

Building Your Powersports Business on eBay Motors





Welcome Powersport Sellers!

**On eBay Motors, a motorcycle sells every 5 minutes!
... and a motorcycle part or accessory sells every 9 seconds!**

Every week thousands of motorcycles, ATVs, and other powersport vehicles are offered on eBay Motors by both individuals and successful powersport dealers. These same sellers also offer tens of thousands of motorcycle and other powersport parts, accessories, and apparel.

How might you take advantage of this terrific opportunity?

Exciting New Channel For:

- Motorcycles, ATVs, PWC, snowmobiles, or scooters that have been sitting on your showroom floor too long. Trades that won't move or new, non-current units are great places to start.
- Motorcycle and other powersport parts, accessories, and apparel that you want to move quickly and profitably. For example, closeouts, overstocks, returns, and scratch & dent inventory.

Benefits

- Turn excess/aged inventory into cash
- Acquire new customers
- Extend your selling day: eBay Motors is open 24/7 to a nationwide audience!
- Extend your selling season by selling year round to buyers in warmer regions
- Make more sales in your shop by taking trades you couldn't before: eBay Motors provides a market in which you can quickly sell trades that you have been reluctant to take in the past!
- Lower your cost of sale and increase revenue

Started in 2000, eBay Motors has grown to be the largest online "motor" marketplace. Motorcycles and powersports are an important and rapidly growing part of this marketplace. Thanks to our outstanding community of buyers and sellers 2004 is set to be another banner year.

Marketplace facts for Powersports on eBay Motors in 2003:

- Over \$400 million in powersport vehicle sales (e.g., motorcycles, ATVs)
- Over \$ 150 million in motorcycle and ATV part, accessory, and apparel sales
- Over 20 thousand motorcycles and 3.5 million motorcycle parts and accessories were listed each month through the buying season
- Almost 10 million unique visitors to eBay Motors each month!

Join us as we run through an easy guide to getting started on eBay Motors.



Step 1: Register as a Seller

- First, become a member – Please visit: www.ebaymotors.com and click on the "New to eBay" button located in the upper right hand corner of your screen
- Second, create a Seller account – Visit: www.ebaymotors.com and click on the "Sell" tab within the upper navigation. Then click on "Sell Your Item Now on eBay Motors." This will prompt you to register as a seller.



Step 2: Seller Tools and The Sell Your Item Form

The simplest way to get started is to visit: www.ebaymotors.com and click on the “Sell” tab within the upper navigation. Then click on the category for the item you wish to sell (e.g., Motorcycle) and follow the step-by-step instructions.

However, if you are selling more than just a few items it is helpful to use a seller tool. These tools can help you effectively scale and grow your business on eBay Motors.

Turbo Lister: An example of one seller tool is Turbo Lister. Turbo Lister is a great tool for sellers offering more than a few, but less than 1,000 items on eBay Motors each month. This tool is our **new and improved bulk listing tool** for creating eBay listings on your home computer. The program has many useful, time-saving features:

- WYSIWIG (What-You-See-Is-What-You-Get) description HTML editor
- Save listing details for items that you sell regularly to easily list them again later
- Ability to schedule listings
- Best of all, Turbo Lister is **FREE!**

To find out more about Turbo Lister, please visit:

http://pages.ebay.com/turbo_lister

Other tools, such as **Selling Manager** and **Selling Manager Pro** are also available.

To learn more about these tools and determine which is best for you, please visit:

www.ebaymotors.com/SellerTools

Trading Assistants: Trading Assistants are experienced eBay sellers who can sell your items on eBay for a fee. This is a great way to get started and to begin benefiting from the eBay Motors sales channel even if you feel that you don't have the time to do it yourself.

To find a Trading Assistant near you visit:

<http://www.ebay.com/tradingassistants>

Note: While all Trading Assistants have eBay experience, unfortunately, not all have experience with Powersports. Once you find the Trading Assistants in your area it's a good idea to review their information to pick the one that looks best for your needs. Also, please note that while almost any Trading Assistant can help you sell parts & accessories, many states require a dealer license to sell powersport vehicles. Thus, please check your state regulations and match this against the Trading Assistant's qualifications.

Preferred Solutions Providers (PSPs): PSPs are third-party companies that offer eBay sellers a wide variety of services from software that makes listing easier to complete outsourcing of listing execution, customer service, and fulfillment.

