

Buying on Ebay

Don Hood

Introduction

- 1 Exciting marketplace unlike anything that has been known before
- 1 Fast becoming the shopping center on the Internet
- 1 Millions of items listed

Introduction

- 1 People use eBay to supplement their income
- 1 Popular site to find and buy used or new items
- 1 Founded in 1995, eBay now has over a million registered members around the world
- 1 Low financial cost

Agenda

- 1 Register on eBay
- 1 Search for items to buy
- 1 Research items
- 1 Check competition
- 1 Watch the auction
- 1 Bidding
- 1 Paying
- 1 Returning items
- 1 Feedback

Registering

- 1 Log onto the Internet
- 1 In browsers address box type <http://www.ebay.com/>
- 1 Registration is free
- 1 Registration required to bid, buy, or sell
- 1 Minimum age requirement
- 1 Must have email address
- 1 To register, click the 'Register' button to the right of, 'New to eBay?'
- 1 All registration information given is secure
 - 1 Address box - [https:](https://)
 - 1 Closed padlock

- 1 Read the eBay User Agreement and Privacy Policy statements
- 1 Immediately eBay emails a confirmation notice
- 1 Save the email confirmation notice
- 1 Choose an eBay User ID
- 1 Create a password
- 1 **REMEMBER - eBay WILL NEVER ASK FOR YOUR PASSWORD IN AN EMAIL**
- 1 Change your password every couple of months
- 1 Once you receive your completed confirmation from eBay you can click on 'Home'

Search

- 1 To find the item you are interested in purchasing
 - 1 Several ways to locate
 - Click ‘Buy’ on the Home page
 - Select the appropriate category
 - Type what you are looking for in the navigation bar and click the ‘Search’ button
 - Refine your search
 - Add a few words
 - Click on ‘Advance Search’ for suggestions

(Search Continued)

- Minimum or maximum price
- Completed Items Only
- Other ways
 - Inserting the name of a particular seller
 - Location of an item
 - Buy it Now items
 - Gift items
 - Number of bids
 - Listing and time remaining

1 You can sort items by

- Time
- Price
- Distance
- Method of payment

- 1 **Modifiers - A common search technique**
 - Modifier words are not case sensitive
 - Using a minus symbol (-) in front of a word or group of words enclosed with parenthesis
 - Use a plus symbol (+) in front of a word or group of words enclosed with parenthesis
 - Use a asterisk (*) in place of the letters in question as a “wild card”

Choosing your Item

- 1 Scroll down through the list of items
 - 1 Click on picture
 - 1 Click on camera
 - 1 Click on item description
- 1 A gold rising sun
- 1 Scroll down to view all details
- 1 Click on 'Back to list of items' to continue viewing

Helpful tools for choosing item

- 1 Picture Gallery
- 1 Compare
- 1 My eBay – Allows you to store items you want to watch
 - 1 Click on ‘Watch this item’
 - 1 You may be asked to log on
 - 1 Clicking on ‘My eBay’ will show you all your items stored
 - 1 Email will be sent to you telling you when bidding time is almost over

Bidding Highlights

- 1 Click 'Back to list of items'
 - 1 Item Title – Note the key words
 - 1 The next column will show if PayPal is preferred
 - 1 The 'Price' column shows the current bid price or 'Buy It Now' price
 - 1 Number of bids so far
 - 1 Time Left
 - Less than one hour shown in red
 - 1 Keep track of item number
 - 1 To the right of the picture is a status report
 - The current bid
 - If no bids received, item will have a low starting bid

(Bidding Highlights continued)

1 Reserve met will be in blue

1 History

- Number of bids
- Starting bid in gray
 - Amount and date submitted

1 Number in parenthesis next to User ID is the number of feedbacks for that seller

1 Shipping costs – UPS or Postal Service

1 DO NOT ASSUME IMPLIED REPRESENTATION BY SELLER

- Email seller with questions and keep copies
- Be sure to read all feedback on seller

1 You and only you are responsible for trusting your seller

Time To Bid

- 1 Return to item and read full description
 - 1 Accept description or contact seller with questions
 - 1 Below description is a counter showing number of views by others
- 1 Enter your maximum bid and click 'Place Bid'
- 1 Click 'Confirm Bid'
- 1 Will receive notification of highest bid or outbid by another bidder
 - 1 eBay will only use enough of your maximum bid amount to place you into a winning position
 - 1 Your maximum bid amount is kept confidential
 - 1 If you are the current high bidder on a watched item, the current price will be in **green**
 - 1 If outbid, the current price will be in **red**

Bid Tactics & Strategies

- 1 Low Bids – Steal of the Century
- 1 Pay any amount
- 1 Predetermine Limit
- 1 Proxy Bidding
- 1 Wait & Watch
- 1 Round off bid amounts
- 1 Add 2, 3, or 4 cents to a bid

Making The Purchase

- 1 Win our item
 - 1 Receive congratulations
 - 1 Information about paying
- 1 PayPal is easiest & quickest way to pay
 - 1 If having a PayPal account, click 'Pay Now'
- 1 Prior to bidding, register for PayPal Account
 - 1 Click 'If you do not currently have a PayPal Account'
 - Select Personal Account and click 'continue'
 - Fill in all blanks (name, address, email address, new password, phone, security questions, etc.
 - Agree to User Agreement & Privacy Policy
 - Click 'sign up' and then 'continue' You will receive a personal account overview
 - Check information carefully
 - Click 'To Activate Your Account'
 - Type in password and click 'confirm'

(Making The Purchase continued)

- 1 If using only a credit card, click 'Skip'
- 1 If going to use your checking account to buy or sell items on eBay, click 'Continue'
- 1 Checks
- 1 If not using PayPal, seller will send information
- 1 Buyer will receive and review Your Payment Page to verify shipping address, costs, item name, etc.
 - 1 Click 'Pay'
- 1 Buyer will receive 'Payment Complete'
- 1 Tracking shipment
 - 1 Go to Home page and select 'My eBay'

Returns & Refunds

- 1 Does seller allow returns?
- 1 Advertisement “as is” or “no returns”
- 1 If returns allowed, what conditions?
- 1 Communications with seller
- 1 PayPal, go to Home page & ‘Security Center’

Feedback

- 1 Feedback is important for buyer and seller
 - 1 Go to the Home page and click on 'My eBay'
 - 1 Click on 'Won' on each item purchased to show either 'Awaiting Feedback' or 'Leave Feedback'
- 1 When is feedback given?
- 1 Give rating and comments to seller