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OPERATIONS BLUEPRINT 2014

The materials in this manual have been designed to develop certain and specific knowledge and skills in the implementation and operation of an eBay Motors sales business.

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Development & Design
by
eBay Motors and
e-Pro Automotive Group LLC

Please Note: This book is accurate as of its published date. Some details, rules, regulations along with other information on the site can change. Check with www.eBay.com for more details or email motorstraining@ebay.com

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1

Selling On eBay Motors

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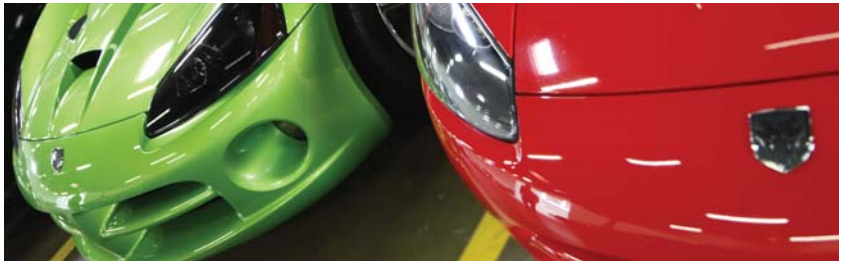
1.0 Selling on eBay Motors

Welcome to the latest version of the eBay Motors training manual, Operations Blueprint. The goal of this manual is to help dealers better understand the automotive eCommerce space along with providing more information on eBay Motors. Our goal is to also help you understand where you should start when considering using eBay Motors as a sales channel. In this manual we will supply ideas, tools and other resources for you to use so you can set up internal processes allowing you to become a consistent, strong seller on eBay Motors.

Why Buyers Shop Online

Why do buyers go online when searching for a new vehicle? When preparing to sell online we first need to understand why buyers are shopping online in the first place. The main reason we now see a majority of our buyers online is convenience. The Internet allows buyers to shop when, where and how they want to. Driving around from dealer to dealer looking for the right car and price has been replaced by the Internet shopping experience.



Convenience

How is convenience driving this process? Let's think of a typical car buying situation. A buyer's local area usually includes one dealership per franchise along with a handful of independent dealerships. When they begin shopping for a new vehicle their choices are inherently limited by the local inventory held by dealers close to their house. This doesn't mean the exact car isn't there but when buyers shop they like choices and comparisons to make sure they get the right car at the right price and from the right place. In the past a buyer might have driven to dealers outside their local area or picked up the phone and called around looking for their desired vehicle, but eCommerce has made this process much easier.

The 3 areas that drive Convenience are Selection, Price and Trust.

Selection

Let's say a buyer is shopping for a 2007 Cadillac Escalade. There may be a handful in the local market, but when shopping on eBay a buyer can see 125 of them from sellers across the country. They can look at the vehicles and find exactly what they are looking for. Each listing has pictures, descriptions, options, warranty information and most often even a vehicle history report. This level of inventory plus high quality listings, allows buyers to make buying decisions right from their computer or mobile device

Price
After narrowing down the search to a few desired vehicles, buyers start to look at price. On eBay Motors a buyer can look at each of the vehicles for sale and match price to selection. They can then decide the tradeoffs they want to make. Do they want to stay with low miles and pay a little more or are they ok with a little higher miles to get a better price or extra options.

This is what buyers do when they shop online. The difference is that on eBay buyers can go a lot deeper into the process because they are comparing real cars for sale across the country and eBay listings are transactional.

Trust
On eBay we see other reasons for a buyer to shop. eBay members are part of the eBay community. With protections in place like feedback, Top Rated Seller, Buyer Protection and vehicle history reports, eBay gives buyers a safe, trusted place to shop. The ultimate goal is to produce a buying experience where the buyer trusts the seller and the shopping experience.

Convenience, Selection, Price and Trust are the heart of this training. In this manual we will teach you how to properly represent yourself, your dealership and your inventory to help you stand out online and ultimately cater to the needs of the buyers while also helping your dealership meet its revenue goals.

Success Drivers on eBay Motors

This manual is going to answer many questions for you. It will explain how many pictures to take, what pictures to take, how to write a description, how to price your vehicles and more.

Long term success on your part is determined by how well you handle the variable success drivers. These success drivers are Inventory, Training and Process.

1. Inventory
What inventory will you sell on eBay? You should start with your core inventory as these are the best vehicles to sell on eBay Motors. From there decide if you will sell trade-ins, aged inventory or niche type vehicles as well. Anyone can sell the Bat Mobile. But, the good dealers can sell any and every car on eBay Motors. If you are going to have consistent and long term success on eBay Motors we highly recommend setting up an inventory strategy. Proper inventory selection is critical to your success and we will cover it in depth in this manual.

2. Training
Training is equally important. eBay Motors is different than your other lead providers. On eBay Motors we are running auctions and nationwide listings. The questions and daily assignments are a little different. With this we will show the need for your dealership to assign a dedicated resource to the eBay Motors process. eBay Motors is a transactional site meaning you are not getting leads asking "Do you have this in yellow?" Your bidders are essentially making cash offers on your vehicles, and with that comes a little more in-depth sales process.

3. Process
Process is key. What are your goals and how are you going to accomplish them? If you list a vehicle on eBay Motors and it sells what do you do? What will you do if a listed vehicle does not sell? Write out your processes and make sure everyone is on the same page.

Success on eBay Motors comes through a **proactive** approach. This is not a set it and forget it system. Success on eBay Motors takes work. You are managing auctions, answering questions, creating listings and managing feedback all at once. You are hitting a buying audience that would otherwise not be considering your dealership. Setting up specific processes will help get you started and help ensure long term success on eBay Motors.

Adapting to the today's buyer - Mobile
Today's consumer is online and a majority are using mobile for their eCommerce needs. Many also use mobile for their vehicle shopping needs. This is one of the biggest benefits of using eBay Motors as a sales channel. Putting your inventory on eBay Motors is the best way to get your inventory in front of today's buyer. Buyer online behavior progresses every year and there is a huge population that would like to not just shop, but go through the entire buying process online, often times just using their mobile device. In fact, in the third quarter of 2013 eBay reported that 13,000 vehicles sold per week on eBay mobile devices. In the US alone this equated to a vehicle selling every 10 minutes on a mobile device.

Automotive eCommerce is a rapidly evolving shopping experience. When a customer sees a vehicle online they develop their online first impression. In the past this would drive the customer to make a phone call or send an email.

But today, customers have the desire and the ability to go much deeper into the buying process before contacting you. On eBay Motors buyers can complete the entire transaction online. Some dealers are ready to meet the needs of today's and tomorrow's customers, but most dealers need to develop additional processes and procedures to stay ahead of the curve.

This manual is intended to help you improve your online sales experience. Much of it is focused on eBay Motors, but for the most part selling a vehicle online is the same across all platforms. Our sales efforts need to attract buyers, show value in the vehicle, establish the sales person and dealership as a place of trust and then have processes in place to help deliver the vehicle. When the customer wins, so does your business.

Thank you for taking the time to read this manual. If you have questions, comments or would like additional help please contact us via phone numbers and email addresses located in the back cover.

2

The eBay Motors Marketplace

2.0 The Five Great Myths About Selling Vehicles on eBay Motors

MYTH

"eBay Motors shoppers are not serious buyers"

REALITY

eBay Motors shoppers shop for vehicles and make bids on vehicles often times sight unseen. These buyers are very serious and make monetary offers on your vehicles.

In fact over 5 million vehicles have sold on eBay Motors (as of September 2013).

Dealers who take the time and effort to implement an eBay Motors sales process have realized a closing ratio of 20% or more from the total quantity of prospective purchasers.

MYTH

"eBay Motors is only for exotic, classic, or specialized vehicles"

REALITY

eBay Motors is a sales channel for every type of vehicle.

eBay Motors shoppers are shopping for everyday vehicles. The majority of searches on eBay Motors are for vehicles that are between 2 and 8 years old.

A growing number of dealerships are discovering that eBay Motors is also an effective venue for the sale of new vehicle inventory.

MYTH

"You can't hold gross with an eBay Motors buyer"

REALITY

Based on our surveys, the majority of eBay dealer partners hold an average to above average gross on pre-owned vehicle sales that originated on eBay Motors.

Not unlike customers in your showroom, some shoppers will have an unrealistic expectation of your selling price. The great majority will simply appreciate a vehicle that is priced fairly in relation to their local markets and the sense of confidence eBay gives them that they haven't paid more than they've had to.

MYTH

"People won't buy a vehicle they haven't physically seen"

REALITY

In Q3 2013, eBay Motors reported that over 77% of their sales transactions that originated on eBay are delivered to out of state customers who make a purchase decision based on a photographic vehicle presentation.

Dealerships that maintain high feedback scores instill customer trust and confidence. By providing several quality photos and making terms and conditions clear, shoppers on eBay Motors are more than ready to make a purchase commitment.

MYTH

"Maintaining a presence on eBay is too difficult"

REALITY

It takes the same level of commitment to sell a vehicle on eBay Motors as it does to sell a vehicle through traditional retail on a showroom floor.

eBay provides committed dealerships with a wide array of resources to make your eBay Motors structure, process and sales strategy easier than ever to implement and achieve a significant ROI.

eBay Motors just launched their new National Vehicle Subscription program for dealers. This program makes it easier than ever to maintain a presence on eBay Motors by allowing dealers to have a consistent inventory online with a fixed monthly spend. This program also gives dealers access to an eBay Storefront, advanced reporting, and dedicated account management to help you see the most success.

For more information; 866-322-9227

2.1 The National Advantage

eBay Motors allows you to reach new buyers

FLEXIBLE SELLING FORMATS

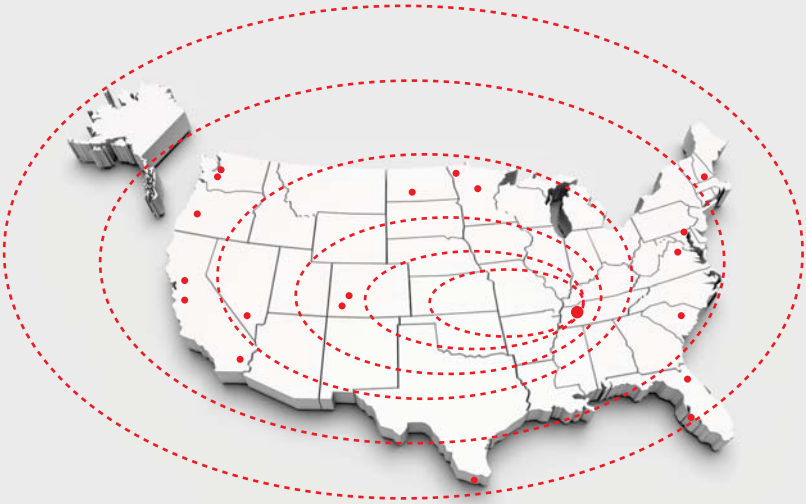
eBay Motors offers you a number of ways to list your vehicles to help achieve your goals.

National Market	Local Market	Combined
Across the country	200 Mile Radius	
Auction Style, Buy it Now, Best Offer	Classified/Best Offer	Combining Local Market and National Market listings allows you to maximize your sales on eBay Motors and create a complete eCommerce Platform
Insertion fee per vehicle listed*	Flat Monthly Fee (store included)	
National audience brings in high page views, high number of leads and increased sales	Easily lists all of your inventory on eBay Motors bringing more local buyers directly to your dealership	

*New Subscription Program Now Available for National Market Listings

Local Market Advantage
Local market offers a 200 mile radius with unlimited inventory for a flat monthly fee

National Market Advantage
eBay Motors allows you to reach new buyers, buyers who normally would not see your vehicles.



77 percent of the vehicles sold on eBay Motors are interstate transactions, where the vehicles are delivered to buyers outside the state of the sellers

Source: eBay Inc. August 2013

2.2 Developing an eBay Motors process

The benefits of successfully developing your eBay Motors sales operation include a unique sales channel that provides dealers with a greater market reach at a lower cost of sale.

Implementation of this operation can be achieved with simple planning and a commitment by team members to succeed.

Understanding

Many dealerships approach an eBay Motors installation with enthusiasm and effort. Certain eBay Motors processes and sales strategies are unique to an eBay operation and require new skills and knowledge to be learned.

We recognize that the dealership operating environment is extraordinarily busy with a wide array of day to day management responsibilities.

This guide provides you with a step by step overview of need to know process and sales strategies. Management teams that invest time in understanding this information will be rewarded with a faster and more productive eBay Motors sales process.

Process

Successful dealers on eBay Motors create a "process" as a clearly defined series of actions that help your team members to systematically achieve consistent results with an eBay Motors sales operation.

Ideally your process will be mapped out and provide a understanding of what should happen within your dealership so that all team members can see what action needs to be taken, when the action should be taken and who will be responsible for ensuring it gets done.

The objective of your eBay Motors sales process is to sell more vehicles and increase profitable gross margins and the quality of your sales process will determine your results.

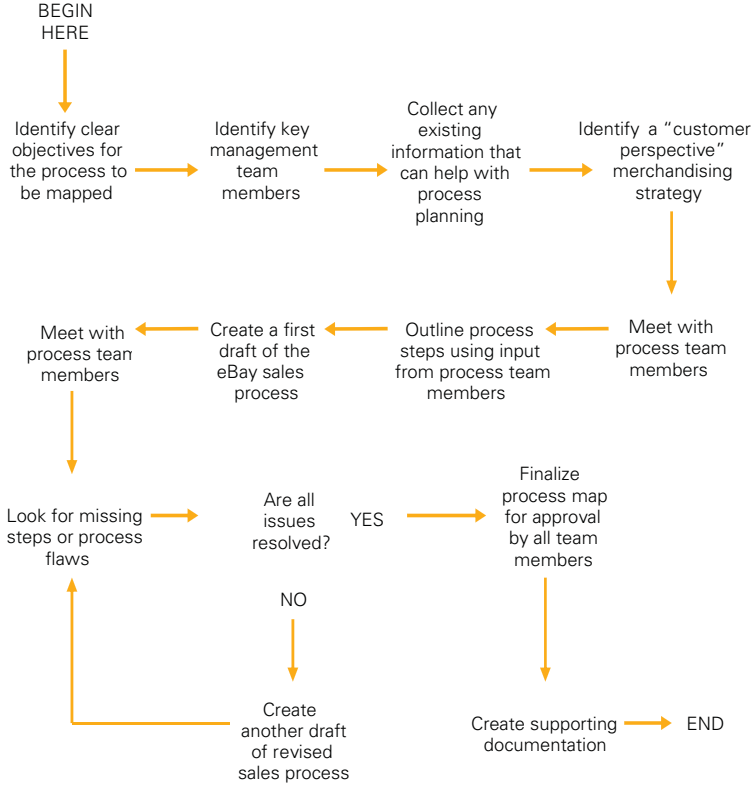
An effective eBay Motors sales process should identify:

- How many vehicles will be listed per week?
- When the vehicles will be listed?
- Who will manage the listings?
- What the performance standard should be?