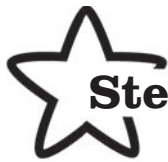
For more information on eBay Certified PSPs, please visit:

<http://pages.ebay.com/psp/index.html>

Powersports Network (PSN): Powersports Network is an eBay PSP that is entirely focused on powersport dealers. PSN has developed an easy-to-use interface that enables dealers using PSN's other services to upload powersport listings directly to eBay Motors. If you are already a PSN customer be sure to ask about eBay Motors and start taking advantage of this great service to help you sell more inventory more quickly.

If you are not a PSN customer, but would like to learn more visit:

http://www.powersportsnetwork.org/ebay_landing.asp



Step 3: Create Your Listings

The key to success on eBay is mastering the listing process. Doing so will help you create listings that grab buyer attention and take less time to create. Based on feedback from the eBay community, here are some important tips to consider when listing your items:

Title: The item title is the first thing buyers see so it's extremely important that you craft it carefully to attract as many buyers as possible. Your title helps buyers find your item so remember that people can find items one of two ways: browsing or searching (or some combination of the two). Browsers usually start by choosing a broad category such as "Harley-Davidson" within "Motorcycles". So don't forget to list your items in the appropriate category so that browsers can easily find them. Searchers usually find items by "searching" on specific terms (e.g., Road King or FLHR) in the title. So don't forget to include key terms in your title that searchers may use.

Here's some more title tips to help you attract buyers to your items:

- **Put yourself in the buyer's shoes** – Make a list of potential search words and try to include these in your listing title (e.g., model name, engine size, etc.).
- **Choose your words carefully** – You are allowed up to 45 characters in your title so choose your words carefully. As above, include as many keywords as possible, but also include terms that help your item stand out (e.g., low miles, like new, anniv. ed., etc.).
- **Be accurate** – Avoid non-standard abbreviations and misspellings that will make it difficult for buyers to find your item and could, therefore, greatly reduce your selling price.
- **Do your homework** – Research the eBay Motors site. Search and browse for similar items and uncover best practices that seem to yield more attention/higher prices. In addition, popular search words are a key feature of the Seller Newsflash.

To find more tips and learn more please visit:

<http://www.ebay.com/newsflash>

Photos: A picture is worth a thousand words. A clear, professional photo could easily be the reason your listing receives multiple bids and sells successfully.

To generate the most bids and the highest selling price, follow these tips:

- **Use as many photos as possible.** The first photo is free and additional photos are only \$0.15 each (up to a max of twelve). Supersizing your photos is a great idea as it shows more detail to potential buyers and costs just \$0.75. To save money and make the most of your listing choose the Vehicle Picture Pack. For only \$2.00 the Vehicle Picture Pack includes twelve supersized pictures!
- **Take high quality photos.** Make sure that your photos are taken in a well lit space, are clear, and are as close as possible to show detail (Remember: buyers won't have the chance to actually see the item in-person before making a bid. Help them "experience" your item.)
- **Include details.** Include photos of any special customization/accessories to show off the unique aspects of your item.
- **Include damage.** Include photos of any damage. This may seem strange, but you need to build trust. Being honest in your pictures shows the potential buyers that you are representing the item accurately and increases their willingness to bid sight unseen.
- **Pay attention to file size.** Balance the quality of images with file size so pages load quickly. Photo file size should be under 50 KB (kilobytes) for quick page downloads.



Step 3: Create Your Listings (continued)

Description: After photos, the description is the most important part of your listing. By providing details and being honest you not only reassure buyers, but you also actively “sell” the item by showcasing it effectively.

- If it's a part, include information on product fit (make/model/year), brand, and condition.
- If it's a motorcycle, list all of it's features (including some that seem obvious to you), state the overall condition and the condition of key aspects (e.g., tires, seat, tank), include information about the bike's history (if known), and mention its performance stats.
- Regardless of what you're selling, include other information buyers may find useful (e.g., MSRP for parts, pricing guide information for motorcycles).
- Don't forget to include information about your dealership! The fact that you are a professional will go a long way towards building buyer trust and helping you maximize the selling price.
- Make the description easy to read by using short paragraphs and bullet points.

Clearly Stated Policies: Buyers are more likely to buy from sellers with clearly defined terms of sale.

