

# Market Yourself Professionally

FoundValue Training Program

---

# Table of Contents

Section 1: Market Through Relationships	1
Section 2: Practice Creative Marketing	7
Section 3. Serve Your Customers	9

The FoundValue Training Program found at [www.foundvalue.com/content/ebay/tools/tools-ebooks.aspx](http://www.foundvalue.com/content/ebay/tools/tools-ebooks.aspx) and [www.foundvalue.com/content/ebay/tools/tools-tutorials.aspx](http://www.foundvalue.com/content/ebay/tools/tools-tutorials.aspx) contains confidential and proprietary information of FoundValue Incorporated and is provided exclusively for use in the sale and representation of FoundValue services and products. FoundValue Incorporated reserves the right to alter, modify, or change any information set forth in this document. No part of this document may be used, reproduced or disclosed, in whole or in part, except with the express written permission of FoundValue Incorporated. Copyright 2004-2008. All rights reserved.

---

# Section 1: Market Through Relationships

Marketing yourself and your business are key to your success. Think of all the people you come into contact with as prospective customers. Today, eBay has less than 15% penetration – that means that 85% of Americans are not yet familiar with what this marketplace has to offer. You have the opportunity to introduce its merits and develop your business along the way.

Whether you're developing a new relationship with a potential customer or speaking about your business to a friend, you've got something great to offer. Your business won't sell itself; so, as an eBay seller, you need to let others know how the service works and how they can benefit.

## Practice Your Pitch

Your pitch is what you say to people to present your service—generally it's very quick and to the point, yet covers the main benefits. You want your potential clients to understand that your service is the best option available for selling online.

Of course you'll want to present it in your own unique style—but try to keep all the important elements of the service. Here are a few other strong points:

- My expertise is selling online—I know which items sell well and how to market them to prospective buyers.
- My service makes selling online easy for you
- Selling online allows you to put your items in front of over 200 million prospective buyers!

As you get more experience, you can sprinkle real-life experiences into your pitch—for example, “I just sold a Canon EOS 1 for \$650!” Your examples might spark ideas of what items the person or business could sell.

## Develop Relationships

Developing a personal connection with people can help you build relationships that will be the foundation of your business. When you develop a connection, you're establishing trust with the other person.

One way you can begin to develop a relationship is by initiating casual conversations with the people around you and really listening to them. Developing and strengthening relationships is less about talking than it is about **listening**. Understanding someone's needs will help you determine how you can best serve them through your business.

---

---

---

By listening, you learn what others want and need – and how they like to be treated. It shows that you are genuinely interested in others’ lives, and not just focusing on your own. In conversations, listen to learn about others’ personalities, their interests – and what they consider important.

By asking questions and listening to people’s responses, you’ll know what you can offer them that will be most appreciated. Begin with your family and friends. Think about what you can offer them now that you are an eBay seller– and how you might initiate a conversation about your new business.

Once you understand potential customers’ wants and needs, you’ll be able to determine how you can help them. Be open to and interested in other people; give them an opportunity to ask about you; and then explain your business in terms of how you can provide services that will help them.

Once you’ve developed a connection, you’ll feel more comfortable about asking people to try your service. Ask questions to gather this information. As you’re talking, you’ll naturally be thinking, “Do I have any product or service that this person needs? How can you benefit them?”

