

# DOWNLOAD PDF PT. 5. THE PART OF TENS. TEN SUCCESSFUL EBAY SELLERS AND THEIR STORIES

## Chapter 1 : Products to Sell in | Best Dropshipping and Trending Products

*Top Ten Online Auto Parts Retailers of Almost everyone over the age of 16 in the developed world owns a car. In fact, it has been estimated that 1 in 6 employed people in the United States is employed, in some way, by the auto industry.*

Have an opinion about this story? [Click here](#) to submit a Letter to the Editor , and we may publish it in print. It appears that far fewer people are clicking tires these days for everyday vehicles on eBay Motors. The popular Web site is in transition. Listings for everyday vehicles offered by private sellers are fading away. And most of the everyday cars such as Toyota Camrys, Ford Fusions and Chevrolet Malibus listed by dealers are sitting on their virtual lots unwanted, and worse, unviewed. Unless a car is a classic or upcoming collectible, it gets fewer eyeballs on eBay Motors than it once did. I reviewed completed auctions for all makes of cars. I counted 21 vehicles sold. That seems like a respectable percentage -- until you look deeper. The sold vehicles were mostly muscle cars, sports cars and old trucks. One sold vehicle was a clapped-out police cruiser; another was an old, beat-up tow truck. Of Mini Coopers listed, just 42 sold, about 10 percent. Which means 90 percent of the cars were unsold -- not a good record. Of modern Chevrolet Malibus, five sold, just more than 1 percent. This makes sense to me. It makes no sense to buy an everyday car far away when local dealers or Craigslist might have the duplicate car within driving distance. A spokesman for eBay Motors says that 76 percent of the vehicles sold in the United States went to out-of-state buyers. To be fair, older cars are more affordable. Still, hard-to-find, in-demand newer sports cars sometimes sell well on eBay. The parts section of eBay Motors is also rapidly losing its appeal to me. Not long ago, you could find nearly thousands of new, used or reproduction parts on eBay Motors for even the most obscure cars. EBay used to be gold mine for those trolling the Internet for parts to restore their project cars. Surfing over to eBay was like going to a never-ending garage sale with great new items appearing every minute. Now searching for that rare part is mostly a time-suck. Clicking through the parts listings reveals tens of thousands of generic parts listed automatically from robo-sellers, components with vague descriptions that do not fit or match the vehicles for which they are listed. EBay was great when you could turn on your computer and wade through thousands of items owned by individuals. You never knew what treasure would turn up or how much it would sell for. But eBay decided that businesses and new- and used-car dealers, not individuals, have deeper pockets and can provide a more consistent source of revenue. But the change has made eBay more like a trip to the dollar store.

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### Chapter 2 : The App Store turns 10 - Apple

*Find tens from a vast selection of Books. Get great deals on eBay!*

Last updated Other recent updates July 27, The completely wireless system has quad channel capabilities, is rechargeable, and offers an unbelievable specification for the price. While the devices have practically the same specification, this upgraded version has four outputs, giving you the option of using up to eight pads during your therapy. Those with a keen eye for detail will also notice a subtle change in design and style for the outer shell of this newer machine, compared to the previous iteration. It will be on the site sometime soon. The TENS programs are named by number: P1, P2, P3, etc. P8 is a program that has been developed specifically for arthritis. Operating the device is simple, as it has been designed so that only four buttons are required to do everything. One pad does the job of two. It makes the whole experience of using the device much simpler, quicker and nicer. The device has 25 intensity levels, which is more than most. This gives you a great deal of control over the strength of the treatment. Having more levels at your disposal is desirable as it enables you to fine-tune strength of the stimulation. The wireless receiver pods push onto the pads through a snap fit. However, they do have a subscription service for the pads, which brings down the price considerably. PlayMakar ships with the first two pods for channels 1 and 2. The pods for channels 3 and 4 can be purchased separately so you can take advantage of all four channels. When we were testing this unit we kept records of battery performance and got 6 hours and 22 minutes from the wireless receivers before they needed recharging and 8 hours and 2 minutes from the hand remote. With no wires running from the controller to the pads, you can use this without anybody knowing. Ideal for situations such as the office, when only you need to know about it. With most units you have to cycle through the programs and set the timer again each time you use it, even if you want to do the exact same thing as last time. The system comes with a made to measure hard shell carrying case to keep the device and accessories in. As well as providing a home for everything, it offers a layer of protection for any accidental drops. At no point did we have any problem reading the information it displayed. The size of the screen contributes to the overall compactness of the hand remote. Each of the groups has four modes within them and while some of the modes in the same groups may be similar to each other, none of them are overly similar. We documented this in the full review of Plus The device is dual channel which means you can treat two body parts or for example, both sides of the back at the same time. A standout feature of this model that we love is the hours of use its rechargeable battery provides. This is substantially longer than most of its rivals so ideal for those who want portability and to not worry about it running out of charge on them. We found the unit to be simple and easy to use, with no unnecessary controls. The default treatment time is 20 minutes, this can be increased though with just a push of the T key. After the session is complete the unit automatically switches itself off to preserve that splendid battery. Another feature that impressed us immensely was the screen. Plus 24 offers superb bang for the buck, making it a popular choice for those wanting a feature-rich device without having to make a larger investment. Could it be improved? Our mid-range pick Our mid-range pick is based on simplicity and ease of use. The almost perfect entry level device. With our top rated pick you have to use the controls to select the channel first and then adjust the intensity for that particular channel. With SpaBuddy Sport we particularly like how you simply press the sets of arrow buttons to increase or decrease the intensity for the two channels. We found that the way the interface has been designed means a little less navigating through the controls during the session. These 8 offer contrasting stimulation patterns and should be ample for most people. The timer can be adjusted very easily, with just one button required and a session can be set for between minutes or you can opt for the continuous setting. However, you should be able to get 10 hours of use from a high quality set of 3 x AAA batteries. We believe that any potential drawbacks with this machine are outweighed by the benefits. In a perfect world! The device would be rechargeable and the screen would be backlit. Our research and reviewing process is detailed and comprehensive but our reviews are uncomplicated and simple to

