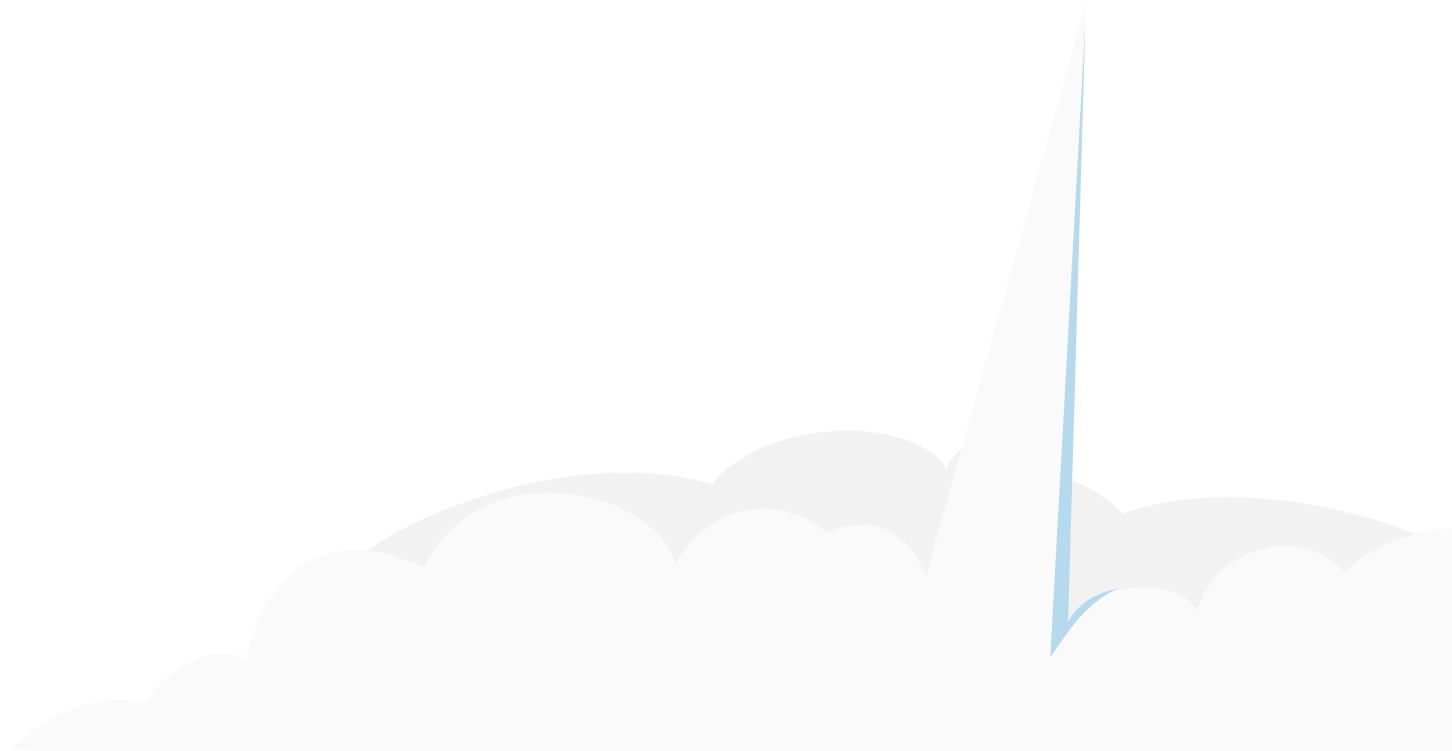
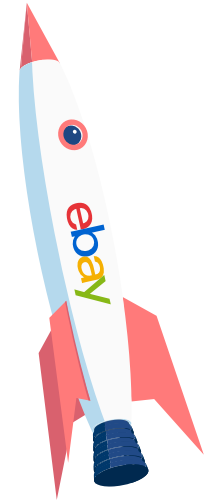


THE EXPERT GUIDE TO PROFITABLY SELLING PARTS ON EBAY



Selling on eBay isn't a new concept.
It's already helped *hundreds* of dealerships
find success in the eCommerce world.

eBay Motors is quickly becoming one of the best
places to sell auto parts online.

