

2009/10 Training Courses: [BOOK HERE](#)

## Selling on



With over 14 million regular users, eBay is the UK's largest online marketplace and it is small wonder that eBay continues to be a primary route to market for many online retailers.

If you are new to eBay this course provides simple, user-friendly assistance. Step-by-step we guide you through the process of creating an eBay account, listing and managing your products, setting up an eBay shop, pricing strategies, terms and conditions, secure payments and much more.

### Target Audience

This course is aimed at anyone intending to use eBay as a sales platform for their products or services. No technical ability is required.

### Course Outline

- Understanding eBay and how it works.
- Getting started with your new eBay account.
- Assessing your competitors' strategies.
- Listing your first product.
- The difference between 'Buy It Now' or sale by auction.
- Setting reserve prices.
- Establishing tactical pricing strategies.
- Using templates for attractive presentation.
- Setting up an eBay shop.
- Bulk uploading with Turbo Lister.
- Managing feedback, messaging, disputes and invoicing.
- Techniques for reducing fees.

**Location:** Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT  
(You may qualify for a 60% Train2Gain grant towards the cost of this course).

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