

Your name: _____

Reading:

Read the following texts and match them to the most suitable heading from the list supplied. Each heading can only be used **ONCE**. There are three headings you will not need. **Perskaitykite šiuos tekstus ir suderinkite juos su tinkamiausia antrašte iš pateikto sąrašo. Kiekvieną antraštę galima naudoti tik KARTĄ. Yra trys antraštės, kurių jums nereikės.**

eBay tips for selling successfully

Text 1

Getting that first bid is critical, as buyers are more likely to jump in if there are already bids on auction. Buyers may lose interest if they assume an item is overpriced. Many successful sellers set a low opening bid to jumpstart bidding and increase their final selling price.

Text 2

Specifying reasonable shipping and handling costs in your listing is essential for smart selling. eBay's free Shipping Calculator provides real-time shipping costs to buyers all over the world, so you can increase your chances of success. Remember that a long wait can be both boring and frustrating for customers.

Text 3

Maximizing your item title is a must if you want to sell your product. Be sure to include key words that buyers will search for, such as unique or descriptive attributes, and always check your spelling. Your item title is critical in helping users find your items, so use each character wisely.

Text 4

A good description is concise, well organized, and easy to read. Create bold section headlines, bulleted lists, and be sure to include item style/type, brand, condition, and other attributes. Think about your listing from the buyer's perspective – the more information you provide, the more likely buyers are to place a bid.

Text 5

A picture really is worth more than a thousand words! Use clear, well-lit photos from a variety of angles to accurately showcase your item. Use good lighting and an uncluttered background to get the most out of your photo. Add additional photos to showcase details and unique features of your item.

Text 6

Always respond quickly to any buyer questions. Include extras or a handwritten note in the box to really surprise and delight your customers. Make sure to leave feedback for your buyer so they'll do the same for you. Successful communication is one of the keys to successful business.

Text 7

After the sale make sure that you pay for shipping, print labels on your home printer, and schedule free carrier pick-up-all online and at no additional charge – so you can save money, time, and a trip to the post office! We make it easy for you, so please make it easy for us.

- a. A modest start is more intelligent ☐
- b. A well-planned explanation can attract buyers ☐
- c. Attractive and correct descriptions are essential ☐
- d. Delivery prices can help you sell ☐
- e. Exchanging messages will help you sell ☐
- f. Once you sell a product follow the procedures ☐
- g. Put your photographs in the background ☐
- h. Request your buyers' opinion ☐
- i. Reserving a product can be difficult ☐
- j. Show what it looks like ☐