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understand. They have been designed in a way that makes them easy to digest, with supporting diagrams, examples and case studies. On top of this, our process is constantly evolving to make it even better. We highlight the strengths and weaknesses of each unit we review and provide a balanced argument “for or against” with pros and cons. Most importantly, we like to provide context and scenarios to help paint a clearer picture. Our final appraisal of the device takes into account its features, how easy or difficult it is to use and what sort of value for money it represents. This format enables you to directly compare one machine against another. While you may be compromising on fancy features such as a backlit screen, the battery being rechargeable, etc. At present, there are great deals to be had! Some of the most popular and top-rated devices include: To get a better idea of the PL, its proportions, and controls you can watch this short video below: The buttons are large and clearly marked, something that would be beneficial to people who struggle to read smaller text and graphics. This simplicity of this device is one of the main reasons why users rate it so highly. Just something to be aware of. TENS has protective covers over the dials and controls to stop this happening. It continues to impress “even against newer” and more modern units. The reason I chose this is because it represents fantastic value for money and runs off a 9V battery. Most of the budget machines use AAA batteries, which is fine, however the 9V battery may be the reason this powerful device offers greater battery life. TENS also has more modes than those other two machines and an adjustable timer that can be set anywhere from 1 to 60 minutes. You can fine-tune the numerous settings with this device for optimal results. See exactly what I found out when I researched and reviewed the machine. Spending a small amount extra opens the doors to machines with rechargeable batteries, large screens, etc. The first thing I need to say about this unit is its size. This smart little thing looks like an MP3 player “and is the size of one. People who want something that they can carry round in their bag should look no further. So not only do you get the benefits of TENS pain relief, you can stimulate your muscles as well. Especially useful for active sports people. Zewa SpaBuddy Sport Alternatively: Many users have claimed that this machine powered by 3 AAA batteries is as effective as the one used by their physical therapist. Perhaps the most useful thing about it is the size of the screen. This machine can compete with much higher priced units. This is one of the higher priced HealthmateForever units but comes with a wealth of features and certainly justifies the cost. However the best is yet to come! The Pro15AB is a dual channel device, which means that you can treat two areas simultaneously. The Pro15AB is not only a dual channel device, it has fully isolated channels. What that means to you is that you can operate it like two separate machines at once. You are treating some pain around your shoulders. With this nifty machine you can treat both at the same time but run different programs and settings for each. This innovative feature which HealthmateForever pioneered makes it superior to almost all other dual channel TENS units, where you can only run one program at a time. You effectively have two machines in one. To see one of these splendid HealthmateForever devices in action, have a watch of the video below. If you are considering this for back pain jump to 1: Before you start looking, it would be smart to think about exactly what you require from the unit, apart from the obvious pain relief. Some people will want their device to be rechargeable. Others will place a higher emphasis on how many areas they can treat simultaneously, this is determined by the number of pads that can be connected. The best thing to do here is to write down what you want from the unit. Put these into a list and order them by importance. They should be able to point you in the right direction. This may give you some ideas and help you to think about what you want your new unit to do. The guide covers the things we consider, why we look at them, and what they mean to the consumer. Click here to jump to that section. Set a maximum budget “and stick to it. This will help you narrow down your search. Put together a shortlist of say, up to 5 devices.

