



# 10 Industry Expert Tips

How to Win on Amazon,  
eBay and Playtrade



# About SellerExpress

SellerExpress helps retailers of all sizes sell across multiple eCommerce marketplaces including eBay, Amazon and Play.com as well as powering own store sales via the Magento eCommerce platform.

Unlike other multi-channel service providers we charge retailers a flat fee per month with **NO COMMISSIONS ON SALES** – meaning you keep more of your profits.

For a free 15-day trial of our software visit:

**<http://www.sellerexpress.com>**

or to speak with one of our advisors send us an email at:

**[sales@sellerexpress.com](mailto:sales@sellerexpress.com)** and we'll call you straight back.

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## 1. Increase your Exposure

The more marketplaces you sell on, the more buyers your products will be exposed to and the more sales you will make. It is a simple point which many sellers miss.

Some marketplaces generate better sales and margins than others. And some work better for some product categories than others. But the only way you will find out what potential they offer your business is to get busy listing!

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## 2. Increase your SKUs

The more products/ SKUs you offer, the more sales you will make.

Generally speaking, if you increase your SKUs by 50% you will see a 50% increase in sales.

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## 3. Real-time Inventory Management

Make sure that you have the right products listed on the right marketplaces at the right time to ensure you are maximising the sales and profit potential for each marketplace.

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## 4. Exceed Delivery Expectations

Today's web customers are used to the highest levels of service and speed with next day delivery becoming the norm.

Keep your customers coming back for more and keep your seller ratings high by ensuring that you process and despatch orders on day of receipt.

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## 5. Achieve eBay Top Rated Seller Status

eBay offer discounts to sellers who consistently perform well and achieve Top Rated Seller Status. They have very clear guidelines for becoming a top rated seller, you can change or update your systems and methods to meet these targets.

Achieving TRS status will reduce your listing fees and help increase your visibility and sales.

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## 6. Tweak Your Listings

Third party marketplaces are very fluid with pricing and availability changing every second.

You need to constantly monitor and adjust your product pricing if you want to sell more at greater profit.

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## 7. Meet Your Service Targets

The customer is King, or indeed Queen this Jubilee weekend, and must be treated as such. Amazon, eBay and PlayTrade strive to ensure all sellers on their marketplaces adhere to somewhat rigorous customer service policies with a variety of targets based on how satisfied customers are with all areas of the service you provided.

Get to know your marketplace targets and work to exceed them. For example, if Amazon tell you that sellers who respond to 90% or more of customer emails within 24 hours have nearly 24% less negative feedback, then make this your minimum target.

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## 8. Win the Amazon Buy Box

Having your listing placed in the Amazon Buy Box will increase your sales for that product. Amazon display products as one main listing with many sellers available. Getting placed in the Amazon Buy Box is like your reward for performing to Amazon's standards. As Amazon sell on their marketplace too, they expect sellers to live up to their reputation for excellent customer service, value for money and delivery.

Factors to be considered when aiming for the Buy Box are price, availability and previous sales performance for that product. Sellers have a period of ineligibility where they won't be listed in the Buy Box until they can prove themselves to Amazon by maintaining a low amount of refunds, negative feedback and A-to-Z claims.

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## 9. Consider Multiple Fulfilment Options

Fulfilment by Amazon is a service where Amazon handles the dispatch of your products. You send your items to Amazon for storing and when an order is placed Amazon will pick, pack and post it. You still manage the listing and price of the product and you can not charge postage and packaging fees for FBA items. FBA items often win the Buy Box on Amazon as Amazon themselves are responsible for handling and delivery times.

This is a great option for sellers who may have limited storage space or order processing capabilities. Another tip, if you do happen to oversell a product you can always use a competitor to fulfil this as a one off. The completed sale, even from a competitor, will be more worthwhile than the refund on your account or the possibility of negative feedback.

## 10. Optimise Pricing to Expectations

Customers expect to receive better value for money when they shop online, in many cases this may simply mean a product is cheaper than they could have got it locally. If this was the only factor that mattered then online marketplaces would automatically reward the cheapest seller with the Buy Box in the case of Amazon, or first place in eBay's Best Match results.

As this isn't the case, you must balance the pricing you offer with the experience you have of selling the product. For any product consider these questions. Did you receive most sales when this item was at your minimum price? Can you offer free postage and packing on this item? Are you more highly rated than all other sellers of this item?

These factors should all be considered when determining a pricing strategy for any product.

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