An effective process keeps your team focused on what important selling activities need to get done and when, and allows you to measure areas of strength as well as what needs improvement.

As you build out your process remember that it should be constructed from the customer's perspective. How can you most effectively be seen as being the best choice for their particular wants and needs?

Let's map out what your sales planning process might look like to see if it makes it easier to get organized.



Accountability

Dealerships with successful eBay Motors sales operations ensure that a specific individual or management team member is responsible for managing the eBay Motors sales process and delivering results.

Implementation

The best training, planning and process won't make up for a lack of execution. We would much rather have an average strategy well implemented than an amazing strategy, poorly executed.

Organization, planning and good time management are requisites of success for your eBay Motors sales operation.

2.3 eBay Motors Operational Readiness

Implementation of the eBay Motors sales operation will typically follow four stages of development .

stage 1	Planning		
Low	Some	Variable	High
Low	Some	Variable	High

· Identify and include all required team members
· Determine vehicle inventory mix and volume objectives
· Determine who will need to do what tasks
· Organize process and location for vehicle photo shoots
· Study listing techniques, select optimal tools for listing
· Review examples of vehicle descriptive that generate activity

stage	Implementation		
Low	Some	Variable	High
Low	Some	Variable	High

· eBay Motors listings attract bidder interest & attention
· Appropriate inventory available to achieve sales objectives
· Team members know & understand roles and responsibilities
· Organize process and location for vehicle photo shoots
· Ensure listing tool integration with DMS and other technology
· Learn auction management techniques that increase interest

stage 3	Learning		
Low	Some	Variable	High
Low	Some	Variable	High

· Listing tools selected; each listing completed in 15 m. or less
· Consistent bidding activity on most vehicle listed
· Vehicle descriptions are accurate and create buyer interest
· Meetings to discuss progress
· Institute quality review process of vehicle listings & photos
· Provide coaching using call tracking

stage 4	Growth		
Low	Some	Variable	High
Low	Some	Variable	High

· Management team executing process; know key measures
· Management comfortable with auction process
· Consistent bidding activity on most vehicle listed
· Ensure consistency in vehicle merchandising process
· Institute quality review process of vehicle listings & photos
· Team taking advantage of eBay dealer resources

3

Inventory Management

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3.0 Inventory Management

We recommend you ramp up your eBay Motors inventory based on your dealerships readiness and current development stage.

4 STAGES OF DEVELOPMENT

Stage 1 - Planning Stage

In the planning stage you may still be considering; which listing tool to use, how to use your listing tool, how to write a vehicle listing, and how to photograph and merchandise your inventory.

Typically a full time eBay Motors sales person can handle 10 to 12 vehicles listed on eBay Motors per week.

Our experience has shown that dealerships should begin with a small inventory size in order to effectively evaluate results and determine where process improvements can be implemented.

As you increase your eBay sales competency, your vehicle inventory levels can increase as well.

Stage 2 - Implementation Stage

In the eBay Motors implementation stage you have identified your vehicle merchandising and sales process and selected a vehicle listing tool with which you are comfortable.

You will now be learning slightly more advanced eBay Motors management techniques including auction management and sold vehicle delivery and shipment processes. Keeping your inventory level consistent will ensure these techniques and processes get developed properly and your eBay customer feedback is maintained at high levels.

Stage 3 - Learning Stage

In the learning stage you will continue to refine your eBay Motors management skills while increasing your overall productivity and sales rates.

The dealerships primary restraint to increased productivity in the learning and growth stages is typically the number of dealership personnel dedicated to the eBay sales channel (production potential) and the dealerships ability to scale available resources to maintain growth (sales output).

As you continue to increase your eBay sales resource, increased inventory capability and sales production will quickly follow.

Stage 4 - Growth Stage

In the growth stage you will continue to refine your eBay Motors management skills while increasing your overall productivity and sales rates.

The dealerships primary restraint to increased productivity in the learning and growth stages is typically the number of dealership personnel dedicated to the eBay sales channel (production potential) and the dealerships ability to scale available resources to maintain growth (sales output).

3.1 Inventory Profile

Your dealerships physical location plays an important part in the number of consumers who are made aware of the dealerships "presence" within your local community. Your location can either help drive traffic to your dealership or make it more difficult for potential customers to find you.

Your inventory profile, the mix of vehicles you have chosen to list on eBay Motors, will determine your dealerships presence for a significantly larger audience of online vehicle shoppers.

Depending on your inventory mix, online shoppers will find it easier or more difficult to locate you online.

We recommend that your eBay vehicle inventory be a mix of core or franchise vehicles and trade-ins or aged vehicles.

50% - Franchise Brand or Core Inventory
50% - Trade-in or Aged Inventory

Example Toyota Weekly eBay Motors Inventory

1. 2011 Toyota Corolla
2. 2012 Toyota Camry
3. 2013 Toyota Sienna
4. 2012 Toyota Tundra
5. 2010 Toyota Avalon
6. 2011 Toyota Tacoma
7. 2008 Honda Accord
8. 2009 BMW 328
9. 2010 GMC Yukon
10. 2007 Saab 9-7X
11. 2009 Cadillac Escalade
12. 2010 Chevrolet Tahoe

GET STARTED!

Select 10 to 12 vehicles using a 50/50 vehicle inventory profile.

Why 50/50?

Our recommended inventory allows dealers to focus on their strengths. A Toyota Dealer competes best online when they sell Toyotas since they can usually offer their best warranty, certification, financing and alternate vehicles. At the same time dealers can use eBay to help sell some trade ins and older aged vehicles. This recommended inventory mix has been well received by dealers as a way to have a solid inventory on eBay as well as a good mix of vehicles to showcase to the eBay buyer.

3.2 Vehicle Get-Ready Protocol

The planning stage inventory selections you made on the previous page may have been primarily vehicles that were front line ready. As your eBay Motors management skills and sales volumes increase, you will be listing greater quantities of vehicle inventory including units that you would have previously consigned to wholesale auctions.

Keep in mind that speed to market is a major competitive advantage. You may want to consider an expedited vehicle get-ready process for vehicles that you want to immediately list through eBay Motors.

Among these would be an express detail process that allows newly acquired trade-in's or vehicles purchased at auction to be detailed and photographed before having them assigned to service for the traditional smog, safety and vehicle reconditioning process which can take as long as 14 days or more.

Traditional Vehicle Get Ready Process: 10 to 14 Days

1 Acquire Vehicle

2 Retail Unit? YES → 3 Service, Safety & Recondition → 4 Vehicle Detail →

NO

6 Wholesale Auction

TIME TO MARKET 10 to 14 DAYS

eBay Motors Get Ready Process: 1 to 3 Days

1 Acquire

2 Retail Unit? YES → 3 Vehicle Detail → 4 Vehicle Listed on eBay Motors → 5 Service, Safety & Recondition

NO

6 Vehicle Listed on eBay Motors

TIME TO MARKET1 to 3 DAYS

SUCCESS

4

Vehicle Merchandising Photos

4.0 Vehicle Merchandising Photos

The Internet is a visual medium and your vehicle display is the dealerships opportunity to provide a photographic presentation of the vehicles key features and the potential benefits those features represent to each prospective customer.

Depending on the quality of each vehicles visual display your prospective customers will either begin to take mental ownership of your vehicle listing or move on to a potentially better choice.

Good Pictures Sell.
Good pictures increase your opportunity to sell the vehicle faster and make higher gross.

Think of each vehicles photographic display as that vehicles walk-around presentation to every prospective customer who sees it.

4.1 Vehicle Merchandising Photos

Pictures – Quantity

When it comes to pictures you need Quantity and Quality. Many of the buyers looking at your pictures are bidding to buy a vehicle based entirely on your pictures. The better the quality and higher the number of pictures the less uncertainty a bidder will feel. If you expect a bidder across the street or across the country to bid full price for your vehicle you have got to convince them that the vehicle they are bidding on is the one they want. The best way to do this is with an abundance of great photos. If you do not do this then bidders will bid low but never offer full price cause they are just not confident that they are going to get what they are expecting.

To help show you how the number of pictures can help you succeed we put together some statistics. Listings with 24 or more pictures have a 115% higher chance of success compared to a listing with less than 24 pictures. Furthermore, listings with 40 or more pictures have a 75% higher chance of success than listings with fewer than 40 pictures.

Source: eBay Motors Q3 2013

4.2 Pictures That Sell

The 40 Key Features Photo Checklist

Beginning at front of vehicle and moving to driver's side of vehicle, photograph the following sequence of vehicle features…

- ☐ **Straight front of vehicle shot**
- ☐ **Straight shot hood open**
- ☐ **Front license plate holder**
- ☐ **¾ Drivers side front**
- ☐ **¾ Drivers side rear**
- ☐ **Full driver's side**
- ☐ **¾ Driver's side front: close up on lights**
- ☐ **¾ Driver's side front: close up on tire**
- ☐ **¾ Driver's side rear: close up on lights**
- ☐ **¾ Driver's side rear: close up on tire**
- ☐ **Interior shot: Front driver's side door open**
- ☐ **Interior shot: Front driver's side seating area**
- ☐ **Interior shot: Rear driver's side door open**
- ☐ **Interior shot: Rear driver's side seating area**
- ☐ **Interior shot: Front seating area – shot from rear seat**
- ☐ **Interior shot: Close up – steering wheel area**
- ☐ **Interior shot: Close up – climate control panel**
- ☐ **Interior shot: Close up – instrumentation/gauges**
- ☐ **Interior shot: Close up – transmission shift knob**

- [ ] Straight shot of vehicle rear
- [ ] Open trunk interior shot
- [ ] Close-up of make and model emblem/nomenclature
- [ ] ¾ Passenger side front
- [ ] ¾ Passenger side rear
- [ ] Full passenger side
- [ ] ¾ Passenger side front: close up on lights
- [ ] ¾ Passenger side front: close up on tire
- [ ] ¾ Passenger side rear: close up on lights
- [ ] ¾ Passenger side rear: close up on tire
- [ ] Interior shot: Front passenger side door, open
- [ ] Interior shot: Front passenger side seating area
- [ ] Interior shot: Rear passenger side door open
- [ ] Interior shot: Rear passenger side seating area
- [ ] Interior shot: Rear seating area – shot from front seat
- [ ] Interior shot: Close up – stereo console display area
- [ ] Interior shot: Close up – cruise control area
- [ ] Interior shot: Close up – odometer showing total vehicle miles
- [ ] Interior shot: Close up – headliner and sunroof if so equipped
- [ ] Owner's manual and keys
- [ ] VIN plate

4.3 Vehicle Profiles

4.4 Key Vehicle Feature Photos

53.1
miles
53
7:43
59°F
PRND E
mph

WDCGG8HB7BF578928

GLK 350

Quality Pictures

Take some pride in your picture taking. Don't rush through this process as pictures are the foundation of your listing. High quality pictures allow buyers to get a true feeling for the condition of the vehicle. Remember your vehicle does not have to be perfect, but your pictures should be clear enough so that the buyer trusts that they represent the true condition of the vehicle.

Put your best photos first, especially if you load 40 + photos. Use the 1st Impressions Rule. The first photos get the most exposure. Also, some of your other 3rd party listing partners may not take all 40 and if your best picture is number 29 it may not show up. To make sure your best photos are seen put them in the order of quality and importance to the sale.

4.4 Quality Photo Detail

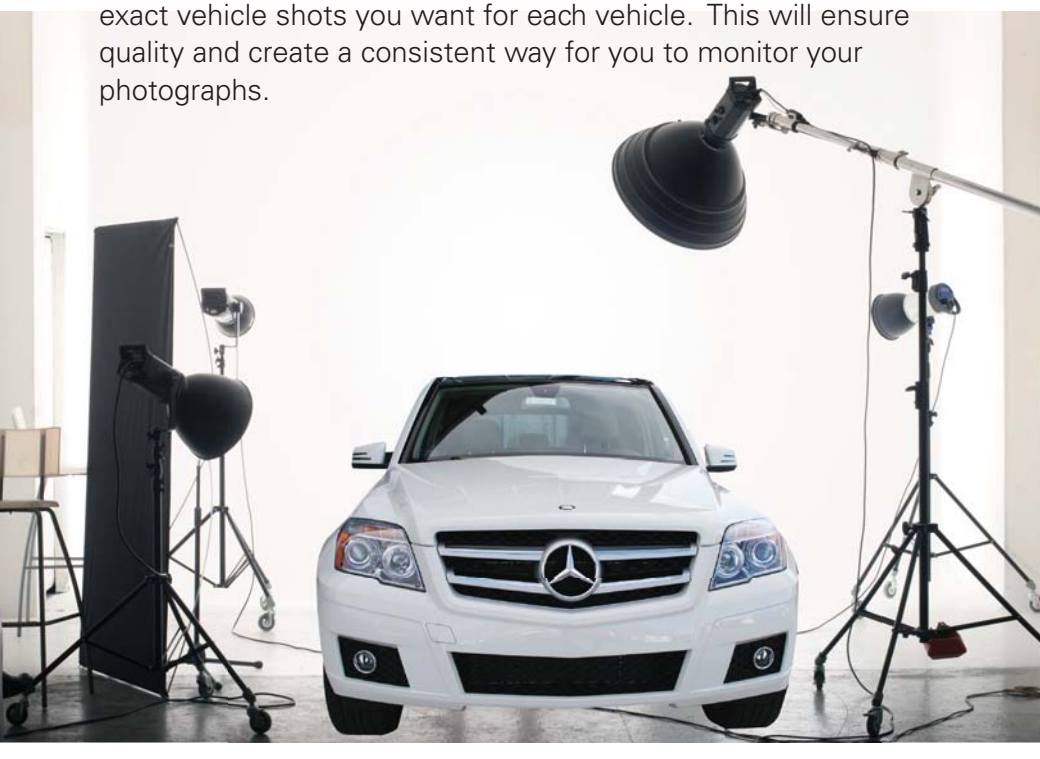
Develop a process to get your vehicles cleaned and photographed as soon as possible.