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### Chapter 3 : TENS Unit: [calendrierdelascience.com](http://calendrierdelascience.com)

*So, let me get this straight eBay put out a press release saying that a % feedback seller who has less than a handful of items that sold on the platform in a month, out of tens of thousands of listings, is part of a "successful" eBay experiment because the seller was able to generate almost 4, leads to conduct business outside of.*

Extra Pair of Lead Wires: Rechargeable Battery and Charger Kit: Additional Backup Rechargeable Battery: Sub Zero Pain Relief Gel: The muscle stimulator will help prevent muscle atrophy, build strength when recovering from injuries, and provides muscle pain relief. Muscle Stimulation is helpful in keeping muscles active and even used by athletes for training recovery. The built in belt clip and extreme light weight makes the unit easy to use at home on the go. The AC Adapter enables you to save battery life for when you need it most. You will receive a Quick Start Guide in English and instruction manual with your unit. Everything you will need including carrying case, lead wires, battery, AC adapter and electrode pads are included. You can control the program, pulse width, pulse rate, and intensity. Place the electrodes on the treatment area or use the electrode placement chart to treat the body area. Adjust the unit to the most comfortable setting. If you have any questions call us - we are here to help! Order our most popular product now and experience one of the very best pain relief products on the market today! Had been going to the chiropractor which seemed to help so I got one of these so I could do treatments on my own. Well worth the money instead of paying for the chiro visits. First day I am amazed! I was washing dishes which usually puts me down from middle back pain. As soon as the pain started I turned on my tens and instant relief! My wife said oh I guess you can go back to work now!! I wish I knew about this 3 months ago! My life just got a whole lot better! I have had rotator cuff and scapula pain for some time which was off the charts. I was taking so much pain medication that it was starting to make me have terrible stomach issues. This unit was such a blessing to me. I do have to use it regularly to control my pain levels but it does work. Small investment for great results.

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### Chapter 4 : search - eBay browse API

*Since my doctor couldn't do anything for me except prescribe physical therapy (cortisone shot and pain meds didn't work, MRI didn't show any tears) and I had to walk since I have to work full time, my internet research indicated portable TENS units have had a degree of success relieving certain areas of pain.*

When Apple introduced the App Store on July 10, with apps, it ignited a cultural, social and economic phenomenon that changed how people work, play, meet, travel and so much more. Over the past decade, the App Store has created a safe place for users of all ages to get the very best apps and a vibrant app economy for developers of all sizes, from all over the world, to thrive. Today, customers in countries are visiting the App Store more often, staying longer and downloading and using more apps than ever before. While there have been many notable moments since apps first came to iPhone and later iPad, the milestones and testimonials below reflect some of the most significant over the past 10 years – defining how the App Store democratized software distribution and transformed how we live every day. Phil Schiller, senior vice president, Worldwide Marketing, Apple: We could not be more proud of what developers have created and what the next 10 years have in store. It eliminated the friction and overhead of setting up our own distribution and payment systems, making development far more accessible to everyone and letting us focus on our true passion: Over its 10 years so far, the App Store has developed into the richest, most diverse, and most accessible software ecosystem the world has ever seen. We feel fortunate to be part of the historic growth of the App Store these last 10 years. Before, the software industry was dominated by a few large companies. The App Store opened the door for any developer, from one-person shops to large studios, to come up with a great idea, build a high quality app and seamlessly deliver it to the growing number of customers around the world. MLB At Bat, Tap Tap Revenge, Trism, The New York Times, eBay and Travelocity represented the wide range of apps available from day one, bringing to life an entirely new way to travel, play games, read the news and experience sports right in the palm of your hand. Protecting user privacy is paramount in the Apple ecosystem, so from the beginning, Apple has taken great care in providing clear guidelines to developers and thoughtfully curating a safe, trusted app marketplace to ensure the best experience possible for customers around the world to discover and access apps. Mobile-First Businesses Thrive The App Store propelled new industries and changed how customers interact with businesses and start-ups like Calm. Our first game, Imangi, launched the day the App Store opened. Our studio has grown from the two of us to a team of None of this would have been possible without the App Store. Start-ups including Instagram, Calm, Uber and Instacart embraced features like the iPhone camera, Apple Pay, GPS and Location Services to deliver on-demand and personalized experiences, with many creating billion dollar businesses that started with apps in the App Store. At the same time, both traditional companies and those that started as websites, such as Twitter, Facebook, eBay, Yelp, Airbnb and Amazon, began building apps to meet changing customer behavior. As a result, apps have become one of the most important ways that customers interact with businesses and tackle everyday tasks – whether it is to book a flight or hotel room, make a dinner reservation, shop for gifts or pay bills. Shigeru Miyamoto, representative director and fellow, Nintendo: The App Store allows us to share the joy of Nintendo games with many new audiences, and we will continue striving to provide unique and new game experiences to App Store customers. Our games have been played in all seven continents, including Antarctica! That shows just how influential and far-reaching the App Store has become. Games such as Heads Up! In-App Purchase, Subscriptions Unlock Experiences In-app purchase allows developers to offer apps for free, so customers can try them out before paying to unlock additional functionalities, while subscriptions in apps like Headspace also help customers get access to new features. Horace Dediu, analyst, Asymco: Only through the power of a software ecosystem can subscriptions emerge and grow to such a level. The App Store created a means for others to become successful – many more than could possibly be imagined in ways that could not possibly be imagined – and freed people to be creative in

