

NAMM[®] | U



Grow Your Business



10 Key Strategies to Maximize Your eBay Sales and Profits

Jim Destafney Sierra Williams

Blues Angel Music

NAMM[®] | **U**  **Grow Your Business**





What's so great about eBay???

eBay is the 7th most trafficked website in the country and provides you, the music store owner, with direct access to 116 million buyers, generating musical equipment sales in excess of \$1.4 billion, with the majority of sales coming from merchants.



Current BAM Sales

- Sales that average **\$55,000** a month and GROWING!!!
- Average Transaction \$750
- Cost effective...Affordable way to combat show rooming
- Jumpstarted our e-commerce sales





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Pursue Used Gear and Musical Equipment

- High Profit Margins
- How to acquire? Purchases, Trades, Craigslist, etc.
- Anything and Everything
 - One mans junk is another's treasure!!!
- Grow Your Repair Capabilities
- Buy Smart, Be Profitable
 - eBay sales define market value



Provide World Class Customer Service

- Meet or exceed your customers expectations from start to finish
- Offer add-ons and/or services (setup, string change)
- Give your customer something **FREE!**
 - candy, discount coupons, T-shirt, strap
- “Thank you, Thank you, Thank you!!!”
- Let the customer know you care







YOUR ADVENTURE STARTS HERE!

657 N. Pace Blvd. Pensacola, FL 32505
 850.457.7557 1.800.823.6302
www.bluesangelmusic.com



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



Please visit us at:
www.bluesangelmusic.com
 and Like us on Facebook

10% OFF
 any purchase

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



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Be a Great Communicator

- Starts with detailed and grammatically correct item descriptions
- Respond to ALL emails as quickly and accurately as possible
- Seller who provides the most timely and enlightening response frequently gets the sale
- Keep Customer appraised during all steps of the eBay process
- All communications through eBay messages

We're
beaming up
your guitar
now!!!





Optimize your item listing

- Accurate and Honest item description
 - Devil is in the details
 - Be Cautious with subjective descriptions (Perfect, Mint, Awesome)
 - Reduces returns, saves you money
- Pictures of store and store personnel. Assures buyers they are dealing with real people*
- Anticipate questions and include them in listing (weight, nut width, mouthpiece, case)

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Strategy #4



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



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Take Good Pictures

- Buy a decent DSLR camera, and learn to use it
- Pictures are just as important as words in the listing.
- Create a “Photo Studio”
- Use all 12 of your available pictures (Increases likelihood of sale)
- Photograph insides of item being sold(Guitar, Amp, Pedal) Let the buyer see as much as possible (Also reveals any mods or defects)
- User Pointers (Just because you know the blemish is there doesn't mean the customer can see it, or knows what to look for)



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Strategy #5



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Become a Top Rated Seller

- IMPROVE BOTTOM LINE
 - Final Value Fee's Reduced by 20% (7% to 5.6%)
- Moves Listing Higher
 - eBay buyers see your listings first
- Top Rated Seller Logo
 - Gives your listing more credibility, and gives your buyers confidence that you're among the best!





How to become a Top Rated Seller

- 90% of tracking uploaded within a 1 day handling time
- Maximum of 2% of transactions can have defects
- Have less than .30% buyer opened cases closed without seller resolution



New Top Rated Seller Criteria

New “Defect Rate” System effective August 20th

- DSR of 1,2,or 3 for Item as Described
- DSR of 1 for Shipping Time
- Negative or Neutral Feedback
- Returns initiated for a reason that indicates item was not as described
- Cases opened by buyer for items not as described in eBay or Paypal
- Seller cancelled transactions for items not in stock

***Only one defect is counted per transaction



Pack and Ship with Pride!

Improper packing and shipping procedures can result in forgotten or damaged merchandise, both of which cost you money and can result in negative feedback.



Pack & Ship With Pride

- Tracking Sheet
 - Follow item from “Sale to Mail”
 - Ensures all processes are completed and no items are forgotten
- Prep, Clean, Detailed, Tested
- Efficient Packing
 - Bubble Wrap (\$\$\$)
 - Newspaper
 - Recycle all incoming packaging
 - Free packing material (FedEx, USPS)
- Shipping Station
 - Scale, Large Table, All supplies, Computer



SOLD

Via: eBay Website Phone Sale Amazon

Item: _____ **Item #:** _____ **Serial #:** _____

Married? ____ **Whammy Bar?** ____ **Paperwork?** ____ **Power Supply?** ____

Date: **Sold** _____ **Paid** _____ **Packed** _____ **Shipped** _____

Everything has been checked out on this item, and I am agreeing it is in as pristine condition it can be for the customer and matches the eBay listing. _____

Any special requirements for this package?

Weight: _____ **Dimensions:** L: W: H:



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Sell to the World

- Why??? Why not???
- 10% International
- Many become repeat customers
 - Some become direct buyers from our brick and mortar store





Sell to the World (things to watch out for)

- Check new merchandise Dealer Agreements
- Some countries to avoid
- Frequently asked to declare as gifts or reduced value
- Shipping calculator can be inaccurate
 - Encourage 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 Britian	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

USPS Size & Insurance Limitations





Protect your Feedback, Love your returns, Properly handle disputes

- Provide buyer positive feedback immediately upon payment and ask buyer to do the same for you upon receipt of item
- Respond to problems immediately, 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!



KEEP ADDING ITEM LISTINGS

- If you want to grow your eBay business set daily, weekly, and monthly listing goals
 - The more item listings you have, the more items you'll sell
- As your eBay business grows adherence to strict procedures and policies will be more critical than ever to ensure success and preclude frequent mistakes



10 Key Strategies to Maximize Your eBay Sales and Profits

- Your Strategies!
- Questions?