Vehicles should be spotless as they go directly from detail to the vehicle display shoot.

Branding

Creating a staging area where all photos are taken will help with consistent quality as well as help brand your presence on eBay Motors. Take the same pictures each time. This will help create a virtual walk around for your shoppers. The top sellers on eBay Motors have all found how important branding has become. It shows a level of professionalism and helps set you a step above the competition. If you can dedicate an area as a photo studio this will help you get consistent quality branded photographs. A service bay or spot next to a clean wall are good options. You are looking for a consistent background or logo tied to your dealership.

Review your photos often and make sure your lot management company is keeping up with your standards. Also, make sure your photos are in the exact same order every time. We would recommend you create a photo checklist with the number and exact vehicle shots you want for each vehicle. This will ensure quality and create a consistent way for you to monitor your photographs.



4.5 Establishing a Merchandising Process

Top performing dealerships recognize that personal accountability is a key to managing results.

We strongly recommend that at this point you identify the following components of your eBay Motors sales plan:

• Which dealership team members will be responsible and accountable for selecting eBay Motors inventory?

• Which dealership team members will be responsible and accountable for detailing your eBay inventory immediately prior to photo shoots?

• An area dedicated to photo shoots of vehicles displayed online contributes to higher quality photos. Will your dealership establish a specialized area where vehicles can be photographed under optimal lighting and visual appeal?

Get Started!

Using a digital camera and your key features photo checklist create a visual walk-around presentation for each of the vehicles in your planning stage inventory.

If shooting outdoors, early morning or late afternoon sunlight is best while keeping the light to your back.

5

Pricing Strategy

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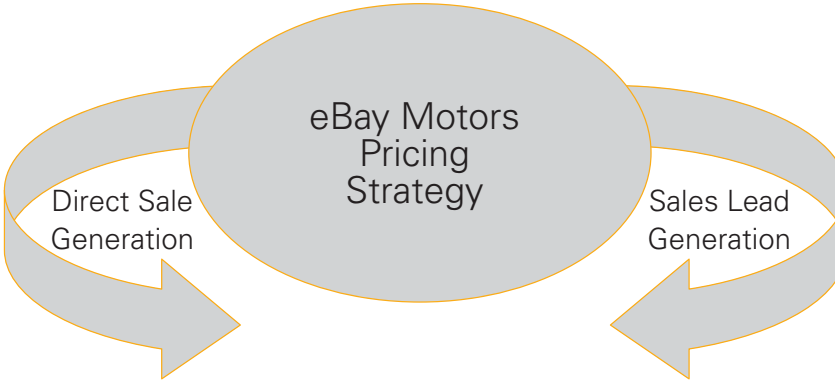
5.0 Pricing Strategy

eBay Motors provides your dealership with a vehicle selling platform. Your pricing strategy determines how you choose to pursue the majority of those sales.



What is a pricing strategy?

A pricing strategy is the methodology you choose to initiate how potential buyers can interact with you as a seller. There are several different ways to sell on eBay Motors.

There are three primary strategies which you may choose for pricing your vehicles:

1. The Auction Format

2. The Fixed Price Format

3. The Local Market Format

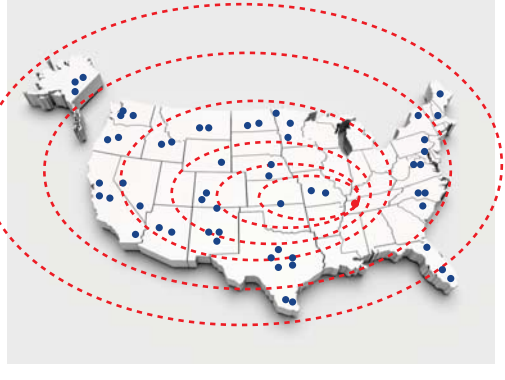
1. National Market - Auction Format

Auctions are the #1 recommended way to sell vehicles on eBay Motors. Auctions produce more bidders, watchers and overall leads than the fixed price formats in the vehicles category. Auctions allow buyers to engage with sellers in an easy and more enjoyable fashion and most sellers see a much higher success rate with this format.

• The popularity of the eBay Auction format along with the National Reach of these listings allows you access to an instant new incremental sales channel

• Auctions are set up with a start price and a reserve price. You can choose to run an auction without a reserve but we only recommend experienced sellers choose this option. You can read more about Reserves later in this chapter

• Auction listings can also have an added option of a Buy it Now. Buy it Now is a fixed price option that allows buyers to choose to bid or just choose to pay the full Buy it Now price. Buy it Now is described in detail later on this chapter



• Auction listings are transactional. There are 3 ways these can close on eBay Motors

1. No Reserve Auction – the final bid is the high bid and that bidder wins the auction

2. Reserve Price Auction - once the Reserve is met the highest bid when the auction ends wins the Auction

3. Buy it Now - a buyer can win the vehicle by clicking on the Buy it Now button

For new sellers we recommend a 7 Day Auction, with a start price of $100 and the Reserve set at your Internet Sales Price and no Buy it Now. As you learn more about eBay Motors you can add options like 10 day Auctions, Buy it Now or other options. In the beginning however we recommend you stick to the traditionally highest performing format so that you can see best success and start to learn more about the sales channel. Dealerships that enjoy the highest volume of sales success with eBay Motors typically utilize an auction format pricing strategy.

The objective of an auction format strategy is to develop vehicle shopper interest and initiate bidding activity on a vehicle listing. The sales bid in turn becomes a form of sales lead that is complete with the prospective buyers validated contact information.

An attractively low starting price acts as a catalyst that encourages multiple bids being placed on the listed vehicle.

2. Fixed Price with Make Offer Format

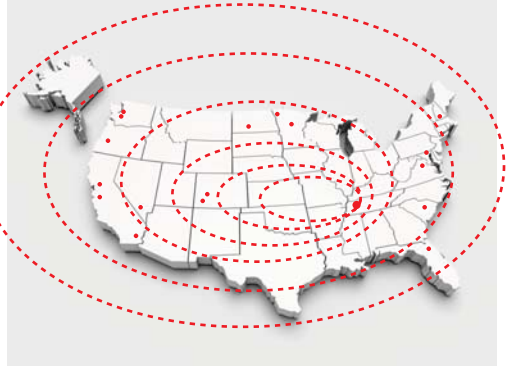
In the Fixed Price Format a dealer will post their inventory to eBay Motors with a Buy it Now only. With the Buy it Now only format a dealer can choose to include Make Offer functionality.

These listings need to be manually created by the dealership. There is no auction or bidders in this format but the listing is still transactional as a buyer can click on the Buy It Now or send in an offer that the dealership approves. Both actions will close the sale.

This format is not as big of a traffic driver as an Auction but the Buy it Now with Make Offer is still a popular format on eBay Motors with shoppers since it is transactional.

This is a relatively easy listing to set up, with the Buy it Now usually matching your internet price.

This is a transactional listing. With the extra traffic and higher closing percentages also comes the responsibility of managing a live transactional listing. This listing allows you to sell 24/7 to a nationwide audience but you do need to be sure that your eBay manager manages the process entirely.



3. The Local Market Format

There are different ways to list on eBay Motors. One of those being Local Market Classifieds with Make Offer Format.

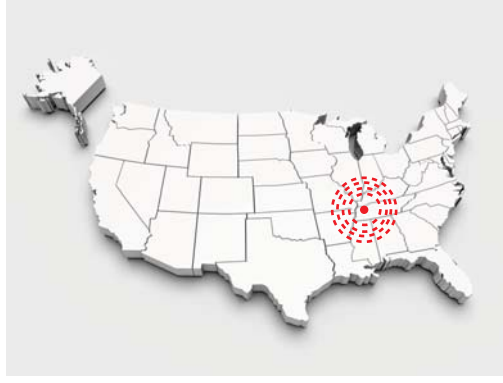
With Local Market, all vehicles will automatically be imported through a data feed and be listed on eBay Motors in a Classified/Make Offer format within a 200 mile radius around your dealership.

The automated datafeed is set up to refresh inventory each evening on eBay Motors. You have the ability to add Make Offer functionality on these Listings . A dealer will have the option of accepting an offer to complete a sale or reaching out to the customer.

The Local Market/Classified Listings are easy to use with most aspects beings automated. This format allows shoppers to engage with dealers without logging in or signing up for eBay Motors.

The Local Market Format is a great way to easily get all of your inventory on eBay Motors and in front of your local market.

For more information on Local Market please call (866) 322-9227



eBay Lead Types

eBay Leads come in a number of forms depending on the listing format used.

1. Phone call, many buyers will call you directly at the phone number listed in your eBay Motors listing.

2. Walk-In Traffic. The stores name and address is listed in each listing driving walk in traffic.

3. Emails, eBay Motors shoppers will email you for more information and sometimes to discuss pricing.

4. Make Offers. The store has the option of replying, sending in a counter offer or accepting the offer, which is considered closing the sale on eBay and allows the purchaser to leave feedback.

5. Bids in an auction format bidders place a monetary offer on vehicles. Bids are not binding until the Reserve is met. By using a listing tool you can get contact info for bidders.

6. Ask Seller Question. There is standard Ask Seller Question functionality in every eBay listing.

7. A listing with Buy it Now functionality will allow a buyer to click the Buy it Now button and commit to purchasing the vehicle.

How does Make Offer work?

When selling on eBay Motors in the Classified and Buy it Now formats, you can choose the Make Offer option. With Make Offer, you give buyers a chance to negotiate the price with you. Each offer is good for up to 48 hours. A Make Offer is binding, just like any other bid. Make Offer functionality adds another compelling option for a buyer to engage with your dealership.

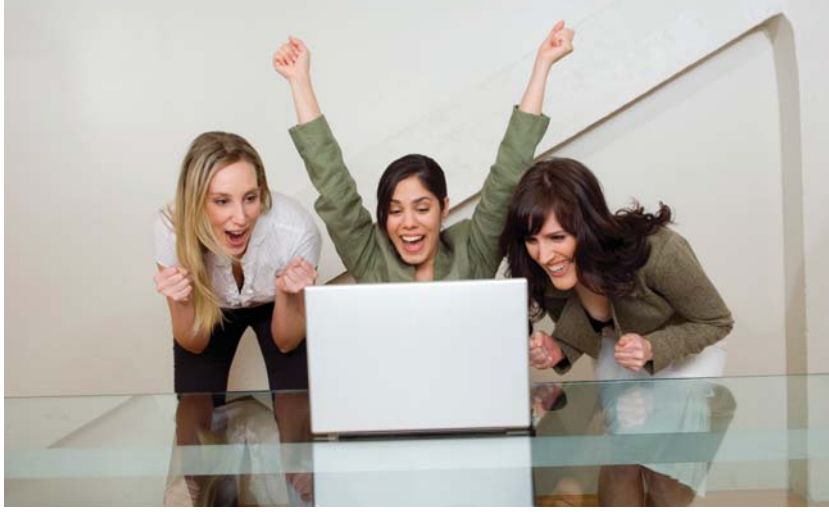
After you receive an offer, you can choose to

• Accept the offer and end the listing.

• Decline the Make Offer. You can explain your reasons to the buyer if you want to.

• Respond with a counteroffer. If the buyer doesn't respond within a reasonable amount of time, you can let the counteroffer expire.

• Let the offer expire after 48 hours or when the listing ends, whichever comes first.



Buy it Now

How does "Buy it Now" vehicle pricing work?

The "Buy it Now" pricing feature can be used with both the auction and fixed price formats.

The Buy it Now price is essentially the same as if you were to post a price for a vehicle in your classified display advertising. Prospective buyers will see the price you have posted and choose to act on that price or not.

When used during a vehicle auction session, it provides vehicle price bidders with the option to stop bidding and purchase the vehicle immediately for the "Buy it Now" price.

While this option exists within the auction pricing format, our experience has shown that using this pricing feature will typically slow or stop bidding if the "Buy it Now" price is substantially higher than the highest current bid.

As your auction management experience increases, you as a seller will learn when it is most effective to utilize this pricing option.

Establish "Start Price"

Starting price principles.

Your auction start price is simply the price level at which consumers may start the bidding process.

Your objective is to generate multiple unique bids on each vehicle.

The more bidding activity a vehicle produces the more shopper interest and attention the vehicle attracts.

The more consumer attention and interest a vehicle attracts the more bidding activity it is likely to generate.

Bidding activity synergistically drives prices upwards in the direction of true market value.

Based on these principles our vehicle start price should be extremely low in relation to what the vehicles true market value may be. Shopper excitement from early and frequent bidding action is critical to this strategy's success.

Remember that this is an "auction format" pricing strategy and you are working within a true auction environment.

Do not confuse the term "starting price" with "selling price".

We recommend you consider an auction start price between $100 and $500 to effectively promote bidding action on the listing.