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unforeseen dimensions. In , the App Store started supporting subscription apps, and by , had expanded support to all 25 of its categories, including Games, Kids and Health and Fitness. By Smule, Headspace and Dropbox, making it easy for millions of new customers to instantly discover and sign up for or unsubscribe from these services. The larger screen sizes and resolution of iPhone and iPad have made customers more comfortable watching video on the go, while services including HBO NOW, Hulu, Netflix and Sling TV and the abundance of quality shows allow customers to enjoy the entertainment they love when and where they choose. Creativity, Productivity and Education Soar Beyond Office, Classroom Walls Creativity, productivity and educational apps enable customers to learn in fun, engaging ways. Procreate simply would not be possible without the App Store. Panda, developer of popular kids games: Panda has transformed from a small Chinese startup to a global kids brand loved by both children and parents with 50 million downloads around the world in only six years. Professionals around the world are choosing iPad Pro to explore new levels of creativity and productivity, thanks to its portability and versatility, and learners of all levels embrace iPad as a tool for work and play. Today, customers can enjoy more than 1. With over , educational and reference apps like Explain Everything and The Elements from Touch Press, iPad has helped nurture rich, engaging ways to learn, express creativity and encourage collaboration. Being a part of the Apple ecosystem has brought continued growth opportunities that have fundamentally changed the trajectory of our organization. Our mobile health research relies on the App Store to deliver life-saving and life-changing apps to our patients. Downloads for these apps have increased 75 percent since the launch of Apple Watch, led by apps such as Zova, Nike, Lose It! Thanks to these innovative tools, customers are increasingly able to use iOS and Apple Watch apps to monitor their overall health and well-being. Accessibility Apps Empower Communities Accessibility features built into iOS provide crucial support for customers with assistive needs. I have seen it unleash possibility and potential in literally thousands of individuals. Yet, closest to my heart, I have seen it do so for my son: My son moves about in a wheelchair, but that is simply the place from which his spirit soars. His voice comes from his iPad, he does his homework on iPad, his social life is rooted in the apps on iPad, he navigates his entertainment on iPad, and he has performed a thrilling one-man-show with his iPad. And I know so many others for whom this is also true. Without it, AssistiveWare would likely still be a one-man Mac developer. Now we provide iOS communication apps to over , people worldwide, many of whom would not be able to communicate effectively without them. With accessibility features seamlessly woven in, these apps support more customers and lead to a more inclusive and engaging user experience. Coding Inspires Future Generations Student developers at WWDC are committed to improving their software development skills, traveling from around the world to form a unique and supportive community at the conference and beyond. Amanda Southworth, executive director of Astra Labs, creators of anxietyhelper and Verena: Friends taught me how to program and I created an app for iPhone. My app supports Japanese, English and Chinese, making it possible for me to connect with people around the world through this app. Just thinking about that makes me excited. Starting in , Apple awarded scholarships to about students to attend, and by , that number had grown to over talented students and STEM organization members from 42 different countries. Scholarship winners receive a free ticket to the conference, along with lodging and a one-year Apple Developer Program membership. Past scholarship winners have started their own STEM non-profit organizations to encourage their peers to learn coding and created apps that are tackling issues such as mental health, safety and climate change. Apple introduced the Everyone Can Code program in to encourage learning, writing and teaching code, and today it is available to tens of millions of students around the world who can learn code, problem solve and create apps that will transform the future. New App Store Features Encourage Discovery The new Today tab spotlights interesting app stories, while separate Apps and Games tabs make it easier for customers to dive in and discover new apps to download. Dan Gray, head of studio, ustwo Games, creators of Monument Valley: The App Store refresh has shown players the creators behind the apps they enjoy everyday. The App Store now sees million weekly visitors who are spending more time discovering new apps than ever before, and hundreds of stories on the Today tab have been read by more than 1 million people. In , Apple introduced ARKit 1.

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Apple delivered the third ARKit update to developers at WWDC in June , making it possible for AR apps like LEGO to include shared experiences that allow multiple users to play a game or collaborate on projects, as well as persistent AR experiences that make it possible to start a puzzle on a table and come back to it later. With Core ML, apps get smarter by quickly and intelligently understanding images, video and text to deliver new and exciting experiences. Applying stylistic filters to photos with BeCasso, adding fun effects with Snapchat, and for those with low vision, easily navigating the world around them with Seeing AI are all examples of how Core ML is put to use – all while keeping data private.

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### Chapter 5 : Amazon Sellers Survey The Results

*eBay will hold a sitewide sale tomorrow, June 6. These "flash sales" that give buyers a coupon code that eBay subsidizes are part of a new marketing strategy management is using this year. While sellers like the idea of giving buyers an incentive to shop their wares, some believe holding sales too.*