Whether you're clearing out aged stock or just
looking to expand your online reach to another
audience, eBay is your answer!

Itching to get going on eBay and see those sales
start flooding in?

We've helped tons of parts departments get started,
and with those experiences, we can now pass on
some valuable lessons about best practices and
what it really takes to turn a profit.



1. CHOOSE THE RIGHT PARTS TO SELL

Listen up: you do NOT have to sell every part in your inventory. You're in control here—you can choose what to sell! **Focus your attention on what will make you money.**

Listing parts on eBay is simple with the right software, but it's still a process. Plus, you don't want to sell parts at a loss!

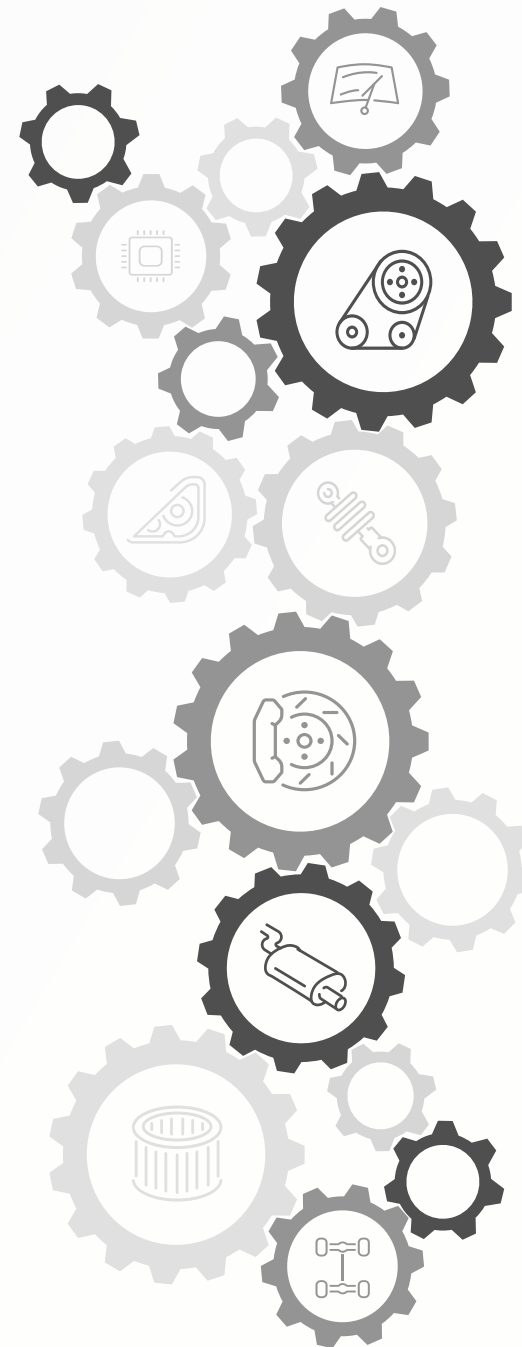
Fast-moving, profitable parts are the key to success. If a part is a hassle to ship (if it's too large, hard to pack, or qualifies as a Hazmat item), then exclude it and turn your attention elsewhere.

A quick look at the [eBay Motors Resource Center](#) gives these helpful statistics:

- Wheel and tire parts are sold every 5 seconds
- Exterior parts are sold every 3 seconds
- Engine and engine components are sold every 10 seconds
- A brake disc, rotor, or hardware is sold every 1.5 minutes
- Calipers are sold every 5 minutes
- Brake pads or brake shoes are sold every 2.5 minutes
- Shock absorbers or struts are sold every minute

You can conduct your own research too. Browse competitor stores and note what has sold well for them in the past. Looking at their selling history can give you some good clues.

Keep track of your own sales, too. You can alter what inventory you list in the future if you think it will work better. Also drawing from other retail experiences can give you a good idea of what your best sellers might be.