Bid History

Bidders: 11 Bids: 27 Time left: 44 mins 52 secs Duration: 7 days

Only actual bids (not automatic bids generated up to a bidder's maximum) are shown. Automatic bids may be placed days or

Bidder	Bid Amount	Bid Time
i***i (0)	US $52,200.00	Feb-10-13 15:39:47 PST
a***i (2)	US $52,100.00	Feb-12-13 13:35:47 PST
i***i (0)	US $52,000.00	Feb-10-13 15:39:13 PST
a***i (2)	US $51,900.00	Feb-12-13 13:32:30 PST
a***i (2)	US $51,500.00	Feb-12-13 13:31:55 PST
n***b (196)	US $51,000.00	Feb-10-13 11:17:30 PST
a***i (2)	US $49,900.00	Feb-09-13 16:59:55 PST
a***i (2)	US $49,800.00	Feb-09-13 07:51:10 PST
n***b (196)	US $49,000.00	Feb-10-13 11:17:09 PST
a***i (2)	US $48,900.00	
a***i (2)	US $48,800.00	
a***i (2)	US $46,400.00	
c***o (2)	US $46,000.00	
i***j (6)	US $45,000.00	
a***i (2)	US $44,800.00	
i***j (6)	US $44,500.00	
f***i (882)	US $44,040.44	
a***i (2)	US $38,800.00	
g***0 (0)	US $37,000.00	Feb-07-13 08:19:56 PST
g***0 (0)	US $36,200.00	Feb-07-13 08:19:41 PST
g***0 (0)	US $36,000.00	Feb-07-13 08:19:23 PST
f***l (2)	US $34,500.00	Feb-06-13 18:24:26 PST
d***b (54)	US $2,600.00	Feb-06-13 17:34:57 PST
d***b (54)	US $2,500.00	Feb-06-13 17:34:46 PST
d***b (54)	US $720.00	Feb-06-13 17:34:32 PST
u***u (0)	US $700.00	Feb-06-13 10:27:35 PST
i***e (13)	US $10.00	Feb-06-13 07:53:42 PST
Starting Price	US $1.00	Feb-06-13 07:20:55 PST

Establish "Reserve Price"

Reserve price principles

Reserve is your minimum selling price. A reserve price is the price below which you are not obligated to sell a vehicle to an auction bidder. Reserve pricing controls dealer financial risk on any given vehicle auction.

If the bidding price of an auction does not reach the sellers reserve price, the auction will end without a sales transaction. Once the reserve price has been exceeded the sale becomes binding.

The reserve price is not visible to the prospective buyer but the prospective buyer is aware when a seller has placed a reserve price or not. No one but the seller knows what the reserve price is.

Aggressive reserve pricing will typically generate more bidding action than a vehicle whose reserve price is closer to retail.

Our recommendation is to set your reserve price at the absolute lowest price you would be willing to sell the vehicle.

5.1 Initiating Sales Opportunities

Using the Auction Format to Generate Leads and Sales.

The auction format generates the most shopper interest and attention.

Why does the Auction format work so well?

There is a big difference between a traditional sale and a sale at an auction. The psychology of a traditional sale is "What is the least I can give and still buy the vehicle?" As an industry we have trained our buyers to look at a sticker price as a starting point in negotiations.

The psychology of an auction is "What is the highest price I am willing to pay for the vehicle." Every buyer is thinking about their upper limit. "How much more am I willing to spend?" They are not thinking about trying to get your price down, but theirs up!

This is why we recommend the auction format as the best way to sell vehicles on eBay Motors. Auctions, with a low start price and Reserve set at your internet price, stimulate the most page views and bids/leads. When someone bids they are essentially making cash offers for your vehicle. These are great leads. Sellers who then contact these bidders to help finalize the sale see the best results on eBay Motors.

Lead Generation

National Listings Average:

350 to 400 Page Views Per Listing

5 - 7 Unique Bidders Per Listing

15% to 20% Closing Ratio

For Example:
If you list 25 vehicles Per Month
you would receive approximately
125 Leads (Bids, Phone Calls, Emails)
At a 20% closing ratio you would
see 5 Incremental Sales Per Month

6

Listing Strategy

ebay™ MOTORS everywhere

6.0 Listing Strategy

Prior to creating your vehicle listings, ensure that you have accomplished these key operational details:

eBay Motors
Inventory Profile Identified?

Merchandising Process Ready
to Shoot Quality Photos?

Pricing Strategy Selected &
Sales Process Documented?

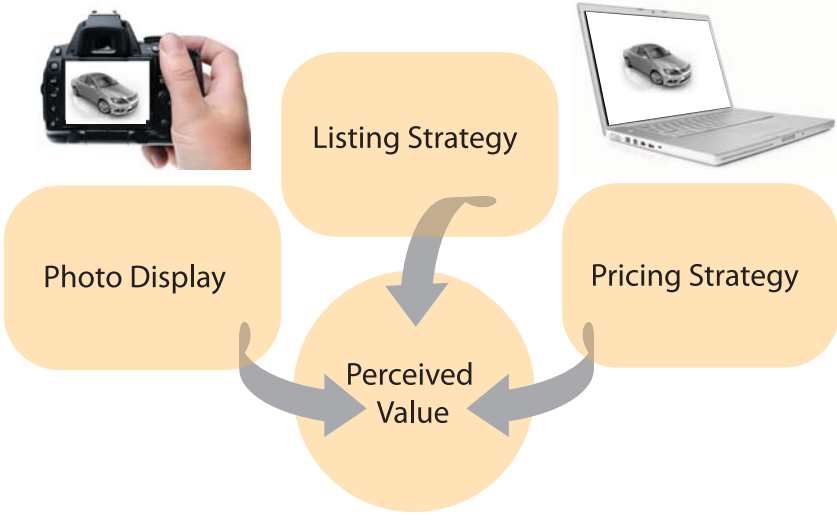
In order to achieve successful listing results you will first need to ensure that these planning details are organized and in place.

What is a listing strategy?

A listing strategy is the way that you choose to create, present and communicate value to prospective vehicle buyers on eBay Motors. Your listing strategy is supported by your merchandising process, vehicle photo display and your pricing strategy.

Your listing strategy determines how prospective buyers perceive your dealership, the vehicle you are presenting and their potential value.

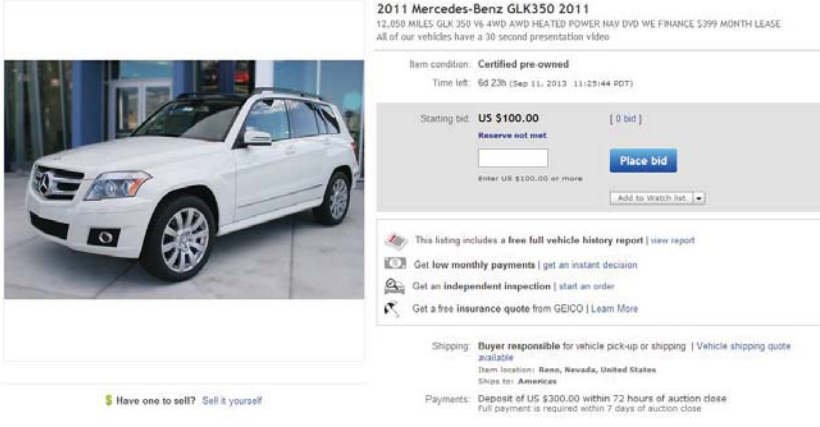
Perceived value can be measured in page views, unique bidders, and bidding price.



6.1 What Buyers Look For

What the Shopper Sees

The shoppers initial screen view consists of several rectangular boxes that provide shoppers with key areas of information. The largest of these with the greatest immediate impact is the Transaction Detail Box.



The Transaction Detail Box

The transaction detail box is the heart of your eBay Motors listing. Most of eBay search funstionality is generated from the details in this area. Much of the initial buyer interest is also produced from this information.

The Transaction Detail Box consists of three key sections.

1. Title and Subtitle

2. Listing Cover Photo

3. Transaction Details

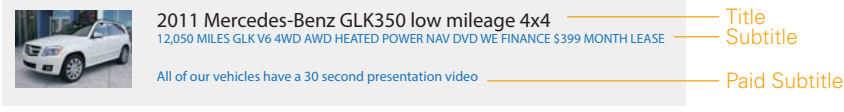
1. Titles and Subtitles

2011 Mercedes-Benz: GLK-Class
12,050 MILES glk 350 V6 4WD HEATED POWER NAV DVD WE FINANCE $399 A MONTH

The primary purpose of your listing title and subtitle is to provide search engines with the critical key words used by vehicle shoppers looking for the type of vehicle you have listed.

The subtitle consists of a total of 80 characters, be sure to maximize the use of these characters when writing the vehicle title. List all of the significant options to add to the vehicles unique value. Avoid unusual letters and fonts. Make it easy for the shopper to read and use descriptives that will quickly capture their attention.

Efficiently Written Subtitles and Keywords



The **title** is generated by the VIN

The **subtitle** is manually generated by the seller or their listing tool.

The **paid subtitle** is a new feature on eBay Motors. This is an optional feature that has incremental cost but will help with search results.

Subtitles and Keywords
· Provide additional information about your vehicle.
· Pique the interest of potential buyers by providing them with more descriptive information on the vehicle.
· Make your listing standout in search and listings.

Tips for Optimizing the Subtitle

· Use all 80 characters

· Include color, trim levels, engine size, body style and other key words commonly used by consumers in vehicle search entries.

· Use keywords that give the vehicle increased value, i.e. "Certified", "Financing Available", "Bose", "Non-Smoker", etc.

· Avoid using punctuations marks, asterisks, or terms like "wow" or "look", "Must See", "Cherry", etc. If it's in the title line you don't need it in the sub-title.

None of these are common search terms and are not effective keywords. Inserting multiple exclamation marks - !!! – can also confuse the search engine

· Don't use the same word twice. If you've used a descriptive in the title line it's not necessary to use the same word in the subtitle.

· Remember to use key words and not full sentences: "2005 GMC Yukon, 4x4, black, leather, V8" is more effective than "Beautiful '05 GMC Yukon spotless one owner truck". Save full sentences for the "description" section of the listing.

· Acronyms are generally not recommended however many regular eBay users are familiar with acronyms like LN for "like new" and HTF for "hard to find".

· Ensure you have listed all major options that will increase the vehicles overall value to prospective buyers.

· No web addresses or phone numbers are allowed in the title or subtitle.

2. Listing Cover Photo

The purpose of the listing cover photo is to provide the shopper with visual confirmation of their vehicle selection and continue to create interest and excitement. It gives the customer the ability to start taking mental ownership of the vehicle.

Good Positioning – Cover Photo Examples

We recommend you select a ¾ driver or passenger side front shot that fills the frame. The grill area will typically display nomenclature that confirms the vehicle brand, color and subtle details such as wheel design, rocker panels, fog lamps, and number of doors.

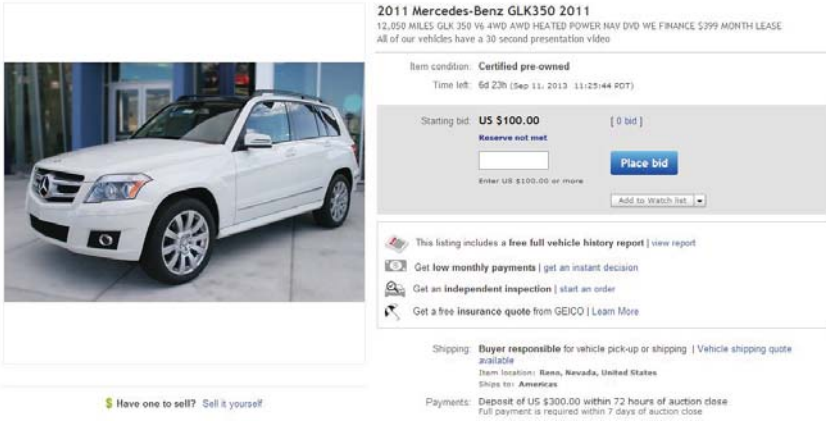
High Quality Photos

Buyers shop on computers, phones, tablets and etc.
Your photos need to be of a high enough quality to allow the buyer to view, zoom and stretch on all of these different devices without the picture distorting.

Here are a couple of guidelines:

· Recommended 1600 pixel width
· 500 pixels width minimum
· Stretching to fit distorts photos

3. Transaction Details



The transaction details section provides the shopper with a snapshot of key information points they can use to motivate bidding.

• The more bids shoppers see in the "Bid history" line the more shopper interest your listing will create.

• Potential bidders will often wait until the last few hours of an auction before making a bid the "Time left" line provides this detail.

• The "Payment" line lets the bidder know when full payment is expected, keep in mind the buyer can still acquire financing to make this payment.

"Seller info" Tab

The "Seller info" tab is located to the immediate right of the transaction detail section. This tab allows a prospective vehicle buyer to quickly learn details about previous shoppers experience with the seller that can establish trust and confidence.

The two most import components of this tab are the sellers "Feedback Score" and "Feedback Comments".

Seller Info

Top-rated seller

claytonvalleymotors (711 ★) me

100 % Positive feedback
Ask a question
Save this seller
See other items

eBay
Top-rated
seller

Visit store: CLAYTON VALLEY MOTORS

Becoming a "Top Rated Seller"

The Top-rated seller program rewards sellers who consistently deliver great customer experiences on eBay.

To become a Top-rated seller you need to meet certain performance requirements.

To achieve the Top-rated seller status in Motors vehicle categories, you need to:

• Have at least 40 vehicle transactions with U.S. buyers during the most recent 12 month period

• Meet the detailed seller rating standards

• Maintain a low rate of vehicle transactions that result in a Vehicle Purchase Protection claim filed against you over the last 12 months

• Follow eBay's selling practices policy

• Be registered with eBay for at least 90 days, and make sure your account is in good standing (not past due)

• Maintain a high positive feedback rating and minimum feedback score

eBay
Top-rated
seller

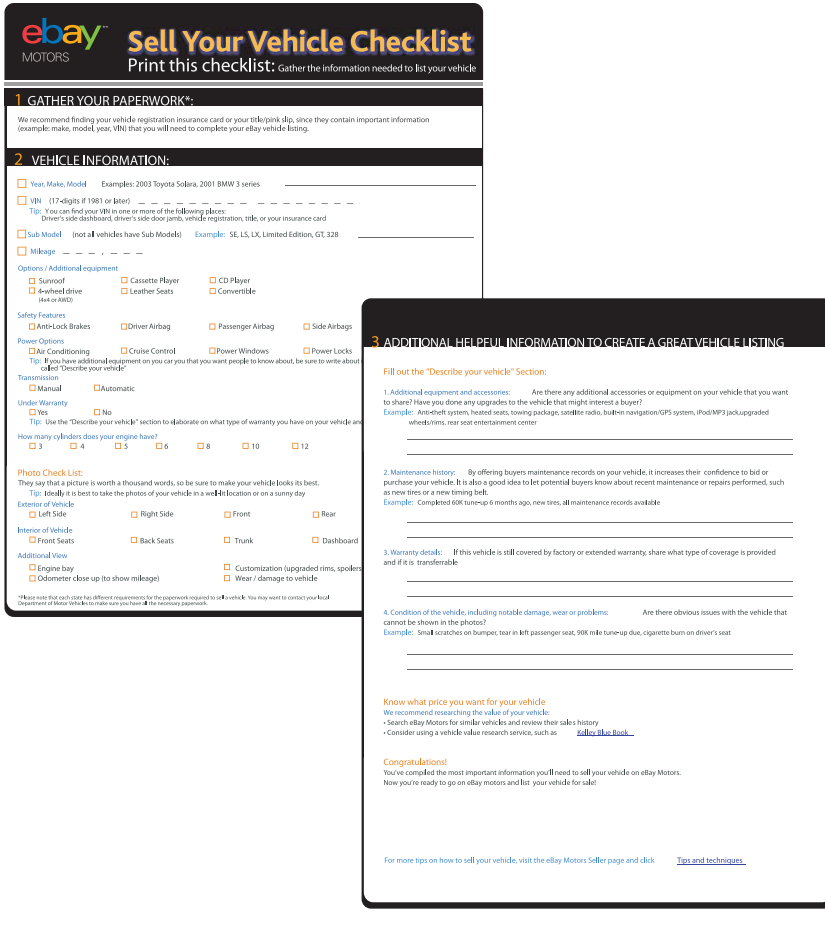
For more information, please refer to guidelines set forth on eBay.com

The "Sell Your Item Form"

The Sell Your Item Form is utilized to collect key pieces of information that will be required to set up your listing and initiate the eBay Motors selling process.