But he held the lip balm in his paw carefully, inspecting its lollipop-purple-swirl case like a savant. He checked its weight He pursed his lips and calculated the shipping cost in his head: He looked at its Amazon sales rank: He pointed to his screen: The vitamins already had Amazon reviews. The next time you buy some humdrum product on Amazon, pause for a moment and check the Other Sellers listed on the right side of the page. Thirteen vendors offer it. Unlike eBay, where each vendor maintains a separate listings page, Amazon tidily groups its Marketplace sellers by item, hiding away the inferior offers, to showcase the best deals up front. In seller parlance, landing the number-one spot is called "getting the buy box. There are now more than two million sellers on Amazon. The Marketplace started in selling used books. Yet we know so little about who they are. Nearly all of them, companies that were growing by 1, percent or more, had websites that looked a decade out of date. Maybe a few links to products. They build their businesses on platforms--eBay, Walmart. While other platform retailers have identified a niche opportunity and capitalized--search Amazon for horse brushes or pickle ball paddles and you can buy from two other Inc. This upstart has succeeded by selling what most every retailer in the world, Amazon included, already offers. From there, you can see the new World Trade Center, but otherwise the glitz of Manhattan might as well be a thousand miles away. Planes take off and land practically overhead. LaGuardia Airport is across a nearby inlet. The closest neighbor is a vast parking lot jammed with Time Warner Cable vans. Tramunti got the door, and Vagenas was waiting behind his desk, a wary look on his face. Nothing personal, he said--but competitors always try to steal their secrets. One even sent a guy undercover to apply for a packing job, he added, staring at me for an extra beat. Then he cracked a smile. Vagenas introduced me to his partners. Tramunti is an old buddy who grew up a few blocks from his house. Jimmy Mastronardi knows Tramunti and Vagenas from the neighborhood too. Two other guys, Jonathan Webb and his business partner, Adam Berkowitz, joined recently. They are older, in their 40s. The younger guys busted their chops about their age. But really, everybody was busting chops about everything. But the company was considering it. But from there, people buy everything else. A man sat, an air gun in hand, inflating the containers nonstop. As soon as one crackled into shape, he grabbed the next, 15 times a minute. Originally, Vagenas and Tramunti and another friend ran a pharmacy in the South Bronx. When they started selling health and beauty products online in , they thought it could make a nifty side business. Mastronardi soon joined them to help run the numbers. As they hammered out kinks, they discovered that selling on a platform like Amazon was totally different from running their drugstore or even a standalone website. It was also a much bigger opportunity. You could fill a book with all the differences, of course, but the big one was: They could sell whatever they wanted, at whatever price, for whatever period of time. If they want to sell lotion one week and hairspray the next, they can do that. Early on, the guys decided that it would be easiest to offer whatever their suppliers had in stock. When a customer ordered something, they in turn would order it from the supplier, pick it up, and then pack and ship it. Inventory often stays in their warehouse only for a few hours before going right back out the door. The business is less like traditional merchandising than it is like a commodities trader from a bygone era, buying and selling well-known goods and turning a profit on each transaction. Not that any of their family and friends knew the difference, at first. In the platform business, they learned, price is everything. Set a price too high, and Amazon buries it. Setting it too low is worse, earning the buy box and leading to thousands of orders flooding in--and a loss of money on every sale. The conundrum fascinated Tramunti. He toyed with different pricing strategies, figuring out formulas for how much they could charge for certain products and still get the sale. They started getting the buy box--and making money--more often. He and the team had a developer code the tactics into algorithms,



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and baked them right into their proprietary software. Now the listings had optimal prices. They called the software the Master Brain. The Pharmapacks guys love the Master Brain. Or the way Pablo Escobar guarded the source of his ultrapure cocaine. He showed me the YouTube clip of the scene in which Johnny Depp, who plays the kingpin drug smuggler in the film, has his product tested by a black-market chemist--who goes gaga over its off-the-charts purity. Sales increased sixfold in a year. Neighbors began complaining about the never-ending stream of UPS and postal trucks. They were also unhappy about the warehouse packers who, in the absence of a decent-size company cafeteria or nearby restaurants, plopped down on their lawns each day to eat lunch. Other marketplace sellers have algorithms. There are now companies that design pricing software for platform vendors: Vendors also need high customer-service ratings to get the buy box. Keeping them that way is a grind, especially when you sell almost 25, different products and ship , orders a month. People get emotional about personal-care products. In July, it came with 10 percent extra. It was a promo! Part of this was growing pains--it took a while to figure out how to fill so many orders fast without screwing up. But complainers are a naturally occurring species in e-commerce, and Pharmapacks now employs 16 customer-service reps, who field almost concerns over the phone and by email every day. They write back to all customer inquiries within 24 hours--one of the key metrics Amazon tracks in its customer-service ratings. Two employees use a software program called Trustpilot to scroll through every 1-, 2-, and 3-star review the company receives and give each of them special attention. Thanks to such micro-advocacy, Pharmapacks had more than 3, low ratings removed in alone. To put that into perspective, Pharmapacks products have been rated more than , times--and its Amazon rating is 4. Each day, the Seller Support group takes down one or more Pharmapacks listings without warning because of customer complaints. One day it was a bottle of Dove Advanced Hair Series Quench Absolute Serum that was listed for fine hair but turned out to be for coarse hair. The manufacturer changed the UPC code, Vagenas said. Another day it was Cold-Eeze Cold Remedy lozenges. But every time I visited, some new toiletry had taken the place of the others on his desk. Uneasy lies the head that wears the crown of 4. No, not like that. Pharmapacks buys from the same established, law-abiding distributors that sell to national chains like Walmart, Costco, and CVS. But ask these distributors where they get the products, and some will give an answer as gruff and dismissive as the vehicular estrangement explanation above. Pharmapacks has agreements with 16 suppliers. Some deal directly with manufacturers. Others get their goods in more circuitous ways. These tight-lipped suppliers are known by their critics as diverters. They prefer "secondary market distributors. When people discuss the rise of online marketplaces, they tend to focus on the tech companies that have made it possible for shoppers to find and purchase things in a matter of clicks. But that explains only the demand side of the equation. He ran a similar business, called StocknGo. Webb, like Vagenas, has little patience for nonsense. Webb and Vagenas connected right away. Webb had barely driven away when Vagenas called his cell phone to propose they work together. Webb also had a pertinent family connection.