2. INCLUDE PHOTOS ON YOUR LISTINGS

Imagine this: a customer is scrolling through pages of eBay listings, trying to choose a part. Are they more likely to click on a listing that has a nice photo next to it, or one that has a general brand logo (or nothing at all)?

The answer is pretty simple: photos will draw your shopper's attention and give them more confidence in buying from you.

They weren't lying when they said pictures are worth 1,000 words. In fact, adding a product image can **DOUBLE** how well a part sells. Buyers use photos to confirm the listing matches the part they need.

The problem? Pictures take TIME.

But for selling online, the value of photos cannot be understated! Taking a little bit more time upfront can greatly increase sales and make it a worthwhile investment.

We understand that your part inventory is massive, so the thought of photographing all your parts can be overwhelming!

Don't worry about getting everything. Make a list of your best-selling parts and take photos of those.

Including parts numbers in these photos is an added bonus. Just doing this will make a big difference!

Once you get the process started, we have [a short guide](#) you can reference that gives some tips on how to take the best-quality photos you can.



Adding a product image can **DOUBLE how well a part sells.**

3. UTILIZE EBAY PROMOTIONS

Everyone loves a good sale. Customers are drawn to stores that offer discounts, whether it's percentage off or discounted shipping. eBay has made it simple for you to run promotions so you can draw in more business!

Think about the type of offer you want to provide. There are several types of sales you can promote, depending on where you want to improve.

- **Specific item type sales** - picking a category of parts and having a sale be on all items of the select type (for example, all brake pads are 10% off)
- **Seasonal/Holiday sales** - offering a deal on items relevant to the time of year (for example, winter accessories at 10% off) or during a holiday (Christmas sale: all parts 5% off)
- **Related items** - if there are parts that customers commonly buy together, you can encourage customers to add more parts to their cart by offering a discount (buy a sun shade and add seat covers for 10% off)

- **Order discount** - if a customer spends a certain amount, they get rewarded (spend \$100, get \$10 off your order)

To create a promotion, navigate to your eBay account and click "Manage Promotions." It's pretty simple from there, with boxes allowing you to fill out the promotional details and even a tool to let you schedule when you want the sale to begin or end.

If you'd prefer an interactive tutorial, eBay offers one [here](#).



4. KNOW WHAT TO CHARGE FOR SHIPPING

Getting the right balance of what to charge for shipping on an item can be a process.

Most parts managers selling on eBay have to guess at what shipping should be. It's a HUGE risk, as too low of a guess can result in you losing money, and too high will prevent customers from wanting to buy your parts. But what other option is there?

Of course, your parts are all unique and have different dimensions and weights, so it can be overwhelming to think about what shipping methods will be best and what is a fair price to charge for these items.

Manually figuring out shipping costs for each individual product is just not realistic. Fortunately, RevolutionParts offers an eBay solution that calculates shipping prices for you based on the weights and dimensions of your parts!

With automatic shipping calculation, you avoid overcharging and undercharging, and the process is simple. Accurate weights and dimensions allow the best shipping options to be made available.

We also automate tracking information for you. [Learn more here!](#)



5. OFFER FREE SHIPPING

Charging a fair price for shipping can get people shopping on your site. But offering FREE shipping? Even better!

This is a huge draw to any potential customers who see it displayed on your parts listings!

Free shipping is a HUGE draw to any potential customer who sees it displayed on your parts listings!

While the thought of including free shipping on your listings seems like something that would ultimately cost you money, it doesn't have to. There's a strategy to being able to include free shipping on orders while still turning a profit.

There's a trick to all of this: bake the cost of shipping into your part's price.

For example, if you have a part that will sell for \$30 and shipping will be \$8, then listing the part as \$38 with free shipping allows you to stay profitable but gain traffic.

Of course, not all parts have to be listed with free shipping. It wouldn't be smart to have one-off items or ones that are more difficult to pack marked as such. But there are benefits to listing several parts with free shipping, as those are magic words to customers ears and will eventually help you sell more parts.

As said before, you don't have to worry about calculating your own shipping costs. RevolutionParts does the work for you. Just check a box, and we'll add the estimated shipping cost to your product price and mark it as "free shipping."