You will as asked to choose the selling format, i.e. "Auction", "Fixed Price", etc. you will be utilizing and the item "Category" (Cars & Trucks) and Sub-Category (Vehicle Model).

The Sell Your Vehicle Checklist is available to download at www.dealerhub.motors.ebay.com



ebay MOTORS

Sell Your Vehicle Checklist

Print this checklist: Gather the information needed to list your vehicle

1 GATHER YOUR PAPERWORK*:

We recommend finding your vehicle registration insurance card or your title/pink slip, since they contain important information (example: make, model, year, VIN) that you will need to complete your eBay vehicle listing.

2 VEHICLE INFORMATION:

☐ Year, Make, Model Examples: 2003 Toyota Solara, 2001 BMW 3 series _____

☐ VIN (17-digits if 1981 or later) _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _

Tips: You can find your VIN in one or more of the following places:
Driver's side dashboard, driver's side door jamb, vehicle registration, title, or your insurance card

☐ Sub Model (not all vehicles have Sub Models) Example: SE, LS, LX, Limited Edition, GT, 328 _____

☐ Mileage _ _ _ , _ _ _

Options / Additional equipment

☐ Sunroof ☐ Cassette Player ☐ CD Player
☐ 4-wheel drive (4x4 or AWD) ☐ Leather Seats ☐ Convertible

Safety Features

☐ Anti-Lock Brakes ☐ Driver Airbag ☐ Passenger Airbag ☐ Side Airbags

Power Options

☐ Air Conditioning ☐ Cruise Control ☐ Power Windows ☐ Power Locks

Tips: If you have additional equipment on you car you that you want people to know about, be sure to write about it called "Describe your vehicle"

Transmission

☐ Manual ☐ Automatic

Under Warranty

☐ Yes ☐ No

Tips: Use the "Describe your vehicle" section to elaborate on what type of warranty you have on your vehicle and

How many cylinders does your engine have?

☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 8 ☐ 10 ☐ 12

Photo Check List:

They say that a picture is worth a thousand words, so be sure to make your vehicle looks its best.

Tips: Ideally it is best to take the photos of your vehicle in a well-lit location or on a sunny day

Exterior of Vehicle

☐ Left Side ☐ Right Side ☐ Front ☐ Rear

Interior of Vehicle

☐ Front Seats ☐ Back Seats ☐ Trunk ☐ Dashboard

Additional View

☐ Engine bay ☐ Customization (upgraded rims, spoilers
☐ Odometer close up (to show mileage) ☐ Wear / damage to vehicle

*Please note that each state has different requirements for the paperwork required to sell a vehicle. You may want to contact your local Department of Motor Vehicles to make sure you have all the necessary paperwork.

3 ADDITIONAL HELPFUL INFORMATION TO CREATE A GREAT VEHICLE LISTING

Fill out the "Describe your vehicle" Section:

1. Additional equipment and accessories: Are there any additional accessories or equipment on your vehicle that you want to share? Have you done any upgrades to the vehicle that might interest a buyer?
Example: Anti-theft system, heated seats, towing package, satellite radio, built-in navigation/GPS system, iPod/MP3 jack,upgraded wheels/rims, rear seat entertainment center

2. Maintenance history: By offering buyers maintenance records on your vehicle, it increases their confidence to bid or purchase your vehicle. It is also a good idea to let potential buyers know about recent maintenance or repairs performed, such as new tires or a new timing belt.
Example: Completed 60K tune-up 6 months ago, new tires, all maintenance records available

3. Warranty details: If this vehicle is still covered by factory or extended warranty, share what type of coverage is provided and if it is transferrable

4. Condition of the vehicle, including notable damage, wear or problems: Are there obvious issues with the vehicle that cannot be shown in the photos?
Example: Small scratches on bumper, tear in left passenger seat, 90K mile tune-up due, cigarette burn on driver's seat

Know what price you want for your vehicle

We recommend researching the value of your vehicle:
• Search eBay Motors for similar vehicles and review their sale s history
• Consider using a vehicle value research service, such as Kelley Blue Book

Congratulations!

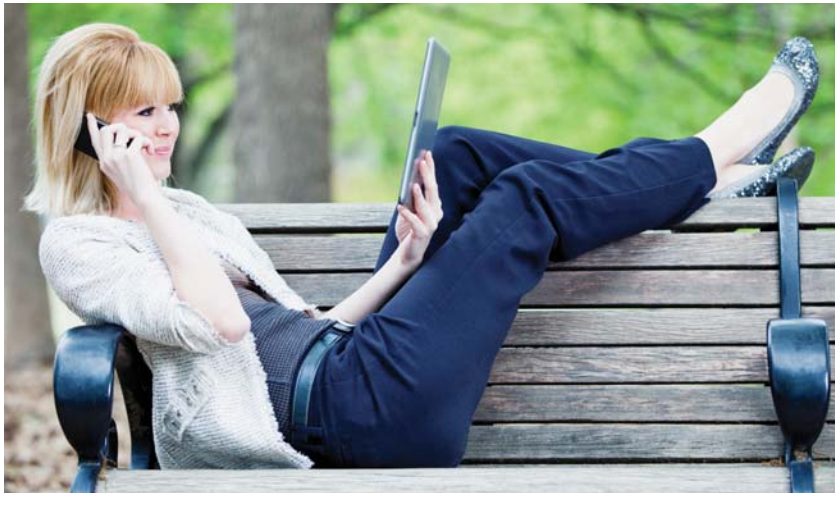
You've compiled the most important information you'll need to sell your vehicle on eBay Motors.
Now you're ready to go on eBay motors and list your vehicle for sale!

For more tips on how to sell your vehicle, visit the eBay Motors Seller page and click Tips and techniques

Descriptions

When you look at many of the top sellers on eBay Motors, one thing you will see that they all have in common is their descriptions. This is your chance to personalize the vehicle and to give the bidders a clearer view of what they are bidding on. Remember that bidder confidence leads to more bids and subsequently more sales. It is not good enough to only have bullet points from your VIN Explosion or VIN Decoder in these listings. It may be good enough if you are selling with a Local Market type tool, but if you want to see high level success selling vehicles on the National Market then creating high quality descriptions is the place to start. Buying a vehicle is an emotional process. Cater to that process by telling of all the great things your vehicle has to offer.

Think of this description as the Virtual Test Drive. The online shopper is making their initial purchase decision based on your photos and descriptions. If your description does not answer all of the basic questions and excite the buyer then they may just move on to another listing. This description needs to offer enough information so that the buyer takes mental ownership of the vehicle and then contacts you for the final buying decision.



Writing an Effective Vehicle Description

An effective vehicle description tells a story about the vehicle that captures the interest of potential buyers while "selling" the key benefits of ownership.

The vehicle description section is also an opportunity to convey a sense of your personality as a seller, someone the buyer might like to meet personally.

The description can be divided into the following parts:

Paragraph # 1
Describe the vehicle: Year, Make, Model, Mileage, and Condition

Paragraph # 2
Describe why the vehicle is special: Options, One Owner, Special Features, and VHR

Paragraph # 3
Describe price support: Low Reserve, Excellent Market Value, and Special Financing

Paragraph # 4
Contact Info: Who are you and how you can be reached

Paragraph # 5
Describe your dealership: Why is your dealership special

The Opening Paragraph

Should capture immediate interest and motivate the potential buyer to keep reading while including the vehicle make, model, trim level, and overall condition.

Paragraph # 1

This is a 2007 Toyota Sienna with only 35,000 miles. This vehicle is black with grey leather interior. This vehicle is in near perfect condition.

Value Adding Optional Features

Paragraph # 2

This Sienna has all of the options, including heated and power seats, navigation, rear DVD and a sunroof. This is a beautiful vehicle. This vehicle has a clean CarFax report and is a 1-Owner vehicle. Plus it still has the remainder of the Manufacturer Warranty left on it. There is no excuse why you would even think about letting this van pass you by!

Why is this a bargain opportunity?

Paragraph # 3

Contact Info

I have set the reserve thousands below NADA and Blue Book to give you the best deal out there! If you need any help with some easy financing please let me know.

Paragraph # 4

If you want to know the reserve – CALL ME – (408) 555-1212

IF you would like to talk about a Buy It Now Price - CALL ME – (408) 555-1212

My name is Clayton please call me directly with any questions—my cell phone is always with me at (408) 555-1212 or you can e-mail me anytime at cstanfield@ebay.com

Sell Your Dealership

Paragraph # 5

I promise you'll enjoy your experience with Clayton Motors. We'll gladly pick you up at the Reno/Tahoe Airport or deliver this vehicle to your doorstep.

Sell the Dealership!

What makes your dealership better and different? Awards? Guarantees?

If you are using a listing template that provides for an "About Us" section the following information can be added here, if not then try to add to this information at the end of your main description.

Effectively written dealer description example # 1

CLICK ON THE BUY IT NOW! THIS WILL BE INCLUDED FOR FREE! Your NIADA Certified Pre-Owned vehicle provides you peace of mind with 12 months of comprehensive warranty coverage at no additional cost to you. Coverage includes the Engine, Transmission, Drive Axle, Electrical, Brakes, Steering and much, much more. In addition, there is a $0 deductible for all approved repairs. Every customer will also receive 24/7 Emergency Roadside Assistance, Tire and Battery Service, Delivery and Towing Services and Rental/Substitute Transportation. Do not inherit someone elses problem; purchase a NIADA Certified Pre-Owned vehicle today

Effectively written dealer description example # 2

Auto2You has been selling on eBay Motors for 10 years. We are a recognized Top Seller on the site and have 100% Positive Feedback. Let us know if you have any questions about buying a vehicle on eBay Motors. Our helpful staff is on hand to help with questions on shipping, financing, vehicle condition or anything else about the buying process. We have done this many times. Please let our experience help you make this a great experience.

We will ship you the vehicle or if you prefer pick you up at the local airport. We have even secured a great rate at the beautiful Hilton Garden Inn across the street for our out of town buyers.

Full Disclosure in Vehicle Photos and Description

eBay Motors is a community of buyers and sellers. In this online transactional environment everything the seller presents has value only to the extent that prospective buyers trust the sellers.

Trust is earned and maintained through the reported experience of buyers who choose to do business with you. Your resulting reputation within the eBay Motors community is a critical success factor.

When listing a vehicle that has blemishes, flaws, scratches, dents or other notable areas of potential buyer concern, it is to your advantage as a seller to mention these details and if appropriate provide pictures that illustrate it.

Prospective buyers will have more respect and appreciation for a seller who is completely up front and accurate in their vehicle presentations than one who omits vehicle flaws that should have been disclosed.

Let the prospective buyer determine if he or she wants to request that a specific item be repaired. You will usually be able to negotiate with a buyer if they want a repair done or figured into the selling price. This is particularly valuable with a unit you have already determined is a wholesale unit rather than a retail unit.

Omitting a noticeable flaw from our photos or description will usually lead to a prospective buyer feeling misled and your all-important seller reputation can suffer as a result.

Example of Disclosure in Description # 1

This van is in ok shape, but definitely could use some work. Please dont bid unless you understand the goods and bads of this vehicle.
The inside condition of the vehicle is pretty good. There are sheepskin seat covers on front seats, but the seats are fine. I took pictures with the sheepskin on and then off so you could see it.
There are a number of small ding and small rust spots. I took pictures of all of them. I am not a body shop person but most of it looks basic. The area that looks like the most work to me (if you are going to a full restore) is the rust below the windshield. It is mostly on passengers side and runs just under the windshield seal. I took a couple of pictures so you could see it.
The back seats and bed are fine. They operate well and are in decent condition. The fabric seems original and while it is in good shape it is of course old.
As far as the overall condition of the top, it opens and closes pretty easily and is in ok shape. There are a few small tears in it and I took pictures of those. I looked into a new top and the fabric is around $300 and readily available as a kit. I have heard that it is a pain in the butt to install if you havent done it before. My friend has done it several times and said you dont need to be a mechanic to do it, but an average person will take 4 hours or so to replace it.
The tires have approximately 50% life left. I took a couple of pictures.
I would rate this bus mechanically as well as interior and exterior as a 5 (scale of 1 to 10) or fair condition. It is a cool little bus and would be good for a restore or as a second vehicle that is used for beach trips.
I would not however recommend this vehicle as a daily driver or want you to believe you can buy this bus and follow the Dead around the country (they are touring by the way).

Example of Disclosure in Description # 2

We do our best to show you the absolute best representation of the vehicle for sale. We do not edit our photos and if there are any scratches or dents we will include those photos in the listing. Many sellers on eBay try to convince you that their products are perfect in every way. My standard disclaimer is that this is a used car and it is going to have minor bumps and blemishes. We have presented more photos than most sellers do so that you can see for yourself and you can make your decision to bid based on the facts that you see in the photos. Please take your time to look closely at each photo in the photo list.
If you have any questions or concerns regarding one of our vehicles please don't hesitate to ask. We are here to help you buy a vehicle and want you to feel safe and confident throughout the entire process.

