

Getting Great Feedback To Increase Sales

The HoneyPot Secret

Feedback on your eBay seller's account is easily one of the most important things you need to focus on. Having good, positive feedback can dramatically increase your sales. On the flip side, having negative feedback can dramatically reduce your sales.

Now, why do I call it the HoneyPot secret? Because my mom used to tell me that you catch more flies with honey than you do with vinegar. And that means that if you're nice, you get more of what you want, than if you're not nice.

It's a very simple premise and it works very well on eBay.

So, basically, you want to treat your eBay customers as well as you can, because they will give you good Feedback. And that good feedback will attract MORE customers in the future.

Okay, so what is feedback, exactly?

Feedback is basically a rating system that rates how you are as a seller. It rates how trustworthy you are. It rates how well you keep your word. It's basically an indicator of whether or not you're going to rip someone off.

To put it simply, bad feedback is bad. Good feedback is good!

In fact, some buyers will ONLY buy from sellers with feedback scores of 100 or higher and those feedback percentage is 99 percent or higher.

Also, feedback can effect your Google rankings. Some sellers believe that their listings have ranked higher in Google because of their feedback scores. This wouldn't surprise me. Google is always striving to provide the best exxperience for their users. It makes perfect sense.

Okay, so what are you, as a seller rated on? What, in other words, should you make sure you do, to receive a postive rating from your customers?

1. Describe your item as accurately as possible. Make sure you provide truthful, accurate descriptions and photographs of the item you're selling. Don't lie. Don't cover up flaws. If there's a crack in the item, include a picture of the crack and mention the crack in the description.

2. Communciate with buyers and potential buyers. And do it fast! If you receive an inquiry about an item you're selling, answer that inquiry as soon as possible. And by as soon as possible I mean within 24 hours. If you don't, you may lose the sale. If someone has bought something from you and they send you a message, answer them even faster! Provide them with a pleasant, thorough response.

3. Make sure the package geets delivered on time. Make sure that, once you make a sale, you print the shipping label and get the package to the post office pronto! Buyers of your products will not be happy with you if you take a long time to get their package delivered.

Now, you can control how quickly it takes to get the package to the post office, however, you don't have control over how long it takes the post office to deliver the package to the buyer. That's why I recommend you make it clear on your listing that you will get the item to the post office within 24 hours of you receiving payment. That way if there's an issue and it takes it a little longer to arrive, the buyer will suspect the post office and not you.

All items are shipped within 24 hours of payment

4. Make sure you accurately list shipping fees. Now, if you follow my advice and just go with eBay's recommendation, the shipping fees will be calculated automatically by eBay and it's based on how far the buyer is from you.

Now you know how to make sure you get good feedback, is there anything you can do to get more feedback?

Yes, there is.

1. I recommend you simply ask for it. About a week after the item's estimated arrival date you should send your customer a message asking if they received the item and if they are satisfied with it. Then, very politely, ask them to provide accurate feedback. Tell them that this feedback will help future potential customers decide if the item is right for them.

The message could go like this:

Hello,

Just wanted to check and make sure that the item you purchased has arrived and that you are satisfied with it. If not, please let me know what the issue is and I will do my best to rectify it so you are satisfied.

Also, please provide feedback about your experience so that future customers can better decide if this produce is right for them. To leave feedback simply sign into your eBay account, click "My eBay" in the upper right hand corner, scroll down until you see the item and click "leave feedback." That's it! It only takes a few minutes and can be incredibly helpful.

Thank you and have a wonderful day!

2. Be mindful of eBay's automated feedback reminder. eBay has a system that automatically prompts the buyer for feedback after one month. Hopefully, if the buyer doesn't leave feedback right after you send the message, they will after they receive a prompt from eBay.

Okay, now, let me briefly talk about what you can do if you receive negative feedback.

If you do receive negative feedback, you do not have to just accept it and move on. You don't have to do that. You should address the situation because it can be changed. Simply contact the buyer, apologize for the issue, and then address it to see if it can be rectified.

For example, if the item took longer to be received than the buyer thought it should have. You would respond by first apologizing, then stating that you brought the package to the post office within the first 24 hours of the sale and that the issue of delivery time was with the post office.

This will not necessarily improve your rating, but it will be visible for future customers who will see that you did address the issue as best you could.

Now, a customer can revise their feedback, so if they have an issue with you, FIX IT! Make it right. If an item arrives broken, replace it if you can, or offer a full refund. Don't delay. Don't argue. Just do your best to make it right for the customer.

Remember that feedback is very, very important and that good feedback can dramatically improve your sales and bad feedback can have the reverse effect. Just remember to describe your product accurately, communicate with buyers, and make sure you ship in a timely fashion, Do the best you can to make sure your customers are satisfied. That's it! Do all of these things and you should be absolutely okay.

Alright? That's it for this video. I'll see you in the next.