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### Chapter 6 : Why eBay Motors is losing traction

*For years we have continually tested and reviewed the best TENS units on the market. We are delighted to share our latest buying guide, highlighting our top three picks with you.*

Gemma Sellers who have the best customer service are rewarded by eBay through the Top Rated Seller program. Requirements vary between countries and eBay sites but are generally focused on sellers having a minimum number of sales, consistent shipment tracking, low transaction defects and a small number of late shipments. To become a Top Rated Seller on eBay. Selling performance daily and over the last evaluation period can be checked easily via the Seller Dashboard. Sellers can become Top Rated Sellers in other countries if they meet the criteria for these countries e. Benefits of becoming a Top Rated Seller Aside from the satisfaction of being given a pat on the back by eBay, Top Rated Sellers get some bonus rewards: To do so, Top Rated Sellers have to provide both: There are also some exceptions such as listings in specific categories Gift Cards, Tickets, Plants and Seedlings, Food etc. The seal is displayed prominently on listings and search results, inspiring customer confidence. Top Rated Plus listings also receive an increased Best Match search result due to the short handling time and generous return policy. Top tips about Top Rated Seller Status The short handling time required for Top Rated Plus listings relates to uploading tracking details for the item s , not physically shipping the package. So if a buyer purchases an item on Friday, the tracking does not have to be uploaded until Monday and then the item shipped Tuesday. This is important to keep in mind when trying to provide the same day or 1-day handling required for Top Rated Plus listings. Sellers can pick and choose which of their listings to upgrade to Top Rated Plus status, so it should be considered whether each item would really benefit from the FVF discount before committing to the short handling time frame and no questions asked return policy. To consistently reach these standards, providing excellent customer service at every stage of the transaction is important. When listing, give the buyer realistic expectations of the item. Describe with facts, accurate measurements and detailed photographs. Be sure to note any faults or blemishes. Make sure your return policy is easy to understand. When shipping, take the time to pack the item securely and safely using durable and appropriate materials. Consider including a return label in the package to save time later. Always use tracking and make sure the buyer has access to the tracking number promptly. When communicating with the buyer, be sure to use polite and professional language at all times. Respond quickly to make the most of the time period before the buyer is able to contact eBay for assistance. Is Top Rated Seller status worth it? There are however such downsides to the program. Maintaining such a low defect rate required for the Top Rated Seller status is difficult, though not impossible. Offering such fast handling and a flexible return policy may cause some sellers to lose profit, despite the potential increase in visibility and trust gained by Top Rated status. For some sellers, the stress of attempting to keep the number of defects so low is not worth the Final Value Fee discount or slight search result ranking increase. Other sellers may not have the same difficulties keeping defects down. Gemma Gemma is our all things eBay expert. Originally from the UK, she now lives in Canada and travels extensively. You can read about her travels at her blog Off Track Travel.

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### Chapter 7 : From eBay sellers to Multi-million dollar Startup: Victor Levitin Interview

*EBay says in the second quarter this year, \$ billion worth of vehicles were sold globally on eBay Motors, but eBay couldn't provide the data for the year-ago period.*

