

lesson 4: increasing productivity

How can I increase my productivity?

eBay sellers have given consistent feedback that using the proper selling tool is the key to developing an efficient eBay business. One of the best – Turbo Lister – is available via free download from eBay. Other listing and inventory management tools are also detailed below:

Turbo Lister (FREE!)

Turbo Lister helps you create listings faster and easier

- Save listing details for items that you sell to easily list them again later
- Save default values for all your selling options to cut down on data entry time
- Duplicate item listings, to easily create listings for similar items
- Save and edit listings without being online
- Use free Listing Designer (normally \$0.10/ listing)
- Import/ export data using Microsoft Windows® Excel (CSV files)

For more information, please visit http://pages.ebay.com.au/turbo_lister/index.html

eBay Selling Manager (FREE!)

eBay Selling Manager will help you manage your listings through the sales cycle in a smart, easy, and efficient way which will save you a lot of time.

- Greatly reduce the time you spend on buyer emails by using customisable email templates
- Relist your sold and unsold items in bulk
- Print professional labels and invoices
- Save and send your favourite feedback comments
- Track all of your sales and bidding activities
- Reschedule and manage your pending listings

For more information, please visit http://pages.ebay.com.au/selling_manager/index.html

eBay Selling Manager Pro (\$9.95/ month - 30 Day FREE trial)

Selling Manager Pro is a listing tool aimed at advanced sellers. eBay Selling Manager Pro includes all the tools in eBay Selling Manager plus:

- Advanced reporting
- Inventory management
- Export Sales data
- Bulk email feedback correspondence
- Bulk feedback
- Statistics on sell through rate
- Alerts on product lines which are running out

For more information, please visit <http://pages.ebay.com.au/education/sellingmanagerpro.html>

lesson 4: increasing productivity

How can I receive payment for sales more quickly & efficiently?

Use PayPal

PayPal Australia launched earlier this year & is proving to be an invaluable tool for high volume sellers providing:

- Instant payment for sellers
- Site integration allowing easier listing in TurboLister or Selling Manager Pro
- Effortless payment through checkout for your buyers
- Simple post-sales tracking in my eBay
- Secure payment. PayPal is backed by industry-leading fraud protection systems
- Increased demand from potential buyers who can bid with even greater comfort due to PayPal Buyer Protection
- Access to PayPal's 70+ million accounts in 45 countries worldwide, with over 1 million in Australia
- Best of all, the fees are lower than most online payment providers



Help

- Selling Tools http://pages.ebay.com.au/seller_tools/index.html
- Listing Upgrades http://pages.ebay.com.au/listing_upgrades
- PayPal <https://www.paypal.com.au>