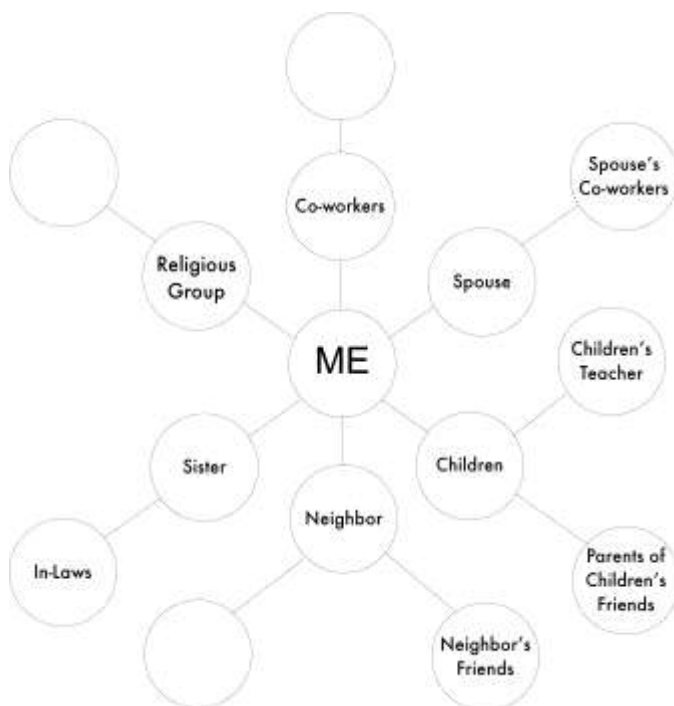
---

## Create Your Prospect List

Spreading the word about your new business – and getting customers right from the start – is the best way to set your business on its road to success.

The most logical place to start marketing your business is by contacting people you already know well.

Begin by making a list of these people – and then go on and list every person you can think of who plays a role in your life, including relatives; friends; colleagues; acquaintances; people you know from groups you belong to or volunteer with; other parents in your children’s school, etc.



You can use the Prospect List on the next page to start creating that list. As you fill it in, think big. This is a brainstorming activity.

Everyone you know is a prospect – and provides you an opportunity to develop a relationship that can lead to expanding your business. Try to come up with at least 50 names. These will be your first customers, hosts and your potential team members.

Use the illustration on the left for ideas of different people with whom you can connect. You are in the center of the diagram. Visualize your “web” of relationships and keep this process in mind as you create your Prospect List.

Even though you may think your Prospect List is complete after this one activity, you’ll find that other names keep popping into your mind. Add these names to your Prospect List as you think of them.

# Prospect List

	Customer	Host	Team	Phone Number/Email
--	----------	------	------	--------------------

**Relatives**

1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

**Friends**

1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

**Neighbors**

1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

**Co-Workers**

1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

**Social Contacts (civic groups, sports)**

1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

## Prospect List *(continued)*

	Customer	Host	Team	Phone Number/Email
<b>Acquaintances from religious groups</b>				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
<b>Friends from school / college / university</b>				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
<b>Contacts through your children</b>				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
<b>People from places you do business</b>				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____
<b>Others (be creative!)</b>				
1. _____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____
3. _____	_____	_____	_____	_____
4. _____	_____	_____	_____	_____
5. _____	_____	_____	_____	_____

## Use Your Prospect List

You've now created one of the most powerful tools you can have for building your business. Start by calling the people you know best. Then continue to get in touch with everyone you've listed. It'll get easier as you go, because you'll find how positively people will respond. After all, who doesn't have things they would love to sell and make money?

Another good idea for contacting the people on your Prospect List is to send them an email telling them about your new business and then follow-up with a phone call to provide more details. When you do that, you'll be a step ahead, because people will already know why you're calling and be prepared; the e-mail will save you time and make it easier to start the conversations.

## Section 2: Practice Creative Marketing

One great thing about the business is that you can build it by incorporating it into your daily activities. You'll discover countless opportunities for letting others know about your business. Take a look at the list and highlight ideas that will work for you. You can also read **How to Market Your Business** at [www.foundvalue.com/how-to/marketing](http://www.foundvalue.com/how-to/marketing).

### Create a Word-of-Mouth Campaign – Tell Everyone About Your Business

Word-of-mouth marketing is one of the best ways to market your business. When you meet friends, acquaintances, co-workers — **anyone with whom you come into contact** — mention your business.

