

The Reluctant Mouse

Affordable, flexible computer training for work and home



The Reluctant Mouse

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Course Outline - Buying & Selling on eBay



Aims

To provide individuals and organisations with a comprehensive understanding of buying & selling on eBay.

Learning Objectives

By the end of the course you will know how to create an eBay and PayPal account, research items (whether buying or selling), list items for sale, and use the buyers' and sellers' tools. You will also have a thorough understanding of the intricacies of bidding, pricing, and presenting, and the importance of feedback.

Previous Knowledge/Experience

Learners should have basic computer skills including using the internet.

Duration

1 day, or
3x2 hr sessions

Topics

- ♥ eBay & PayPal - a brief overview.
- ♥ Creating an eBay and PayPal account.
- ♥ Checking out the opposition!
- ♥ Listing items for sale - auction or buy it now, categories and durations.
- ♥ A good picture is worth 1,000 words.
- ♥ The devil is in the detail - how clear descriptions help *you*!
- ♥ Pack 'n' weigh - getting the postage right.
- ♥ "Would you buy from this man?" The importance of feedback.
- ♥ Hints, tips, myths ...and a bit of magic.
- ♥ Bidding tactics (not for the faint-hearted!).
- ♥ Asking and responding to questions.
- ♥ Following-up sales.

Suggested Follow-on Courses

- ♥ Social Media, an Overview
- ♥ Introduction to Facebook

Course content may change at the trainer's discretion to suit the needs of delegates on the day.