- **Shipping Terms and Conditions** – Provide clear details on product shipment and any additional conditions that may affect the receipt of the item. Clearly state all shipping methods that are available and what it will cost per method. If you're selling easy-to-ship items (e.g., helmets), you'll do better by establishing one shipping price for all buyers and stating it near the top of the listing.
- **Payment Details** – Spell out all payment options that are available. The more payment options you offer, such as PayPal, the more potential buyers you can reach. If you feel it is important to communicate which payment forms you do not accept, highlight the accepted payment options first.
- **Deposit** – This is part of the payment details, but is important to highlight separately. While typically the entire payment is made at the close of an auction for a part or accessory, a deposit is usually the first payment step for a motorcycle or other powersport vehicle. State how much is required, when it is due, and when the balance must be paid.
- **Warranty Information** – Providing a warranty on items helps overcome buyer resistance to buying online and may be the deciding factor in whether a buyer purchases your product over another seller's. If relevant, clearly state the warranty provided on any items and make the warranty information prominent in your listings.
- **Return Policy** – A recent eBay survey of internet shoppers indicated that buyers are more likely to purchase from sellers who have return policies. If you accept returns, clearly say so in your listing. Return policies vary from no-questions-asked unconditional return policies to qualified policies such as “guaranteed to work or we will replace it with the exact product” What's most important is that buyers understand up front what your return policy is and any conditions or circumstances in which returns will not be accepted.
- **Sales Tax** – Provide sales tax information where applicable

Communication with Buyers: One of the powerful elements of the eBay Motors channel is that it allows for direct buyer-seller communication. Use this to your advantage to make sales!

- Tell bidders you will contact them to see if they have any questions
- Communicate frequently, professionally, and politely.
- Respond promptly to all inquiries. Think of it as a buyer walking in the door of your dealership.
- Use form emails to save time.



Step 3: Create Your Listings (continued)

Listing Formats: Finally, remember that every eBay user is different. Some enjoy the thrill of an auction-style listing. Others like the immediate gratification of “Buy-It-Now”. If you only use one format, you will only reach one segment. Reach the largest audience by using all of eBay’s selling formats:

- **Auction with a low starting price and reserve:** Start the bidding low to attract attention, but use a reserve to protect against downside risk (you aren’t obligated to sell the item unless bidding exceeds your reserve price). That said, don’t set your reserve too high as, if it’s not reached once bids get close to actual market value, bidding activity will likely decrease.
- **Auction with \$1 no reserve:** Increases bidding activity, which in turn attracts more bidders to your other listings.
- **Auction with Buy it Now:** Let buyers decide whether they’d rather bid on the item in an auction or simply click “Buy it Now” and buy the item at the price you specify. (Note that this format requires a minimum feedback rating of 10.)
- **Fixed Price:** Increase your selling velocity. Buyers don’t need to wait until the end of the listing to purchase the item. (Note that this format requires a minimum feedback rating of 10.)
- **Store Inventory:** Lower listing fees. (Note that this is only applicable for Parts, Accessories, and Apparel and you must have an eBay store.)

To learn more about the formats available, please visit:

<http://pages.ebay.com/ebaymotors/help/sell/formats.html>



Step 4: Drive Traffic

Promotional Offers: A great way to retain customers is to offer them discounts on shipping or the price of future items you sell on eBay. In your “End of Auction” notices, consider adding promotional offers. For example, “Because you are a valued customer, we will provide you with free shipping on your next purchase from our eBay Store. Please reference this item number on your next purchase.” This could help encourage the motorcycle buyer to purchase some accessories and apparel to go with his or her newly purchased bike!

Keywords on eBay: Online search engines have long used keyword advertising to help sellers buy priority placement when a buyer searches a relevant word or phrase. Keywords on eBay allows sellers to create and target banner advertisements based on specific keyword terms. Keywords can be categories, makes/models, brands, or part types.

To find out more, please visit:

<http://ebay.admarketplace.net>

Co-Op Advertising: The Co-op Advertising Program was created to provide PowerSellers with a scalable marketing tool to grow their business. When you join the program, eBay will reimburse up to \$8,000 of your print advertising costs each quarter.

