

Manage Item Closing Times

Manage auction closing times to maintain a steady flow of products and take advantage of trends in eBay traffic. Each day, eBay site activity reaches peaks at 3 PM and 8 PM, Eastern Time. Sellers should plan to have their hottest products close around those peak times. Further, large quantities of a particular item should not close at the same time to avoid flooding the market. Instead, straddle auction closing times of similar items throughout the day and days of the week. Also avoid having hot products close in the middle of the night since bidding activity is at its lowest level. eBay's new Turbo Lister has an auction-scheduling feature available for a 10-cent fee per listing.

Best Practice Example:



43 items found

Items for Sale by **laptops!** (685)

Picture	Item Title	Price	Bids	Time (of 15)
	Compaq Armada Laptop "DVD" M700 IBM PIII 500	\$600.00	41	3 hours, 18 mins
	Compaq Laptop "DVD" IBM PIII "DVD" NO RESERVE	\$560.00	31	3 hours, 25 mins
	Compaq 3835/3850 JPAQ Pocket PC PDA Handheld	\$294.02	14	4 hours, 8 mins
	Sony VAIO Laptop PIII DVD Docking Notebook XG	\$749.00	22	4 hours, 8 mins
	SONY VAIO 1.0 GHz LAPTOP CDRW/DVD NOTEBOOK FX	\$970.00	19	4 hours, 8 mins
	Sony Vaio R505 SuperSlim PIII Laptop CDRW/DVD	\$985.25	35	4 hours, 10 mins
	SONY VAIO 1.0 GHz LAPTOP CDRW/DVD NOTEBOOK FX	\$780.00	25	4 hours, 28 mins
	Sony VAIO Laptop PIII DVD Docking Notebook XG	\$700.00	43	4 hours, 38 mins



Provide Outstanding Customer Support

Customer support is as important on eBay as it is in a physical store. It can differentiate you from other sellers and result in higher prices. For instance, users often bid right after receiving answers to questions. Questions should be answered accurately and in a timely manner. Automation programs can expedite this process. Also, including an FAQ section in your listings or About Me page can help reduce buyer questions. Customer support does not have to end after the product has shipped. Post-sale support and service will help you build a loyal customer base.



Provide Feedback

Buyers use eBay's feedback system as a tool to gauge trust & safety. Improving your feedback is analogous to building your brand. Sellers with higher feedback yield higher prices than competitors with lower feedback. Sellers should leave feedback on a timely basis and encourage reciprocity from buyers. Also, brand your feedback by putting your user id in your comments. "Great Buyer - Thank you for purchasing from XYZ."



Deliver On Time

Nothing frustrates buyers more than not knowing when their products will arrive. If buyers wait longer than anticipated, they are unlikely to purchase another item from that seller. However, sellers can turn shipping into a competitive advantage. We see evidence of this in one of the most common positive feedback comments on eBay, “A+++ Seller - Fast Delivery.” This can take two forms:

- Fast shipping
- State shipping times and deliver on that promise

Offering faster shipping options may help you tap into a new segment of customers who want immediate gratification. But not all buyers need the product right away, or are willing to pay for that level of service. Therefore, also offer cheaper shipping methods and clearly describe the estimated days to delivery after payment is collected. If you use UPS or FedEx, send the seller a tracking number so they can follow the product in route. Managing the customers expectations is often as important as the speed in which they get it.