From eBay sellers to Multi-million dollar Startup: You can unsubscribe at anytime. Today we are talking about eBay. Vic, welcome to the show. Thank you for having me, Alex. Jolly good, jolly good. Look, before we get on you talking about CrazyLister, I was looking over your career highlights and it struck me that you started off by studying law. Actually what attracted you to law in the first place? That sounds like a strange way for a technologist to start his career. In fact I was studying law and economics. And actually I was drawn to the commerce world while I was a student in my second year. And from that moment on that I kind of, I came to classes with a laptop and I was just running my eBay business from the university basically. So you actually started this when you were an undergraduate? And was that easy to balance, almost being quite a lot of work to try and keep under your belt studying law and running a business? But that sounds like a normal student except you were actually working rather than just lying on the couch watching TV. Oh yeah, not a lot of beach time for me, no. So when you graduated then the business was already up and running and you had something to move into. Is that how it basically went? His name is Max. And we had a small business running by the time I finished my degree, yes. And was that the business that became LGO or was that a different business? So what specifically were you selling with LGO? What was it you backed up on that you actually sell? Our initial breakout was actually with one of the most competitive categories on eBay which is GPS devices for cars. Back at the day before people had smartphones and free GPS devices basically, it was very popular to have a dedicated device for your car, dedicated GPS device. And this was like the first success we saw on eBay. So what year was that then? Oh wow, it was I think, something like that. It also shows how quickly technology has moved on. So supplier, how did you stumble across a supplier for those type of devices? It all started, I mean, we were selling on eBay and it was not a great success. We were grossing out a few hundreds of dollars a month, maybe couple of thousands, nothing really beyond some change for beer. And then I needed a GPS for myself, for my own purposes. Because the listing itself, the way it was designed it conveyed anything but good quality. In fact it still works to this day and it travelled with me through four continents. We will sell the exact same GPS on eBay. We will just wrap it in a much more professional and much more trust-conveying listing design than the Chinese supplier did it. It just shows you that you are really good to just grab an opportunity when you see it and take full advantage of the situation. Oh yeah, I mean he still continued selling on eBay, but we were outselling him as well, but his margin remains the same. So how were you driving those sales? How did you actually manage to penetrate places like eBay Germany? Was it just listing expertise or that you try and support it through advertising or any other techniques? So we had a few assumptions. We are located in Israel and we had all the disadvantages. We could not possibly ever compete on prices, so we could not offer the lowest prices. So shipping could not be a unique valuable position for us neither because shipping from China takes time. Having all of these disadvantages we figured the only advantage we can have over our competition was just, like I said "€" wrapping the exact same item in a much more trust-conveying and in a much more appealing listing. And if you ask why, the answer is because they are deadily focused on the experience, on the design. I mean iPhone is twice or even three times more expensive than any other smartphone on the market, and people still buy them like crazy. Because they convey the notion that it is a better device, a better product with design. And because of that, that expertise in creating that listing, I guess that means that you stayed on the eBay channel. Oh yeah, of course. It was really hard being dependent on one channel. I mean, in terms of a risk as a young company you always try to deriskify your business. So early on we made the decision to expand beyond eBay, and we did, we expanded to Amazon, to Amazon US and the European Amazon sites, and later on to our own web store. So on your profile I was looking at you earlier days on LinkedIn, the growth of the business was very impressive. How

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difficult was that? So the growth happened because we were very methodical, we were very process oriented about our business. So we were constantly gathering input from our customers, and this is how we realized how can we make our listings better, what buttons to push, what is it? I mean, if you look at a GPS device, it has tens or even hundreds of different attributes: Screen size, battery life, software, map updates and what not. And we needed, again, being process oriented, we constantly found out how to improve our listings to convey a more and more focused message on what made people to actually buy. Now when growth began and we were a two men show, it was Max and myself, so the first thing we did is to look for optimization solutions. How can we optimize the process? Because if you think about it, the process looks like this, we were getting orders from eBay, from Amazon, from our site that these orders needed to somehow get to our supplier from China, and we needed to pay him his fee, the cost of the GPS device that he needed to actually ship the GPS device to the end customer, and we needed to somehow get the tracking number to update eBay, Amazon and the customer. And back at the day the landscape of multichannel e-commerce solutions, it was very shallow, there was not a lot of offerings out there. And actually failing to find something like that, we hired a software developer and we built our own kind of in-house solution to accommodate our exact needs. So the whole thing was built around your own software, but also the core to that was the supplier itself was actually fulfilling your orders to help manage your costs and the logistic challenges as well. And from time to time he screwed up and we had to cover for this. And I think the most important learning here is that the customer is not to blame. If our suppliers screws up we need to make the customer happy, no matter what. So we were refunding customers, no questions asked. If we were late to deliver an item, whatever, we were focused on making the customers happy even if it meant losing money in the short run, but reputation was above all. There is often no choice, you just simply have to get the customer happy again. Other than that you are just two anonymous guys from Israel trying to ship an item from China to the US and make profit out of it. So LGO, does that still exist today or is that a past business? Oh yeah, it still exists. The business took a brand-new shape and we found a brand-new niche where we focus on for the best five or six years. Those are the stabilizers, the cranes for videographers to stabilize the video. And it still exists, it still works. Max and myself, we do not run it on the day-to-day operations, we have partners who run it. Actually they are your neighbors, the business is being run from London. Crazyliester then why, why that shift into software? They were very interested in the tools, in the technology and methodology of what we do. In the first eBay event here in Israel back in , eBay granted us with awards for having the highest conversion rates in the Israeli selling community. We did not even imagine doing this. And we started doing this as the service for other businesses, optimizing the listings for them. And after doing this for a few months, we got a really good understanding of how does it look for other businesses that what we were doing that looked like very trivial for us if this is the process that you need to do. So we realized that this was a new convention for eBay sellers. We could at best serve few hundreds of customers this way, and eBay has 25 million active sellers. So early on we understood that this must be a SaaS solution, software as a service solution. And this was what gave birth to Crazyliester. I mean the idea that eBay saw how successful you had been and encouraged you to go and share that knowledge. And, of course, it gave us a lot of authority. And, again, being two anonymous students we found ourselves running the biggest businesses in Israel, chains with hundred of stores, and we were running their ecommerce for them. And we figured that we must make this knowledge and technology affordable and available to the average eBay seller, not only to the biggest businesses. So building the product, building Crazyliester. Were you able to fund the development of your own resources or did you have to bring an external funding to do that stuff? We were bootstrapped for at least two and a half years I think, which means that every penny we were making out of LGO we were investing into building Crazyliester.

