

Tele-Workshop Worksheet

Treasure Hunting with eBay Research

1. Think of three things you already own that you might sell on eBay.

- a. _____
- b. _____
- c. _____

2. Guess what percent of each type of auction sold and the average price they sold for.

	Average Success Rate (percent of total auctions sold)	Average Sales Price (average price for the auctions that sold)
Sconces	%	\$
Sony VCR	%	\$
Mirror	%	\$

Based on your guesses above, which item do you think I should sell?

3. Let's practice narrowing your research.

- a. First, enter a keyword(s) in DeepAnalysis. What keyword(s) would you use to research a Sony VCR?

- b. After scanning the Title column heading on the Auctions tab, what are some more words that match the Sony VCR that you might include to help narrow your research?

c. What are some words in the auction titles that don't match the VCR?

d. On the DeepAnalysis research panel, click the Keyword Research button. Then, select the Advanced Keyword Research radio button. Now you can do advanced keyword research.

e. In the Keywords field, enter the words you wrote down for keywords you want to include in your search (section b). Place a plus (+) sign in front of each of those words. Then, also in the Keywords field, enter the words you want to exclude from your search (section c). Place a (-) sign in front of each of those.

f. Click Start.

4. Narrowing research quiz:

a. Why does narrowing your research give you more meaningful research results?

b. Name two ways to narrow your research.

5. Let's compare the research for the three products to figure out which I should sell. Circle the success rate and the average sales price for each item in the Executive Summaries below. Then, record the statistics in the table provided.

VCR Executive Summary:

Executive Summary
This report describes all 445 auctions meeting the research parameters.
Total Sales for the 445 auctions is \$42,936.49 . 292 Successful Auctions sold a total of 314 items . The Average Sales Price (ASP) per Item is \$136.74 (\$42,936.49 Total Sales / 314 Items Sold).
The Auction Success Rate is 65.62% (292 Successful Auctions / 445 auctions). The ASP per Auction is \$147.04 (\$42,936.49 Total Sales / 292 Successful Auctions).
There were 267 Total Sellers , of which 215 had 1 or more sales. The overall Seller Success Rate was 80.52% .

Sconces Executive Summary:

Executive Summary
This report describes all 40 auctions meeting the research parameters.
Total Sales for the 40 auctions is \$876.32 .
33 Successful Auctions sold a total of 33 items .
The Average Sales Price (ASP) per Item is \$26.56 (\$876.32 Total Sales / 33 Items Sold).
The Auction Success Rate is 82.50% (33 Successful Auctions / 40 auctions).
The ASP per Auction is \$26.56 (\$876.32 Total Sales / 33 Successful Auctions).
There were 9 Total Sellers , of which 9 had 1 or more sales.
The overall Seller Success Rate was 100.00% .

Mirror Executive Summary:

Executive Summary
This report describes all 500 auctions meeting the research parameters.
Total Sales for the 500 auctions is \$3,482.04 .
157 Successful Auctions sold a total of 161 items .
The Average Sales Price (ASP) per Item is \$21.63 (\$3,482.04 Total Sales / 161 Items Sold).
The Auction Success Rate is 31.40% (157 Successful Auctions / 500 auctions).
The ASP per Auction is \$22.18 (\$3,482.04 Total Sales / 157 Successful Auctions).
There were 238 Total Sellers , of which 84 had 1 or more sales.
The overall Seller Success Rate was 35.29% .

	Average Success Rate (percent of total auctions sold)	Average Sales Price (average price for the auctions that sold)	Which Item Should I Sell?
Sony VCR	%	\$	<input type="checkbox"/>
Sconces	%	\$	<input type="checkbox"/>
Mirror	%	\$	<input type="checkbox"/>

Place a checkmark next to the item you think I should sell. Compare the data above with your guesses in question #2.

- Now let's boost our chances of selling. Look at the following statistics and circle the one that gives us the best chances of selling.

VCR Executive Summary:

Executive Summary

This report describes all 445 auctions meeting the research parameters.

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292 Successful Auctions sold a total of 314 items.

The Average Sales Price (ASP) per Item is \$136.74 (\$42,936.49 Total Sales / 314 Items Sold).

The Auction Success Rate is 65.62% (292 Successful Auctions / 445 auctions).

The ASP per Auction is \$147.04 (\$42,936.49 Total Sales / 292 Successful Auctions).

There were 267 Total Sellers, of which 215 had 1 or more sales.

The overall Seller Success Rate was 80.52%.

