Managing Your Store And Getting More Sales

Once you've purchased your store subscription and provided a name, your store will look like this. Mine is very basic. It's called Will's Potpourri. I named it that because I offer a very wide variety of products. I don't specialize in any one thing.

I've got about 81 listings right now which is very low for me. I've been really busy lately and haven't had time to increase inventory.

I'll actually probably be hitting up my local Goodwill bins this weekend to see what I can find.

Anyway, to manage your store, you click the "Manage My Store" button here in the upper right hand corner.

This is your Store Management dashboard. Everything you need to run your store is located on this page.

You can manage your email marketing, your markdown manager, promotional flyers, subscriber discounts, traffic and sales reports and more. Once you open your store, spend some time familiarizing yourself with all you can do here. There's quite a lot and it may take you some time, but if you're serious about becoming a top seller on eBay, then you it's well worth it.

Before I go, I want to quickly talk about something that can help you acheive more sales and acheive top seller status more quickly.

It's using your Promotions to create offers.

Once you have your eBay store set up and running you can create promotions on certain items. This helps increase sales.

And eBay rewards sellers who sell more stuff.

The Markdown Manager here is easy way to set up special offers for your store. Promotions can help you attract more buyers, clear old stock, increase average order size, and even lower shipping costs by bundling more items per order.

Click on "Markdown Manager" to get started. Then in the left hand corner, click "Create a promotion"

You can set up five different types of special offers using Promotions Manager:

Order discounts – Offer discounts based on order size, or the amount spent by a buyer. You can also create promotions such as a percentage off an additional item, or buy one get one free

Shipping discount – Offer cheaper shipping on items that qualify for your offer

Volume price discounts – Offer tiered discounts to buyers who purchase multiple quantities of a single item

Codeless coupons – Offer exclusive discounts to buyer groups of your choosing by using a virtual coupon

Sales events + markdown – Reduce prices for selected items or categories

So, for this example, let's pick "Order Discount."

On this page, under Select offer type, you'll first want to pick a category so ebay can recommend the best offer.

I'll choose "Storewide" for this example.

Then you'll want to "choose an objective." Based on your objective promotions Manager will provide you with set special offers to choose from, such as Buy one, get one free.

So, I'll choose 'Attract buyers at peak shopping times."

Once I do that, you can see that Promotions Manager has made a recommendation. The reason they provide is that "Storewide events work best when your inventory is aimed at a specific type of buyer. If your inventory is more diverse, create multiple discount events for each of your product groups."

So, it's suggested an extra 20% off when someone purchases at least 3 items. You can also choose the Buy 1, get 1 at 20% off, or a No minimum purchase extra 20% off.

Any of these would work.

You can also click the "See all offer types" and it will list all of the other offers you can choose from.

However, I would just stick with the recommended offer. You can always run tests to see which works best over time.

Once you've chosen the promotion you want to run, you'll click the "Select items" button in the bottom right.

Here you can manually add up to 500 items from your inventory to your offer. You can also create rules so new items are added to the special offer automatically.

So, I'll click Select Items. And then on the next page I'll click the little radial box so that it selects all of my inventory. You can also scroll down and choose items individually.

Then, once you've chosen the items you want to put on sale, you click "Confirm Selections"

Now, click "Save and review"

On this page you can give your offer a name that only you will see, you can choose the dates you'd like the sale to run. You can choose to create an offer description and then you can choose an offer image.

After that, when you're ready to go, you click the "launch" button and the sale will begin.

You can also click the "save for later" button if you want to come back and finish at another time and you can click the "preview" button to see what it will look like on the ebay site.

And that's it. You'll be running a sale that will help boost your sales and help you acheive a higher status on ebay.

Now, if you need to edit a sale, you just click the "Marketing" link in the main nav, then "Promotions" under Merchandising.

Then scroll down and you'll see your promotions listed at the bottom.

Select Edit from the Action dropdown menu next to the sale you want to edit.

Once a sale is active, you can't change the discount or add new items. You can edit the Sale event name, Sale event description, change the end date or select a new image directly on the Review and launch page.

To remove items from the sale, select the Edit link in the Discount type and items section, then select the item(s) you want to remove.

And that's it!

You can do much more with Promotions and you should definitely play around with it to see all it has to offer. However, even if you just follow the steps I've laid out here, you'll be on your way to more sales and top seller status on ebay!

Okay, that's it for this video. Thanks for watching and I'll see you soon.