### Keep Business Cards Handy

Keep a stack of business cards in your pocket or car ready to hand out whenever you find an opportunity!

### Distribute Your Marketing Materials

Distribute your business cards everywhere you think you might find potential customers.

- Look for community bulletin boards or kiosks to post business cards or brochures.
- Take your cards to dinners, work, family gatherings, etc.
- Post cards in the teacher's lounge at schools, in the lunchroom at work, or on large bulletin boards in apartment buildings or community areas.

### Attend Fundraisers, Fairs and Block Parties

- Increase your community involvement by attending fundraisers at schools, church groups or civic organizations.
- Set up a booth or table at a local fair or block party: you'll be creating your own "storefront" where you can tell people in the community about your services.
- Contact religious and social organizations to see if you can list donations they've received; often the money is more useful to them than the merchandise.

#### Tips

- ◆ When you give someone your business card, always remember to get the person's name and phone number so you can follow-up.
- ◆ Be sure that your name and phone number are clearly marked on your all materials, so that potential customers can contact you easily.
- ◆ After you offer to give prospective customers a free consultation, schedule a day and time to follow up with them or schedule a pick-up appointment.

---

## Create Alternatives for Garage Sales and Estate Sales

- Visit garage sales and offer to help sell the merchandise on eBay.
- Find out about garage sales early by checking out local newspapers during the week. If you find an announcement of a garage sale, call the homeowner and offer to evaluate the items for sale. You may be able to make them more money on eBay.
- Go to garage sales at the end of the day and introduce yourself to the organizers. You just might be the answer to their prayers for the items that didn't sell.
- Introduce yourself to local estate attorneys and retirement home managers for leads on estate sales. It's often very difficult for family members to sell the items of a loved one that has passed away. You can offer them the opportunity to make money on those items without having to deal with selling them.

## Develop Solutions for People Who are Relocating

- Look for people who are moving out in your neighborhood. Moving is one of the most stressful and challenging necessities of life; almost all people moving have "stuff" they can't – or shouldn't take with them, and that they'd love or need to sell.
- Contact real estate brokers and property managers and tell them how useful your services can be for their clients. Ask them to distribute your marketing materials.
- Review the properties for sale in your local newspapers. Get the names and contact information of real estate agents from the listings.

## Publicize Your Business

- Try contacting local newspapers and television stations to tell them about your business. Reporters love stories about people in the community providing new and unique services. You can contact the reporter directly or write the story yourself and then submit it.
  - When you work with a local charity, non-profit organization, or community organization to sell their donated items, ask if they would mention your business on their own marketing and public relations materials.
- 
-

## Section 3. Serve Your Customers

While your business is both personal and electronic in nature, your success still depends on successful interactions with people that require a “personal” approach. Whether face-to-face, on the telephone or via e-mail, every contact with your customers must reinforce that you are polite and professional — and are working for their success, as well as your own. You can also refer to **How to Provide Great Customer Service** at [www.foundvalue.com/how-to/customer-service](http://www.foundvalue.com/how-to/customer-service).

### Provide Outstanding Customer Care

No matter what service you offer, exemplify the most important customer care principle: satisfy customers’ needs while surpassing their expectations.

Though each of your customers may require a different degree of “customer care” and different services, here are some important guidelines to ensure you are always providing the best customer care possible.

- **Build trust** by treating your customers with respect and courtesy.
- **Handle any problem or complaints** in a manner that shows that your goal is your customers’ satisfaction.
- **Never assume anything:** ask questions to ensure that you understand your customers and to get a clear picture of the situation. Asking questions also shows that you care.
- **Be punctual** whether you are arriving at a customer’s home, responding to a phone call, answering an e-mail or sending a shipment.
- **Stay in touch** with your customers. They are the lifeline of your business; it’s critical that you keep your name in front of them.
- **Communicate, communicate, communicate.** You can never be “too” responsive or provide your customers with too much information.