6. FULFILL ORDERS FAST

This may seem pretty basic, but once a buyer chooses to order from you, get that order packaged and out the door as soon as possible!

We consider it a best practice to offer a business-handling time of one day or less to really impress customers. The quicker the item is in the mail, the happier they are going to be.

That said, if you can't keep up with the number of orders that are coming in, make sure you are clear about your handling times so your buyers at least know what to expect.

If you have to adjust it to where it's between 1-2 business days, that's fine, as long as you are upfront and include this on your listing. Don't promise something you can't deliver.

Fortunately, managing your orders and seeing everything all at once is easy with the help of [RevolutionParts](#). We give you a central dashboard to manage your sales and also have automated inventory management that helps you keep track of what's going on.



7. RESPOND TO CUSTOMERS QUICKLY

Buyer experience is a HUGE influence on being able to secure sales online. Your customers on eBay want to feel confident with their purchase, and they may have questions about a part before they go ahead and order it.

The better you are about keeping in touch with your shoppers, the more confident they will be about going through with their purchase (and ordering from you again).

A lot of success on eBay comes from reviews, so if you're attentive, you improve your chances at gaining positive feedback!

Ignoring a customer for days is a huge NO. Our suggestion is to respond, at the very latest, within one business day of when the question came in. But of course, the sooner, the better. If you respond within an hour or two, your buyer is likely to be impressed!

Establishing yourself as a seller who cares and as a source of information makes a world of difference and sets you apart from the crowd. After all, your potential customer can go elsewhere for their parts if they don't hear back from you!



8. COMPLETE YOUR EBAY PROFILE

Think of your eBay profile as an extension of your company. You want your potential buyers to feel comfortable ordering from you, and knowing more about your business helps in this process!

If a customer goes to your profile and is greeted by blank space, they're going to be suspicious of you as a seller and your credibility may tank.

Establishing yourself as a legitimate business isn't hard. All it takes is some information about your business, like the history of your company and a mission statement. Uploading a profile logo photo also allows them to put a "face" to a name.

Taking your eBay profile from bare to complete doesn't take much, but taking the time to add some basic information will really help you stand out in the sea of sellers.



9. STRIVE TO BE A “TOP SELLER”

Being considered a Top Seller on eBay can be a HUGE game changer for your online parts sales!

Top Seller Status comes with benefits like appearing higher in search results, getting a “Top Seller” seal in your profile, and even getting a discount on fees.

If you offer same or 1-day business handling or a 30-day or longer return period, you can earn a 10% discount on all final value fees!

One of the ways to maintain Top Seller status is to have at least 100 transactions and \$1,000 in sales with US buyers over the course of 12 months. This is something easily achieved as you'll be listing thousands of parts on your store.

Stay consistent with your shipping, promotions, and being diligent to customer service. These are all great ways to get people shopping, earn repeat business, and meet eBay's requirements for number of sales.

In order to maintain Top Rated Status, you'll have to meet the requirements for transaction defect rate, cases closed without seller resolution, and late shipment rates. There's detailed requirements listed on [eBay's site here](#).

As long as you describe your item accurately, include pictures, use tracking when possible, respond promptly to buyers, and provide clear return and payment policies in your listing, then following eBay's best practices is a simple task.



Top Rated Status comes with valuable eBay benefits!

GET STARTED TODAY

Ready to grow revenue with eBay? With RevolutionParts, it's easier than ever.

- Create and edit thousands of listings in just a few clicks
- Optimize pricing and shipping for max returns on eBay
- Automatically calculate shipping and bake it into product price
- Run promotions and sales to attract more buyers

[REQUEST A DEMO](#)

About RevolutionParts

At RevolutionParts, we streamline the work involved with running an online automotive parts business so you can focus on what matters. We're absolutely dedicated to providing our clients and partners with the right set of tools that will cut down on unnecessary and tedious back-office work, manual data entry and re-entry, and allow our partners to focus on growing online parts sales.



For more information on how RevolutionParts can help you, visit us at:

[RevolutionParts.com](https://www.RevolutionParts.com)

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