To find out more please visit:

<http://www.ebay.com/co-op>

To learn more about the PowerSeller program in general please visit:

<http://pages.ebay.com/services/buyandsell/welcome.html>



Step 4: Drive Traffic (continued)

eBay Stores: Opening an eBay Store is like setting up your own branded storefront in the world's largest mall. Setting up a store is most relevant if you plan to sell parts, accessories, and apparel in addition to powersport vehicles as it provides an opportunity to cross-sell these items to buyers/bidders. Once buyers enter the store, you have the chance to load up their shopping cart as they browse through your inventory.

eBay Stores offer many benefits:

- A unique look and presence on eBay. Choose your Store color and insert your own logo and Store Description. You even get your own unique URL that includes the store name for example: <http://www.stores.ebay.com/STORENAME>
- Lower priced listings for longer durations—30, 60, 90, 120 days, and Good 'Til Canceled for \$0.02/30 days (relevant for parts, accessories, and apparel items only)
- Marketing tools to cross-sell more merchandise
- Opportunities for extra promotion, recognition and branding
- Organize all of your listings into custom categories, to make it even easier for buyers to find what they want.

There are three different store options, but **Basic Subscription is just \$9.95/month!**

To find out more about eBay Stores, please visit:

<http://pages.ebay.com/storefronts/openbenefits.html>

Merchant Kit: Sign up for the eBay Merchant Kit and you can display your eBay items on your own website. It's free!

To find out more, please visit:

<http://www.ebay.com/api/merchantkit.html>

Affiliates Program: If you have a website, you can earn cash as an eBay Affiliate.

To find out more, please visit:

<http://pages.ebay.com/affiliate/index.html>



Other Helpful Tools

Your About Me/About My Store page: Your "About My Store" or "About Me" page is the first place buyers go when they want to find out more about you. It's also your best opportunity to drive sales and cross-sell products. Don't overlook this critical selling tool that helps you stand out from the crowd!

Here are some tips to enhance your About Me/About My Store page:

- **Link to Listings** – Organize your merchandise into a clickable index for easier navigation. Graphics work well, so consider using photos or graphics of items that link to actual products or custom categories within your Store.

- **Deal of the week /Featured Item** – Once buyers land on your page, don't confuse them with a clutter of items. Feature one item prominently — such as a "Hot Buy" or "Deal of the Week."

Clearly Articulated Return Policies & Warranty Information (if applicable)



Other Helpful Tools

Newsflash: Each month eBay sends a category-specific newsletter to all sellers that have opted-in to receive email communication. Newsflashes contain the following valuable information:

- Seller tips, tactics and insights
- Latest product and feature updates
- Buyer search and category sales data
- Recommendations from other top sellers

You can view samples of the latest newsletters at <http://www.ebay.com/newsflash>
In order to receive the Newsletter go to <http://www.ebay.com/optin> and check the box next to "eBay Email."

PayPal: PayPal has become a popular way for people to pay for their products. Using PayPal will increase your sales and benefits buyers because it is fast, easy and safe.

To find out more about PayPal, please visit:

<http://www.paypal.com>

Pricing

Auction and Fixed Priced Pricing – Insertion Fees: It costs \$30 to list a motorcycle or any other powersport vehicle (ATV, go-kart, PWC, scooter, or snowmobile) on eBay Motors. The fee for listing parts, accessories, and apparel varies with starting price as follows:

Starting Price	Insertion Fee
\$0.01 - \$0.99	\$0.30
\$1.00 - \$9.99	\$0.35
\$10.00 - \$24.99	\$0.60
\$25.00 - \$49.99	\$1.20
\$50.00 - \$199.99	\$2.40
\$200.00- \$499.99	\$3.60
\$500 and up	\$4.80

Auction, Fixed Price and Store Listings Pricing – Transaction Services Fees and Final Value Fees:

We do not charge a Final Value Fee at the close of Vehicle listings on eBay. However, we do charge a Transaction Services Fee at the time of the first bid on your listing (or if you set a reserve price, at the time of the first bid over that reserve). This fee is \$30 for a motorcycle or any other powersport vehicle (ATV, go-kart, PWC, scooter, or snowmobile).*

For parts, accessories, and apparel, a Final Value Fee is assessed based on the closing value (i.e., the selling price) as follows:

Closing Value	Final Value Fee
\$0 - \$25	5.25% of the closing value
\$25 - \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the remaining closing value balance (\$25.01 to \$1,000)
Over \$1,000	5.25% of the initial \$25 (\$1.31), plus 2.75% of the initial \$25 \$1000 (\$26.81), plus 1.50% of the remaining closing value balance (\$1000.01 - closing value)

For more information on Selling, please visit:

<http://pages.ebay.com/ebaymotors/cycledealers/index.html>

**Note that you will not be charged a Transaction Services Fee if your vehicle listing ends unsuccessfully. An unsuccessful listing on eBay is defined as either a listing that ends without any bids or a listing that ends with the reserve not being met.*