

# The Secret to Successful eBay Selling

How 'Cash It In For Me' can help



**An independent survey reveals trust is an instrumental part of successful eBay selling and maximising the value of your unwanted goods.**

The tricky thing about eBay selling is your whole selling power rests purely with your on screen reputation.

You don't have a bricks and mortar presence on the high street where customers can see your face, have a conversation with you and more importantly view and test out your goods before handing over their hard earned cash. On eBay you are nothing more than the letters and numbers which make up your user name.

Buyers are totally reliant on the honesty of the description and the accuracy of the photo when deciding whether to bid. Not surprisingly an

independent survey has revealed that trust is an instrumental part of successful eBay selling and maximising the value of your unwanted goods.

With the absence of face to face interaction buyers rely on a number of on screen symbols to judge the trustworthiness of you as a seller.

The survey revealed the following five criteria are the most important to eBay buyers when assessing the trustworthiness of a seller:

1. Over 98% positive feedback
2. Quick responses to communication

3. A lot of feedback (over 100)
4. PayPal certified
5. A hassle free returns policy

100% of respondents rated a positive feedback record of over 98% as being an important measure of trustworthiness; and 86.4% of those people stated that a record of over 100 feedback comments is also important.

95.5% of people rated quick responses to communication as important, 86.4% rated PayPal certification as important and 77.3% rated a hassle free returns policy as an important indication of trustworthiness.

100% of respondents stated that they would be more likely to bid on an item if they trust the seller and 54.2% stated they would be more likely to bid higher if they trust the seller. Therefore if your eBay reputation does not meet the above criteria buyers are a lot less likely to bid on your items.

Unfortunately for eBay sellers there is often more than one person selling the same item at any given time, any shrewd buyer is more likely to buy from a seller who has a positive eBay

reputation.

So for those of you who find yourself in the predicament of wanting to sell your unwanted goods on eBay but not having the positive eBay reputation necessary for success, a simple solution could be to let somebody else take over the hard work and do the selling for you.

'Cash It In For Me' system operators have an excellent on screen reputation with a host of positive feedback comments. In addition to meeting all of the above criteria they also have

extensive knowledge of online selling techniques. All of these elements go a long way to ensuring your goods will be sold for the price they deserve.

For more information on how 'Cash It In For Me' can help to maximise the profits from your unwanted goods and to locate your local system operator, email:

[info@cashinforme.co.uk](mailto:info@cashinforme.co.uk)

or telephone:

0845 094 5024.

#### Notes:

The statistics contained in this article are based on the views and opinions of 130 participants in an online independent survey of eBay users.

The survey was initially conducted in 2006 and expanded in 2008.