6.2 Listing Terms and Conditions

The "terms and conditions" section of the vehicle listing is your opportunity to minimize the risk of buyer misunderstandings either before or after the sale and the potential for damage to your seller feedback ratings. Set Clear and Precise Terms and Conditions.

Terms and conditions should answer:

· What types of payment you will accept, cash, certified check, credit cards?
· How much time do buyers have to complete payment for the sale?
· How much down payment is required?
· How soon after the listing ends is a down payment required?
· Is the vehicle available for inspection prior to the end of the listing? If so,how should this customer arrange for an inspection prior to the end of the listing with the service provider they hire?
· Where do you ship to and who pays for shipping?
· If you don't offer shipping will you help arrange for shipping services?
· Is there any type of warranty on the vehicle you are selling?
· If sold "as is", is there any type of extended service contract available?
· Will you accept bids from buyers with zero or negative feedback ratings?

Example of Seller Terms and Conditions # 1

Terms & Conditions:
Deposit: Deposit of $300 must be paid within 24 hours of auction close.

Payment:
Items will not be available for pickup or shipping until full payment is received and cleared by our local bank. Buyer has 7 days to pay.

Warranty:
This vehicle is sold "As is" and the seller makes no guarantees to the condition of the vehicle.

Example of Seller Terms and Conditions #2

Sale of Vehicle
The winning bidder MUST contact us within 24 hours of the Auction end and make payment arrangements at that time. A $500.00 deposit is due within 24 hours of the end of the auction. Deposits are NON-REFUNDABLE. The remainder of the balance is due within 3-5 days of the Auction end. If contact is NOT made within 24 hours of Auction end, we reserve the right to re-list the vehicle, sell it to the next highest bidder or sell it otherwise.

Financing
Most banks and credit unions do not finance vehicles older than 1995 or with more than 100K miles. We accept cash in person, bank wire transfer (we prefer this method of payment) or cashiers check (clearance times on cashier checks vary from each banking facility). Make sure if you are financing your purchase, that your financial institution accepts the year and mileage of this vehicle BEFORE bidding. PLEASE ARRANGE FINANCING PRIOR TO BIDDING.

Fees
There is a $200.00 paperwork fee (paperwork, temporary tag, postage, fed ex, airport transportation, etc.) added to the cost of every vehicle for ALL customers AND dealers.

Example of Seller Terms and Conditions #3

• The winning bidder must contact the seller within 24 hours by phone(855-555-1212) or E- mail(support@ebaymotors.com) to complete this transaction

• The winning bidder must respond within 2 days after the auction with a $1,000 deposit required via wire transfer, Visa/MC, or certified funds(cashier's check) to start this transaction. The buyer then has 4 days from the receipt of the deposit to do his/her inspections and due diligence. After the 6 days following the closing day of the auction, if the buyer has not completed his/her inspections and due diligence, it will be understood that the vehicle will be taken as an "As Is" without the inspection by the buyer. If the above items are not met within the allotted time frame, the vehicle may and will be available to all other buyers on a first come first serve basis. In a nutshell, the deal must be consummated within 6 days from the closing day of the auction. Please notify us for any exceptions.

• All sales are subject to a $295 dealer admin fee, $50 documentary fee, state inspection fee of $40.75, and a Texas Vehicle Inventory Tax based at .002385 of the purchase price. Ex. $10,000 purchase = $23.85 VIT Taxes.

• Nevada residents pay 8.25% sales tax, registration fee of $110.30. Upon request, we can also complete the buyers home state registration.

• The buyer is responsible for all shipping costs. We will arrange for shipping, if requested. Also, the transportation to and from the airport and our location is buyer's responsibility.

• eBay Motors, makes every attempt to deliver our vehicles to our clients with two keys, key fobs, manuals, booklets, NAV CDs, wheel locks, tool kits, etc..., however, from time-to-time, a vehicle may be missing one or more of these items and we cannot guarantee that they will be included in the vehicle at the time of sale. In this case, we are more than happy to provide these items to our customers at our discounted cost from the applicable dealerships. Please call for the exact accessories included for the vehicle.

• The vehicles in the auction are pre-owned vehicles and they are sold as "As Is" condition. However, most vehicles may still be in factory warranty or an extended warranty may be purchased. Ask for details.

• For Canadian Pre-Owned car buyers: If the title is to be released at the time of delivery (which is pretty much mandatory to get your vehicle thru customs), bank to bank wire transfer is your quickest way to handle this transaction. If buyers payment is not a bank wire transfer, i.e., certified bank check or approved loan check, the title will only be released when all funds have cleared. Please keep in mind that the funds verification process can take several weeks. We will assist buyers with whatever documents you will need to clear Canadian customs, but knowing exactly which documents are required by your home province are the buyers responsibility. Requirements for Canada can be found at www.riv.ca under "Registration of import vehicles, Canada".

• eBay Motors reserves the right to cancel any contract until full payment is received.

6.3 Promote Personal Contact

Get Your Phone Number in the Listing Early and Often

We recommend adding your name email address and phone number to the listing several times to increase the communication and engagement with your bidders and potential customers. The vast majority of dealers who use the eBay Motors sales platform are successfully closing sales over the phone!

Ensure that you encourage buyers to contact you directly with any questions that can provide an opportunity to do business.

Note: You can include your phone number and email address, but note your dealership web site is not allowed in this or anywhere in your eBay listing.

"Digital Business Card"

"I have been selling on eBay Motors for 5 years and have 100% positive feedback.
Let me help you get the car and deal you are looking for." Clayton Stanfield

6.4 Listing Services

An eBay Motors manager will spend on average 15 to 20 minutes creating a vehicle listing. As the number of vehicles being listed increases this time can be reduced by using a listing tool.

There are vendors that provide an eBay Motors listing service software application to increase the speed and efficiency with which your listings are created. The charges for these services vary and dealers need to independently explore each vendor offering to ensure it's a good fit for their business needs.

Most of these listing programs provide a variety of templates that enable you to select a specific format for creating your vehicle listings. After set up you will only need to upload the vehicle photos and the unique vehicle descriptions.

Savings in time and effort for dealers listing more than 10 to 12 vehicles per week are significant with a listing service. In addition, the dealership listing is consistently presented in a professional looking format that contributes to increased buyer confidence.

While we do not recommend any particular vendor, the following is a list of some who provide listing applications specifically for eBay Motors.

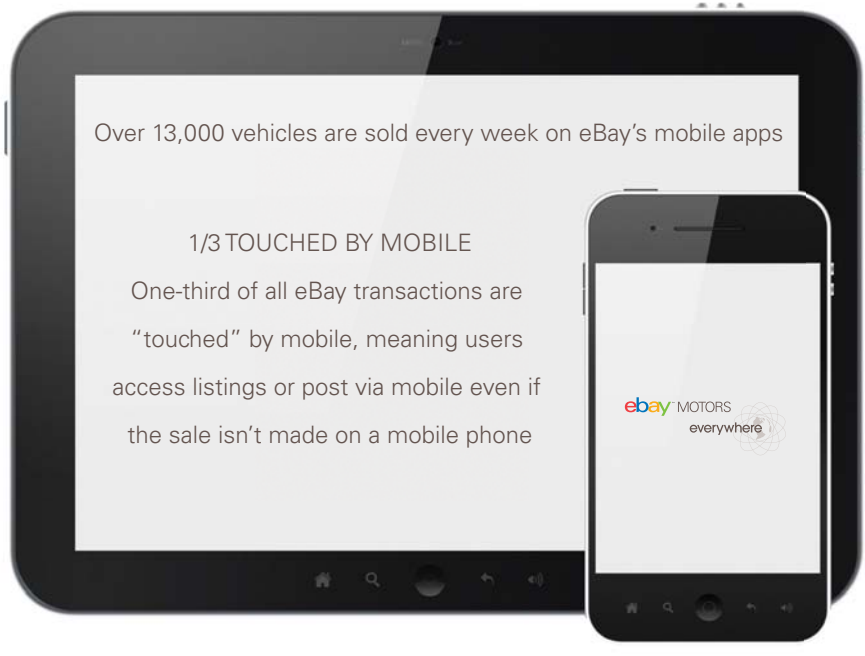
eBiz Autos
http://www.ebizautos.com

Auction 123
http://www.auction123.com

AutoRevo
http://www.autorevo.com

eCarList
http://www.ecarlist.com

Liquid Motors
http://www.liquidmotors.com



Source eBay Q3 2013

7

Selling on eBay Motors

7.0 Manage Active Listings

Tip
Use one these auction management functions every 3 days during the listing period and 24 hours before the end of the auction. Statistics show that one or more of these adjustments will generate 5 to 6 more bids per listing while increasing the probability that the listing is successful by 50%!

Once you have submitted your listing and launched a vehicle auction there are certain actions you can take to manage the active listing. More importantly, each of these actions will initiate an email to all previous bidders notifying them of the change which often recaptures buyer interest.

1. Lower Reserve

Remember that a "reserve" price is the minimum price which must be met by bidders in order for a vehicle sale to take place. Bidders can exceed a reserve price in order to purchase the listed vehicle, but they cannot purchase a listed vehicle for below the reserve price, even if they have finished the auction as the highest bidder.

A reserve price therefore acts as insurance for the dealer that a vehicle cannot be sold at a figure that results in a loss unless the dealer chooses to do so. You may lower your reserve price any time before the reserve price is met or up to twelve hours before the listing ends.

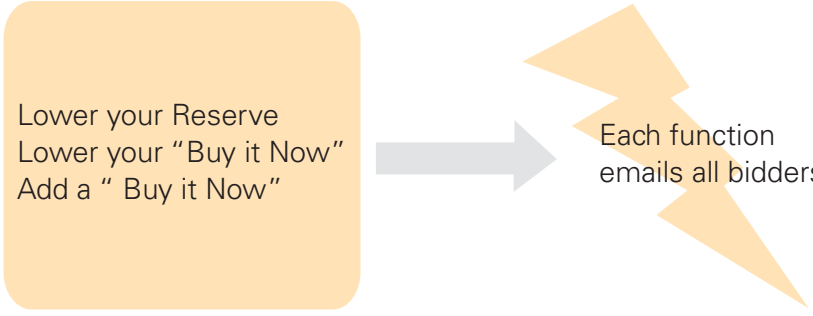
2. Add a Buy It Now

You can add a Buy It Now price after a listing has received bids. The new Buy It Now price can be any amount you wish as long it is above the current high bid. If the Buy It Now price is below the reserve price the reserve price will automatically be lowered to the current Buy It Now price.

This option is only available to those listings with a reserve price which has not yet been met.

All bidders are then notified by email that a Buy It Now price has been added.

Change your price within the auction



Every 3 days and 24 hour's before auction ends

· These listings generate 5-6 more bids per listing (a 50% increase)
· Increase the probability that the listing is successful by 50%

3. Relisting an item

If your item doesn't sell the first time we recommend using the relist functionality in eBay to list your vehicle again. There are many benefits to using the relist functionality rather than just listing the vehicle from scratch.

ebay MOTORS

Good news. Youv'e got another chance to win item 2011 Mercedes Benz -GLK350

Your watched item has been relisted. Dont let it slip away this time. Increase your chances of winning! Get eBay mobile and you can shop, bid, and buy righ from your phone.

2011 Mercedes Benz -GLK350

Current price :	$35,000.00
Buy it Now price:	$38,900.00
End time:	May 23 16:48:00 PDT

Go to My eBay | View all watched items

Relisting an item - Best Practices

a) Enhancing your listing

Here are some ideas to help you boost your sales when you relist the vehicle:

· You get 80 characters for your subtitle. Use them all
· Write out detailed descriptions
· Make sure your email and phone number are easily found so the buyers can ask you questions

b) Details

Relists are easier to launch since most of your work was done creating the listing the first time. Bidders from your initial Auction will receive a message that your vehicle is back for sale. This is a huge benefit by allowing you to invite your previous audience back while gaining a new audience.

c) Best Practice

Relist your vehicle approximately 24 to 48 hours after the initial Auction ends. If you wait any longer, many of the bidders and watchers who were initially interested in your vehicle may have already purchased or moved on. We recommend you wait 24 to 48 hours for the relist because history has shown us that many times a buyer will contact you after an Auction to try and work out a deal. By waiting to relist you can finish working all of the deals on this one auction before starting another.

8

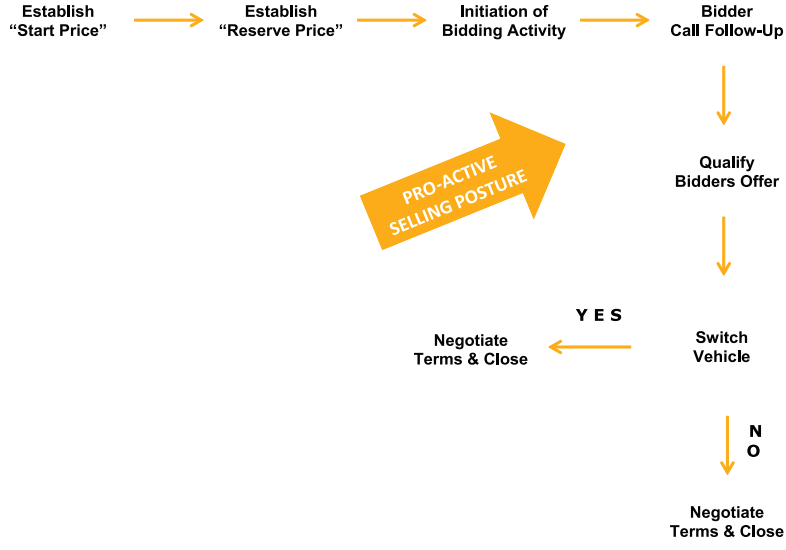
Lead Management

ebay™ MOTORS everywhere

8.0 Lead Management

Previously we presented information on pricing strategies and indicated that the auction format provides the best opportunity to create selling opportunities.

Bidders are essentially sales leads that when managed correctly make eBay Motors a highly cost efficient platform for incremental sales and profits



8.1 Call Structure

A call structure, like a sales process, should be designed to achieve your call objectives as efficiently and effectively as possible. The call flow may allow you to follow a call script or it may force you to take a conversational detour, but staying within the call structure will yield better results and higher closing ratios.