Best Auction Type

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Auction Summary								
Total Auctions	445	100.00%	292	65.62%	100.00%	\$147.04	\$42,936.49	100.00%
Auction Type								
Regular Auctions	411	92.36%	272	66.18%	93.15%	\$143.50	\$39,030.82	90.90%
- with Buy It Now	149	33.48%	85	57.05%	29.11%	\$184.75	\$15,703.35	36.57%
- without Buy It Now	262	58.88%	187	71.37%	64.04%	\$124.75	\$23,327.47	54.33%
Dutch Auctions	2	0.45%	1	50.00%	0.34%	\$149.97	\$149.97	0.35%
BIN Auctions	32	7.19%	19	59.38%	6.51%	\$197.67	\$3,755.70	8.75%
Personal Offers	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Live Auctions	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Store Items	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

- Executive Summary Average Success Rate: _____
- Executive Summary Average Sales Price: _____
- What is the Auction Type with the best Auction Success Rate?

- What is the Auction Type with the best ASP (Average Sales Price)?

- Compare the Auction Type statistics with the Executive Summary statistics to recommend the Auction Type you think I should list with:

Most Useful eBay Features

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Feature Analysis								
Reserve Price	41	9.21%	22	53.66%	7.53%	\$194.57	\$4,280.58	9.97%
Featured	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Featured	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%
Gallery Picture	260	58.43%	196	75.38%	67.12%	\$152.84	\$29,956.49	69.77%
Bold	27	6.07%	25	92.59%	8.56%	\$503.64	\$12,590.96	29.32%
Highlight	1	0.22%	1	100.00%	0.34%	\$21.59	\$21.59	0.05%
Gift	0	0.00%	0	0.00%	0.00%	\$0.00	\$0.00	0.00%

- Executive Summary Average Success Rate: _____
- Executive Summary Average Sales Price: _____
- Which listing features have a better Auction Success Rate than the Average Success Rate on the Executive Summary?

- Which listing features have a better ASP (Average Selling Price) than the ASP on the Executive Summary?

- Compare the listing Feature statistics with the Executive Summary statistics to recommend features you think I should order when I list my auction:

Best Starting Day

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Starting Day								
Sunday	63	14.16%	44	69.84%	15.07%	\$149.52	\$6,578.71	15.32%
Monday	69	15.51%	41	59.42%	14.04%	\$113.68	\$4,661.05	10.86%
Tuesday	58	13.03%	36	62.07%	12.33%	\$227.68	\$8,196.60	19.09%
Wednesday	70	15.73%	40	57.14%	13.70%	\$119.85	\$4,794.14	11.17%
Thursday	78	17.53%	61	78.21%	20.89%	\$170.58	\$10,405.18	24.23%
Friday	52	11.69%	38	73.08%	13.01%	\$86.07	\$3,270.80	7.62%
Saturday	55	12.36%	32	58.18%	10.96%	\$157.19	\$5,030.01	11.72%

- Executive Summary Average Success Rate: _____
- Executive Summary Average Sales Price: _____
- Which Starting Day has the best Auction Success Rate?

- Which Starting Day has the best ASP (Average Sales Price)?

- Compare the Starting Day statistics with the Executive Summary statistics to recommend the Starting Day you think I should list with:

Best Ending Day

Item Description	Number of Auctions	% of Total Auctions	Auctions with Sale	Auction Success Rate	% of Total Auctions w/ Sale	ASP per Auction	\$ Sales	% of \$ Sales
Ending Day								
Sunday	72	16.18%	56	77.78%	19.18%	\$154.64	\$8,659.68	20.17%
Monday	74	16.63%	45	60.81%	15.41%	\$127.20	\$5,723.79	13.33%
Tuesday	63	14.16%	45	71.43%	15.41%	\$253.74	\$11,418.49	26.59%
Wednesday	57	12.81%	36	63.16%	12.33%	\$125.07	\$4,502.52	10.49%
Thursday	74	16.63%	48	64.86%	16.44%	\$100.12	\$4,805.68	11.19%
Friday	67	15.06%	44	65.67%	15.07%	\$127.93	\$5,628.90	13.11%
Saturday	38	8.54%	18	47.37%	6.16%	\$122.08	\$2,197.43	5.12%

- Executive Summary Average Success Rate: _____
 - Executive Summary Average Sales Price: _____
 - Which Ending Day has the best Auction Success Rate?

 - Which Ending Day has the best ASP (Average Sales Price)?

 - Compare the Ending Day statistics with the Executive Summary statistics to recommend the Ending Day you think I should list with:

7. In summary, write the auction elements you recommended in #6 for the VCR. This gives us an overview of how I should list the auction to boost my chances of selling and my sales price:
- best auction type _____
- best eBay Features _____
- best listing day _____
- best ending day _____
8. **Assignment:** Print this worksheet again and work through it for your own three products to determine what you should sell and how to list it.

You can get the Sellers Guide at <http://www.hammertap.com/support/sellersguide.pdf>.