### Customer Care Success

How you work with your customers from the moment they first learn about your business through the final detail of any transaction is fundamental to your success. Marketing and attracting new customers is clearly important, but your ultimate success lies with repeat business for two very important reasons:

- ◆ It takes a lot more time to attract new customers than it does to maintain existing ones and,
- ◆ Customers who are pleased with your services tell their friends and acquaintances. That’s free marketing for you!

Don't forget that many other people and businesses are vying for your customers' business. Once you lose your customers, it's very difficult to get them back. Few will tell you they are unsatisfied; they will simply go somewhere else. Your challenge is to provide consistently excellent service, always with your customers' best interests in mind.

## Customer Communications

Professional and timely communication with customers and buyers presents you in the best possible light.

### CLIENT CARE CALLS

If you sell for others, you'll want to set aside some time each week to make your client service phone calls. A half-hour each day devoted to client care phone calls can provide you with an important and consistent avenue of business.

Here are a few topics for client service phone calls:

- Spring cleaning
- Special consultations
- New eBay facts and figures
- Scheduling a new pick-up appointment

### FOLLOW-UP STRATEGY

To maintain the highest level of client service, you'll want to follow up with your clients after appointments and transactions. It's also an effective strategy to make sure you satisfy your customers.

- Follow up promptly with your clients after they ask a question (as a rule within 24 hours).
- Call your clients two days after their appointment to determine their impressions of your service.
- Follow up to make sure your clients are satisfied.

## Measuring Customer Care Quality

It's important to understand that the quality and integrity of your service has a direct impact on the success of your business and your reputation as an eBay seller. One of the best gauges of quality and integrity is customer feedback.

Remember that positive feedback is as good as gold. Customers who are happy with your services are more likely to refer you more business. eBay buyers who have positive experiences are more likely to buy from you again; and their feedback will also impact other potential eBay buyers.

## EBAY BUYER FEEDBACK

eBay has its own feedback system. Think of your eBay “feedback rating” as a scorecard, as illustrated below) that tells others how well you have served your eBay buyers. This feedback plays a critical role in helping eBay buyers determine whether you are trustworthy. It’s an important credential you must earn to be part of the eBay community – and provides a self-regulating method of ensuring a high degree of integrity.

home | pay | register | sign out | services | site map

Buy Sell My eBay Community Help

Start new search Search

Advanced Search

Powered by IBM

Back to your last item Home > Services > Feedback Forum > Member Profile

**Member Profile: rmcintyre\_foundvalue (40 ★)**

<b>Feedback Score:</b>	<b>40</b>
<b>Positive Feedback:</b>	<b>100%</b>
Members who left a positive:	40
Members who left a negative:	0
All positive feedback received:	42

Learn about what these numbers mean.

Recent Ratings:

	Past Month	Past 6 Months	Past 12 Months
positive	13	27	42
neutral	0	0	0
negative	0	0	0

Bid Retractions (Past 6 months): 0

Member since: Jan-20-04  
Location: United States  
+ ID History  
+ Items for Sale

Contact Member

**All Feedback Received** From Buyers From Sellers Left for Others

42 feedback received by rmcintyre\_foundvalue (0 mutually withdrawn)

Comment	From	Date / Time	Item #
Honest, reliable and professional. A+++++	Buyer jrgabca (4)	Oct-04-04 11:42	3840957475
Looks like it's in great shape. Bought as a spare but what a great purchase!	Buyer glennpound (134 ★)	Oct-04-04 11:17	6706951403
very easy to deal with. great communication. well deserved + in feedback.	Buyer alphawhelp (10 ★)	Sep-27-04 10:11	8126823459
Super Fast Transaction! A+++ Thanks!	Buyer hnttblatky (3)	Sep-26-04 20:28	8131329639
Absolutely fantastic seller, couldn't ask for more. Highly recommend.	Buyer shelbysauctionaccount (48 ★)	Sep-24-04 19:14	8127754443

Page 1 of 2