Call Opening	· Provide Immediate Call Benefits · Build Trust
Fact Finding	· Identify Key Motivators · Progress the Sale
Close on Commitment	· Get Commitment to Next Action · Transition to Purchase

The ultimate goal of every phone call is to sell a vehicle. To do this however we need to first start and make sure we understand what the buyer is looking for. So make sure you aren't trying to close the sale too early. When we do this we tend to not listen and hear what the buyer truly wants. The call structure we have put in place will help you achieve these goals.

8.2 Call Flow

Pre-Call Preparation Basics

Review the vehicle model type, trim level, specifications, mileage, color, optional equipment and KBB, Black Book, or NADA guide to the vehicles fair retail market value.

Review bidder information and if a local resident determine if this is a previous dealership customer.

Check your CRM data base to determine if this bidder has had any previous communication with your dealership on this or any previous vehicles.

The Call Opening

Confirm that you've reached the bidder

Identify who you are

Identify your relationship to the bid they submitted through eBay Motors

Provide a brief call benefit that will encourage a positive conversational tone

Call Opening Example
"Hello, Mrs. Kwinn? This is Lori Jansen with Hometown Ford, your bid on a 2008 Ford Fusion Hybrid was referred to us by eBay Motors. Thanks very much for taking my call."
"My job is to ensure you get the best opportunity possible to purchase the Fusion at the terms you were hoping for. May I confirm with you the model and equipment of the Ford Fusion your bid indicates you were hoping to find?"

Fact Finding and Consultation

The transition to building rapport and discovering the bidders key buying motivations.

Questions are relevant to the vehicle the prospective buyer is bidding on.

Builds credibility by demonstrating your intention is to help the bidder get what they want.

Fact finding and consultation, if done correctly, will significantly increase your credibility with the bidder and convey your desire to help them get what they want, which will also increase their trust in you as a seller.

Initiating Fact Finding and Consultation

"Shall we confirm the standard and optional equipment on the vehicle you submitted your bid on?"

"Are you familiar with the differences between the special equipment packages available on this model?"

"Our dealership provides some unique benefits that typically aren't offered anywhere else, would you like me to share them with you?"

Fact Finding and Consultation Skills

Ask open-ended questions

Be an active listener

When needed, clarify the bidder's response

Identifying Key Motivators

Just as walk-in shoppers have key buying motivations, the eBay bidder is not focused exclusively on price.

Motivations that may be important for you to know include:

Is this the exact vehicle they want or are they willing to consider a similar vehicle?

Is there a particular feature of this vehicle that is an important "must have " consideration?

Is your ability to provide financing important?

Are finance terms like zero down payment important?

What type of payment range are they hoping to be in?

Will this vehicle be replacing a current vehicle or be in addition to a current vehicle?

Discovery Questions

Some questions that might help you to discover these motivators include:

1. What do you like best about the vehicle?

2. Have you purchased a vehicle on eBay Motors before?

3. How long have you been shopping for this vehicle?

4. How are you planning on purchasing this vehicle?

5. What are you currently driving? Will you be trading in this vehicle?

6. Are you adding this vehicle to the family or are you replacing your current vehicle?

7. Are you familiar with our dealership ?

Call Scripting

The goal of a call script is to teach a salesperson how to control the flow of a phone call, give them confidence to answer buyer questions and to make sure that the buyer gets the information needed.

· Controls Call Quality
· Ensures Effective Sales Messaging
· Directs the Conversation to Your Objective
· Increases Your Confidence Level

We have provided an example of a scripted call opening that should enable you to transition to fact finding and consultation. On occasion bidders may present concerns or in other ways close off the progression of a transaction.

In some instances bidders present genuine circumstances or conditions that you cannot overcome with persuasion. An inability to obtain financing or insurmountable negative equity on a trade-in would be common examples of this. In other instances bidders who are legitimate buyers will sometimes present us with reflexive objections that are based primarily on their fear of making a bad decision or a simple aversion to risk.

Reflexive objections can sometimes be overcome by asking questions that make the buyer think about his or her fears and realize they are not based on any evidence that you have presented to them. If you can present evidence to show that the risk they are afraid of doesn't exist we can sometime put the conversation back on the path to the sale.

We have provided scripted responses to some of the more common types of reflex objections:

I'm just bidding

A. " And that's exactly why we are calling you. Most of our customers initiate their contact with us by placing a bid. What they tell us is that they're surprised we are able to get the vehicle in the payment range they were actually hoping to get. If you felt we could fit this vehicle into your current budget, would you want me confirm the condition and equipment with you?"

B. "Our dealership realizes that our customers' time is valuable so we've created a process that is quick and easy, and designed specifically for our eBay customers. If I can be of any help please let me know. My name is _____ and I can be reached at _____."

What's your reserve?

"I would be happy to give you that information. By the way, what do you like best about the vehicle?"

I said, what's your reserve?!

"Our reserve is usually within $1,000 of our internet price. Is there a price point you are trying to stick to?"

"Our Reserve on this vehicle is $_____. Is there a price point you are trying to stick to? We are open to all reasonable offers."

Your Reserve is too high.

"We use the Kelley Blue Book as a guideline, just like your bank or credit union would use. If you have another number in mind, by all means, please let me know and I can submit it to my manager. We will take any reasonable offer into consideration, fair enough?"

I am only interested in the vehicle I bid on

"Perfect. I only mentioned the optional vehicle because as a franchise dealership we have many vehicles similar to the one you bid on and just wanted to be sure you had all of the options available."

What other vehicles are you talking about?

"We are a full service dealership and have a full inventory of new, used and certified vehicles to choose from. I am not trying to switch you, but just want to be sure that we get you the exact vehicle, at the exact price, you are looking for. Is that something you would consider? "

What kind of financing do you offer?

"We have factory financing that many of our competitors do not have access to. Our ability to finance as well as our favorable rates make financing with us a relatively painless experience."

How can you help with shipping?

"We can either help process the shipping or even pick you up at the airport. Many times we are also able to get great deals on shipping and include it in the financing. Is that something you would be interested in?"

I am only interested if you tell me the Reserve

"Our Reserve on this vehicle is $_____. Is there a price point you are trying to stick to? I am confident we can find an agreeable price."

What is the lowest price you would sell this car for?

"On this vehicle we can set a Buy it Now for $_____. I will set up the Buy it Now and you can simply log onto eBay and hit the Buy it Now button. We can then start the paperwork"

I would be interested in the vehicle if you could offer me a better finance deal

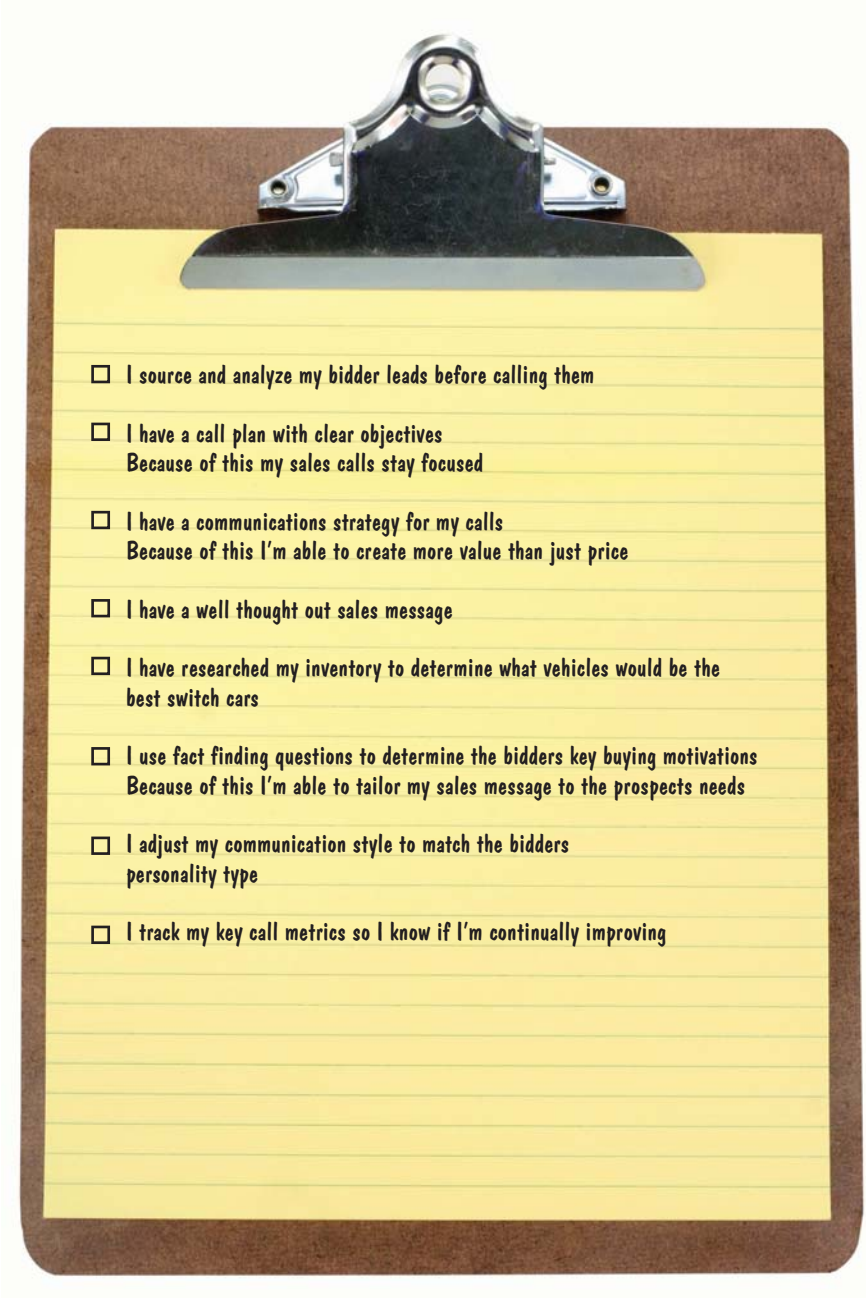
"Be happy to. We have some great programs available. The first place to start is by having you fill out a credit application. What is the best email address to send the application to?"

Do you take Trade-Ins?

A. "Our used vehicle manager tells us all the time that trade-ins make the best used vehicles and sell the fastest, so rest assured our dealership will provide you the best possible value. Can you give me a few of the details?"

B. "Yes. Have you had your vehicle professionally appraised? The best approach is to have me talk to our used car manager and see if we can workout a price that is fair for both parties. If we can't offer you a fair price we wouldn't expect you to sell it to us."

Call Structure Checklist



- ☐ I source and analyze my bidder leads before calling them
- ☐ I have a call plan with clear objectives
  Because of this my sales calls stay focused
- ☐ I have a communications strategy for my calls
  Because of this I'm able to create more value than just price
- ☐ I have a well thought out sales message
- ☐ I have researched my inventory to determine what vehicles would be the best switch cars
- ☐ I use fact finding questions to determine the bidders key buying motivations
  Because of this I'm able to tailor my sales message to the prospects needs
- ☐ I adjust my communication style to match the bidders personality type
- ☐ I track my key call metrics so I know if I'm continually improving

The eBay Motors Sales Specialist should contact bidders within one hour of placing their first bid.

Performance Standard

While the sales process tells the sale specialist what sales activity should occur in what sequence, the performance standard lets them know what the specific performance expectation is for each process step.

Performance standards let the manager know what a good job looks like from a performance perspective.

Standards should be attainable, specific, observable, measurable, and meaningful.

8.3 Email

The Initial Response to The Bid

· Impacts the Bidders First Impression
· Determines If a Sale Moves Forward
· Sets the Tone for Future Communication

The Key Components of Sales Email

· The Subject Line
· The First Line
· The Sales Message
· The Signature Line

We recommend that the first and most effective way to communicate with an auction bidder is with a direct phone call.

In the event you are unable to reach the bidder by phone we suggest that all first contact email consider each of the four key components of sales email as listed above.

The Effective Subject Line:

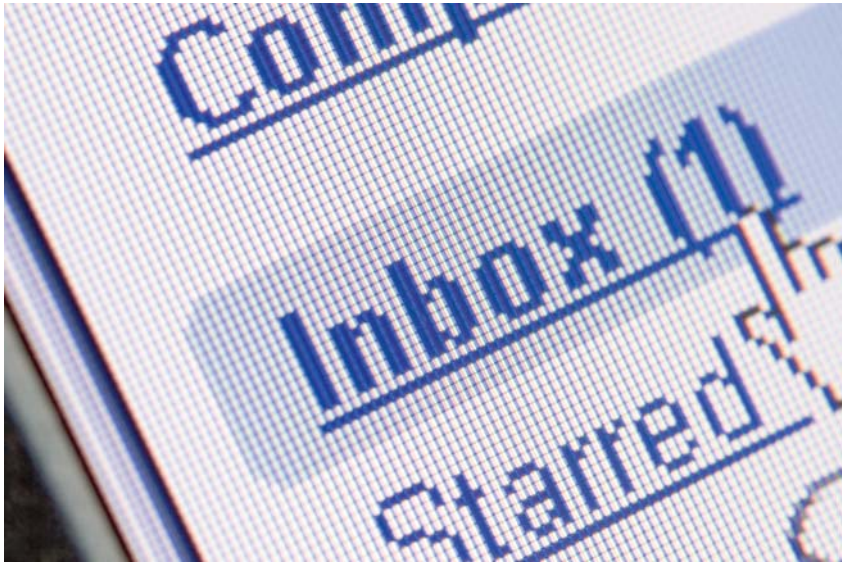
The key to a good email is the subject line. A good subject line helps get your email opened. A bad subject line can get you sent straight to the Junk Folder.

When creating your emails keep in mind 3 main points you need to address.

1. Why Should I Read This?

2. Point of View

3. Quickly Gets to the Point of the Message



Why Should I Read This?

The average person receives about 40 legitimate emails per day plus about 10 pieces of "spam". Many of the legitimate emails along with the spam get deleted without being read or even opened.

Your subject line will determine if your email communication is one of these.

