

# PROVEN EBAY NICHE COURSE

Cashing in on OEM  
Automotive Rims

Selling Strategies



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## Selling Strategy –Selling On eBay

- Building Listings on eBay
- Selling Buy It Now with Best Offer
- eBay Auction Listings
- Shipping Strategy – [Integraship.com](http://Integraship.com)

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## Listing wheels on eBay

- **Clean the rims** – Do not use scourer pad on front of rim only back – Use Dish Soap
- **Photography** – Take Photos in well lit place - Images need to be true to condition – Take photos of back of rim to show OEM stamps.
- **Title** – Use the right Keywords – Use all characters allowed
- **Description** – Use larger font size – Create the Listing in Word – Build a template – Create a shipping policy, Create a feedback policy, Return Policy \*No Returns\*

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## Selling Buy It Now With Best Offer

- **Buy it now** – Good Till Sold
- **Best Offer** – Always respond to any offer – Best Offers creates engagement and customer conversation and trust.
- Make sure to consider your Shipping Costs when receiving offers. Know what your fee's are. Know the numbers
- Don't list a whole set of rims on eBay - list them as singles – But add in the description that they can contact you through eBay if they are interested in buying the whole set.

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## Selling eBay Auction Format

- **Auction** – 10 Day Auctions
- **Offer Strategy** – In the description instruct potential customers to make you an offer and you can end the listing in their favor if there are no existing bids on the auction. Tell them to put a bid in the auction and you will end the listing

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## Shipping with Integraship.com

- Sign up for a free Integraship.com shipping account and get eBay integration and low discount shipping pricing. (US and Canada Only)
- Always do free shipping and add the shipping to the total price of the wheel. Use Integraship to get shipping rate quotes so you can accurately account for shipping costs
- Always make sure that you pack things really well. Use lots of boxing tape to make sure the wheel does not destroy its own box.