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### Chapter 8 : What Is The Best TENS Unit: Reviews And Ratings (Updated For )

*The first pair, which I bought from another seller, lasted less than 5 weeks. I thought maybe I got a bad pair so I gave them another chance. Less than 4 weeks since I got the new wires and my TENS unit shuts off after 1 minute.*

Posted on July 14, Ebay policy violations , ebay trust and safety , eBay trusted sellers , New York subway graffiti In the late s, the crime was escalating out of control on the New York subways. However, New York transit police representatives were issuing reports to the public claiming that crime on the subways was actually declining. The public was not convinced that that crime was declining on the subways. Despite being told that the subways were becoming safer and that their fear was unfounded, the public knew the truth because they lived it. And the newspapers were anxious to publicly tell the stories of individuals who were suffering. What did it ultimately take for New York to reduce the crime problem on the subways? By ignoring the less serious crimes, you cannot establish a sense of order. And, so it was decided that New York police would take all crimes seriously despite many objections from some higher ranking police officers. And the decision was made to start with a crime that was clearly visible to everyone and which symbolized the subway crime problem – graffiti. The police began closely guarding train yards and made the more favored graffiti painting areas inaccessible. Graffiti removal was a top priority. Every morning, the Transit Authority pulled off the line any car that had been tagged the night before and it was put back into service only when the graffiti had been removed. This recap of the New York city subway crime problem and the subsequent solution can be directly related to eBay. But I believe eBay is ignoring the very root of the problem: As a result, many eBay users violate policy unintentionally but, even so, are treated like a criminal element if they get caught violating a rule. Personally, I was issued a policy violation warning in for a policy that had not yet been enacted and, even worse, had not yet been announced. It is one thing to give pricing incentives and better search placement to favored sellers but it is another thing altogether to allow them to brazenly violate the rules. As a result, eBay members often times give up reporting or harbor deep resentment and frustration. I personally have reported policy violations where no action is taken. Nothing was ever done. However, he did put the URL in a different location without the huge bold colorful font. And this is commonplace. Many sellers, especially large sellers, knowingly violate policy. They have learned that eBay does not take lower level policy violations seriously and even higher level policy violation notices are issued rarely. However, real users of the eBay system just like the real users of the NY subway system are acutely aware of the truth when it comes to eBay Trust and Safety.

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### Chapter 9 : Selling on eBay | Electronics, Fashion, Home & Garden | eBay

*Because I paid \$ above the Amazon price, that's profit, which AFarAwayGalaxy can keep (minus Paypal and eBay fees). This seller has more than 11, items listed on eBay.*

Join these successful sellers. You might be new to the selling thing. Here are just a few questions that are frequently asked by our first time sellers. How long will it take to get my stuff up on eBay? We realize you want to sell your stuff right now. Our quick listing tool makes selling on eBay a snap. Is it really free to list? Most of the time, yes! You only pay seller fees when your stuff sells, which is a small percentage of the final price. Learn more about final value fees. I want everyone to see my stuff. How do I do that? Now you sound like a seller! Helping buyers find your stuff begins with a great listing. Take great photos you can post 12 of them for free , write a descriptive title, and describe your item with as much detail as you can. How do I get the best price for my item? Auction-style listings can be exciting, and you may earn a higher than expected price this way. With a fixed-price listing, you decide how much your stuff is worth. This might help sell it more quickly. Selling sounds easy, but how do I get paid? Once your item sells on eBay, all payments are safely and securely handled by PayPal for an additional fee. Just link it to your listing and your buyer will send the money to this account. Be patient, because it may take a little time for your buyer to send payment after purchase. What happens after my stuff sells? I still have to ship it out, right? But we help you out there, too. We even include some tips on how other sellers package and ship similar items. Customer support is here for you to make sure your selling goes smoothly. Contact customer support Ready to sell? You can transform your used items into money with just a few words, pictures, and clicks of your mouse. Selling is all about making connections, and by using online selling sites like eBay, you can make more connections from the comfort of your own home than you could in person. With a yard sale you might be lucky to get a few dozen people; when you sell on eBay you can reach over a hundred million. To succeed at selling, it takes a little more than just a quick description and post. Let them see the shoes, the tablet, or the sparkle in that ring. Your words may provide the details, but your choice of pictures is the tool you can use to capture their attention.