The Critical First Line of Your Email

Should:

· Engage the reader's interest

· Set a positive tone

· Motivate the reader to read more

Examples of effective first lines:

Initial Response email

"Getting the right price is understandably a concern for most buyers, but it's typically not the only one."

"Thank you for choosing Sunset Ford – prepare to be impressed."

"Making your vehicle purchase fast, easy, and enjoyable is our top priority."

The Effective Email Sales Message:

- ✓ Builds trust and confidence.
- ✓ Tone is conversational, positive, and professional.
- ✓ Content is engaging and motivating.

Example of an effective sales message # 1

"There are three simple steps to purchasing a vehicle via our eBay auction program."

"First, we confirm we've got the perfect vehicle to meet your needs. Secondly, we'll provide you with all of the information you need to make an informed decision and finally, we'll schedule a convenient time for you to visit us and take delivery of the vehicle you've selected."

Example of an effective sales message # 2

"Thank you for shopping us on eBay Motors. I'm glad you found a vehicle that you are interested in. As an eBay shopper, I understand that you are looking for the right car at the right price with a hassle free buying experience. I want to provide that for you. While your bid is lower than our reserve and there is still time left in the auction, I encourage you to make another offer or to give me call personally to discuss the possibility of you driving away in this vehicle."

"If this isn't the exact vehicle you are looking for, let me know and we will find you the vehicle you want within the price range you've requested."

The Signature Line

Positioned at the end of your email communication.

Provides your name, contact information, and can also include your picture.

This serves as your digital business card. This will increase your level of engagement with customers by personalizing the experience.

Q2-13
In Q2-13, eBay Marketplaces reported 120 MILLION active users worldwide

9

Reputation Management

ebay™ MOTORS everywhere

9.0 Reputation Management

eBay Motors is a community of buyers and sellers. Like any community, your reputation is based on feedback from those community members who have experience with how you do business.

The eBay Feedback Forum

To rate the level of each seller's customer service, eBay offers a Feedback Forum allowing every buyer to comment on the quality of their experience throughout the bidding and purchasing process.

The cumulative comments are then used to generate a "Score" which works very much like any CSI rating system you might use at your dealership. A high positive Feedback Score is critical to your success on eBay Motors.

eBay Motors buyers are encouraged to view your Feedback Profile. The higher your Score, the more bids and higher prices you can expect.

As an eBay seller, you can also use the Feedback system to "qualify" potential buyers, examining how they've behaved in previous eBay transactions with other sellers. Viewing each potential buyer's Feedback can answer questions about how that person does business.

Next to any eBay member's user ID, you'll notice a number, a Feedback Rating, in parentheses. For example: Gene (125) tells you that eBay member "Gene" has received positive comments from at least 125 other eBay members.

At the end of any transaction, you can leave feedback that is positive, negative, or neutral for your trading partner, depending on your experience.

Common Reasons for Negative Seller Feedback

· The vehicle does not match the description provided in the vehicle listing.

· The selling dealer was not effective in communicating the terms and conditions of the sale.

· The buyer has a negative experience with the dealer and provides negative feedback to "punish" the dealer for perceived bad behavior.

Only registered members can leave Feedback. Buyers must wait at least 7 days before leaving negative or neutral Feedback for a Power Seller who has been registered on eBay for at least 12 months.

In some situations, eBay will remove Feedback.

· When a member is suspended due to a non-selling violation, eBay removes any neutral or negative feedback left by that member.

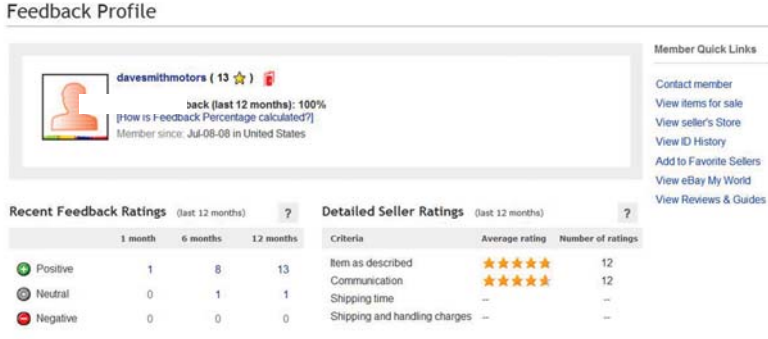
· If a buyer does not pay for an item.

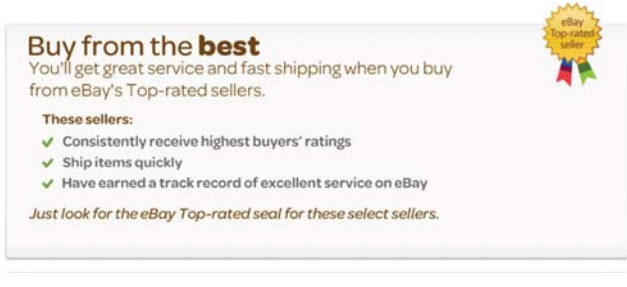
· When the buyer has not responded to an unpaid item case and has received an unpaid item strike for that transaction.

The positive Feedback percentage is calculated based on the total number of positive and negative Feedback ratings for transactions that ended in the last 12 months.

Feedback "Scorecard"

This member's 12 month Feedback ratings





10

Vehicle Delivery

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10.0 Vehicle Delivery

Ending a Listing

There are three possible ways your listing will end:
1. As a Sale at the end of your scheduled listing period.
2. As a Sale that ends the listing early.
3. As a Non-Sale.

In the first scenario, your vehicle is sold to the person making the highest bid above your Reserve Price at the end of your scheduled listing. In addition, you can sell your vehicle quicker than your scheduled listing with the "Buy it Now" and "Best Offer" options. These options let you end the auction as soon as you and a buyer agree on a price, resulting in scenario two.

Obviously, you'd prefer one of the first two options. But not every vehicle listed on eBay Motors sells, for a variety of reasons, the Start or Reserve Price was too high, poor vehicle description, ineffective photos, unfavorable Terms of Sale, lack of demand, over supply, etc. That doesn't mean you can't sell the vehicle on eBay Motors. In fact, when a listing ends without a bid, or without a bid above the Reserve Price, you have the option of relisting it. Remember relisting is an opportunity to gain a new audience.

Once a listing ends as a successful sale, eBay Motors automatically sends you and the buyer an "End of Listing" email that includes all the pertinent information about the winning bid. However, we still recommend that you contact the winning bidder yourself as soon as possible to finalize the transaction, either by email or phone.

You'll find that the remainder of the process is very similar to the traditional closing process, in which you handle:

- Terms of Payment and/or Deposit.
- Financing, if needed.
- Vehicle Inspection.
- Vehicle Shipping - delivery or pick up.

Closing Process

At this stage of the agreement, there should be no surprises for either you or the buyer. Terms of Payment and processing should already be established and agreed upon through previous contact with the customer and the Terms of Sale in your listing.

Vehicle Inspection

When buyers aren't within easy traveling distance, they'll often arrange for a third party to inspect the vehicle. This could take a few days to arrange, but more often than not, these inspectors will come to where the car is located.

Tax, Title, Licensing and Registration

For in state buyers on eBay Motors, paperwork is very much the same as for any off the lot buyer, requiring you to collect any applicable state sales taxes you would on the transaction.

For an out of state buyer, most of the paperwork is similar as well, allowing you to mail documents back and forth with any customer who chooses to ship a vehicle instead of picking it up in person. Generally, an out of state buyer is responsible for registering the vehicle and paying any applicable sales taxes in their home state. However, it's wise for you to check with your home state's Department of Motor Vehicles to answer any questions you have about any applicable tax, title and licensing requirements.

Vehicle Shipping Resources

Buyers are responsible for picking up the vehicle or having it shipped. We do strongly encourage that you get involved with this process and help. Vehicle delivery is a new experience for most buyers and your help in this area will help you sell more vehicles.

Alpine Auto Transport
http://www.alpinetransportinc.com

DAS Car Shipping and Auto Transport Services
http://www.dasautoshippers.com

United Road
http://www.unitedroad.com

NEW PRODUCT

eBay Motors Enhances Dealer Services -
Launches National Subscriptions

The new subscription model enables dealers to reach a national base of consumers through a consistent online sales channel, at a fixed rate.

eBay Motors announced the launch of a national subscriptions program for auto dealers, enabling small and mid-size dealerships to reach millions of car shoppers across the nation for a fixed subscription rate. With the subscription program, dealers can leverage a consistent online sales channel through one of the most trafficked online destinations, complete with dedicated support and in-depth reporting.

The additional support and services provided through the national subscriptions program include tools to help dealers sell more efficiently, effectively track sales information, and more. Services include regular reporting, dedicated customer support to provide guidance to dealers every step along the way, and a one-to-one monthly check-in from the eBay Motors team to help dealers further optimize their programs.

The national subscriptions program offers both three- and 12-month subscription models, and ranges from five to 100 listings. For additional information on the national subscriptions program from eBay Motors,
visit http://www.dealerhub.motors.ebay.com or email motorstraining@ebay.com

Preparing for Success on eBay Motors

Please review the following questions. Each is geared to help you establish processes required to effectively and efficiently improve your online business.

1. Vehicles Sourcing:
    a. Which cars are going on eBay?
    b. Who will determine which cars are wholesale or eBay?
    c. Will you buy trades exclusively to sell only on eBay?
    d. Will aged inventory go on eBay before going to auction?
    e. If so, at what date will aged inventory go onto eBay?
    f. Do you have a target time frame for getting vehicles on eBay?
    g. What is your target for monthly listings? _____

2. Listing Creation:
    a. Which Listing Service will be used?
    b. Who will build out the listing template and keep it updated?
    c. Do you have quality pictures to use as logos in your listings (Banner/Gallery)?
    d. Who is responsible for checking accuracy?
    e. Are you going to have dealer or doc fees? (Need them in listing)

3. Photographs:
    a. In house or Outsourced?
    b. How many pictures will be taken per vehicle listed on eBay?
    c. What days of the week will the photographers be there?
    d. Where will you take pictures?
    e. Where will you shoot when the weather is bad?

4. Descriptions:
    a. Who will be in charge of this?
    b. Does your listing tool do a complete VIN Decoding or just the basics?
    c. How can you get this done quickly, accurately and professionally?

5. Pricing:
    a.How will you decide the listing format for each vehicle?
    b. How will you determine the start price and reserve for each car?
    c. How do you establish pricing strategies per vehicle?
    d. What tools will you be using to help price your vehicles?
    e. How often will you review pricing strategies for effectiveness?

6. Active Participation:
    a. Who will change the pricing during live listing to maximize leads?
    b. At what intervals do you plan on engagement?

7. Lead Management:
    a. Will they go to the CRM tool or someone's Blackberry (both?)
    b. Will you respond to all leads?
    c. At what % of Price/Reserve will you start to call Bidders?
    d. How will you respond to questions on Finance?
    e. Will you have an auto-responder set up?

8. Questions: (ASQ)
    a. Who will answer the questions?
    b. How will you answer questions on Reserve and will you Post it?
    c. Will this person also be able to process a Credit Application?

9. Feedback:
    a. Who will ask for Positive Feedback?
    b. How much power will this person have to make things right?

10. Delivery:
    a. Who will handle shipping logistics for dealership?
    b. Who will take the questions or issues after the Delivery?
    c. Do you have a preferred shipping company?
    d. Will you charge for arranging shipping?

11. SEO:
    a. Who will set up eBay Store and keep it updated?
    b. Who will monitor your presence on Search Engines?
    c. How will you keep your listings optimized?
    d. Will you create My World and Blogs or other user generated content?

National Vehicle Subscription
Gold Level = 100 Listings per month – 25 per week

Example: Weekly Work Plan

- Monday
  Prepare vehicles to be listed
  4:00PM PST - 1st Group of 5 Vehicles Go Live
  5 vehicles are ending today from last Monday
  Work All Leads
  Make inventory decision for Tuesday listings
  Review Listings that ended Friday – Listing Quality, Pricing

- Tuesday
  Prepare vehicles to be listed
  4:00PM PST – 2nd Group of 5 Vehicles Go Live
  5 vehicles are ending today from last Tuesday
  Work All Leads
  Make inventory decision for Wednesday listings
  Review Listings that ended yesterday – Listing Quality, Pricing

- Wednesday
  Prepare vehicles to be listed
  4:00PM PST – 3rd Group of 5 Vehicles Go Live
  5 vehicles are ending today from last Wednesday
  Work All Leads
  Make inventory decision for Thursday listings
  Review Listings that ended yesterday – Listing Quality, Pricing

- Thursday
  Prepare vehicles to be listed
  4:00PM PST – 4th Group of 5 Vehicles Go Live
  5 vehicles are ending today from last Thursday
  Work All Leads
  Make inventory decision for Friday listings
  Review Listings that ended yesterday – Listing Quality, Pricing

- Friday
  Prepare vehicles to be listed
  4:00PM PST – 5th Group of 5 Vehicles Go Live
  5 vehicles are ending today from last Friday
  Work All Leads
  Make inventory decision for Monday listings
  Review Listings that ended yesterday – Listing Quality, Pricing

Example work plan: Days off and number of personnel working eBay leads can affect this.

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eBay Motors presents the Dealer Hub, your source for boosting your revenue.

The eBay Motors Dealer Hub gives you exclusive access to:

- eBay Motors Online Training University
- Access to the eBay Motors Dealer Community News Forum
- Preferred Solution Providers who can help your business list more and improve revenue on eBay Motors
- Links to sign up for in person and webinar based trainings
- And much more!

ebaymotors.com/training

Hopefully this manual has provided enough information to get your eBay Motors business off and running. There are additional resources in place to help answer questions you may have in the future.
You can access these additional resources through the eBay Motors Dealer Hub at http://www.dealerhub.motors.ebay.com

If you have feedback please send it to motorstraining@ebay.com

About eBay Motors

eBay Motors, a part of eBay Inc., is the world's largest online marketplace for buying and selling all things automotive anytime, anywhere. eBay Motors offers everyday cars for everyday drivers, as well as collector cars, motorcycles, auto parts and accessories. Almost five million new and used vehicles have been sold on eBay Motors, and there are more than 30 million automotive parts and accessories available on eBay Motors at any given time. Currently, more than 13,000 cars and more than 831,000 parts and accessories are sold globally each week through eBay mobile apps.

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