



CENTRAL PIEDMONT COMMUNITY COLLEGE

CORPORATE & CONTINUING EDUCATION

Course Number: DPX7007
Course Title: How to Become a PowerSeller on eBay
Course Hours: 18 Hours

Last Revised On: 7/2/08

Description:

Master the procedures used by the 430,000 individuals who make their full or part-time living selling on eBay. Learn to register on eBay, create a Sellers account, and research the eBay marketplace to determine appropriate pricing and to create a catchy, descriptive item listing. Learn techniques for snapping eye popping photographs. Set up a PayPal account to accept auction payments. Learn how to monitor the sale and handle all the details after the auction closes. Marketing tips and techniques will also be emphasized.

Objectives:

- Learn everything needed to become a successful volume seller on eBay.
- Learn criteria needed to be designated a PowerSeller by eBay.
- Learn techniques to attract prospective buyers to listed items.

Content:

1. Welcome to Selling on eBay
 - History of eBay
 - eBay safety features
2. Getting Started
 - Setting up an eBay account
 - Researching the eBay marketplace
 - Creating an eBay listing overview
3. Enhanced eBay Listings
 - Pictures to enhance the listing
 - Determining pricing strategies to maximize profits
 - Auction type and fixed price strategies examined
 - Writing a listing with important search keywords
 - Using a "PayPal Account" to simplify accepting payments
4. Detailed eBay Listings
 - Putting all the sales elements together
 - Determining pricing method and auction duration
 - Packaging and weighing items
 - Shipping options
 - Return policy



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5. Monitoring the Sale

- Check Your listing for accuracies
- Using the “My eBay” feature
- “My eBay” Views

6. After the Listing Closes

- If the item sells
- If the item does not sell
- How do you get your money?
- PayPal fees
- Leaving feedback
- Unpaid Items-UIs
- eBay community resources
- Using the eBay site map

Prerequisites:

- Students need basic computer skills. No eBay experience is required.

Method of Instruction:

- Lecture, demonstration and hands-on use.

Evaluation:

- Exam: No
- Class participation: Yes
- Demonstration of skills: Yes