



## “Need To Knows” When Selling Internationally

- ✓ Check New Merchandise Dealer Agreements
- ✓ There Are Some Countries You’ll Want To Avoid
- ✓ You Will Be Frequently Asked To Declare Items As Gifts Or Reduce Values For Tax Purposes
- ✓ Shipping Calculator Can Be Inaccurate  
International Buyers To Ask For Price Quote





USPS International Shipment Limitations

	Priority		Express	
	Size Requirements	Insurance	Size Requirements	Insurance
Argentina	42" L 79" L+G	5000 Max	36" L 79" L+G	5000 Max
Australia	42" L 79" L+G	3644 Max	36" L 69" L+G	5000 Max
Austria	60" L 108" L+G	5000 Max	60" L 108" L+G	5000 Max
Brazil	42" L 79" L+G	2915 Max	36" L 79" L+G	5000 Max
Canada	79" L 108" L+G	675 Max	42" L 79" L+G	5000 Max
Chile	42" L 79" L+G	None	36" L 79" L+G	5000 Max
China	42" L 79" L+G	1222 Max	60" L 108" L+G	5000 Max
Czech Republic	60" L 108" L+G	5000 Max	60" L 108" L+G	5000 Max
France	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Germany	60" L 108" L+G	500 Max	60" L 108" L+G	500 Max
Great Britain	60" L 108" L+G	None	36" L 79" L+G	650 Max
Hong Kong	60" L 108" L+G	5000 Max	60" L 108" L+G	5000 Max
Indonesia	42" L 79" L+G	None	36" L 79" L+G	5000 Max
Ireland	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Israel	42" L 79" L+G	None	36" L 79" L+G	5000 Max
Italy	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Japan	60" L 108" L+G	5000 Max	60" L 108" L+G	5000 Max
Korea	42" L 79" L+G	5000 Max	60" L 108" L+G	5000 Max
Netherlands	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
New Zealand	60" L 108" L+G	1025 Max	36" L 79" L+G	5000 Max
Norway	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Peru	42" L 79" L+G	None	36" L 79" L+G	5000 Max
Philippines	42" L 79" L+G	None	36" L 79" L+G	5000 Max
Russia	42" L 79" L+G	5000 Max	60" L 108" L+G	5000 Max
Singapore	42" L 79" L+G	3000 Max	36" L 79" L+G	5000 Max
Spain	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Sweden	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
Switzerland	60" L 108" L+G	650 Max	60" L 108" L+G	650 Max
South Africa	42" L 79" L+G	None	36" L 79" L+G	5000 Max
Thailand	42" L 79" L+G	1458 Max	36" L 79" L+G	5000 Max
Turkey	42" L 79" L+G	952 Max	36" L 79" L+G	5000 Max





## Pursue Used Gear Everywhere!!!!!!

- ✓ Pawn Shops, Craigslist, Newspapers, Yard Sales, Auction Houses, Estate Sales
- ✓ Cultivate Your Relationships With Your Sources (Help Them If You Can)
- ✓ Restock Your Rentals (40% of Our Band Rentals Come From Pawn Shops or One of These Avenues)
- ✓ Buy At A Discount and Perform Repairs Yourself
- ✓ Buy Smart, Be Profitable  
eBay Sales Define Market Value





# List Everything!!!!

- ✓ If You Have It, List It (You Are Missing Sales)
- ✓ Stuff You'll Never Sell In-Store Will Sell Online
- ✓ Have A Designated & Knowledgeable Staff Just For Listing Items Online (Grow Into It)
- ✓ There Are 157 Million Active eBay Users Out There Right Now Waiting To Buy What You Have So Get To Work





## Increase Your Bottom Line!!!



✓ Preferred Seller Status

✓ Direct Checkout

✓ Achieve Top Rated Seller Plus Status

✓ Get an eBay Store Subscription  
Basic-150  
Premium-500  
Anchor-2500

✓ PayPal: Has a tier-based fee system.

✓ Shipping Vendors



- ✓ This Directly Improves Your Bottom Line
  - ✓ Final Value Fees Reduced By 20% (7% to 5.6%)
- ✓ Moves Listings Higher
  - ✓ eBay Buyers See Your Listings First
- ✓ Top Rated Seller Plus Logo

- ✓ Directly Improves Your Bottom Line
  - ✓ Fees Reduced from 3.5% to 2.7% (DC) 2.5% (PS)
- ✓ Discount on Bumps
- ✓ Preferred Seller Logo
- ✓ Extra Seller Protection with Direct Checkout
- ✓ Dedicated Account Managers

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