

14 Simple Steps to Selling Better Online

Use these simple steps to start selling vehicle parts online like a pro. Our handy guide will help you sell more and do it well. We've been in the business for 14 years (and picked up a few things along the way) so we know what it takes to turn online selling from a shot in the dark into a success story. Here's the perfect guide to help you sell well and more online.

1. Don't use sky-high prices

Online, customers can compare prices at the press of a button. Tempting as it is to charge as much as you can, most customers will be put off by the price and look elsewhere. Even if you do sell something, if your parts are overpriced, the chances are the customer won't be coming back. They'll look somewhere cheaper. It's a competition remember? And reasonable prices will make your parts stand out from the others.

2. Keep your delivery prices reasonable

Believe it or not, customers tend to know when they're being overcharged on delivery. If you overcharge for delivery, they're way less likely to want to use you again. Ever.

3. Provide information (and photos)

Buying online is a risk. And the customer knows it. They want to know as much as possible about the part you're selling. If you're selling through BreakerYard.com, make full

use of the additional information box to give customers further information on your products. Always send a photo where possible, especially when you've been asked for one! If you don't give them the photo they're asking for, they probably won't buy the part.

4. Talk to the customer

This is one of the most important qualities of a successful seller. Customers want quick, informative responses so they can get the part they need as fast as possible. Take too long or don't get back to them? It's infuriating. You'll lose a sale and probably the customer.

If something goes wrong, just keeping the customer informed and apologising works wonders. Even if the sale doesn't work out, you'll have kept their trust and they'll probably come back.

Your customers will be stressed just about needing a part. Communicate to keep them calm and confident in you. At, BreakerYard.com our messaging system makes it easy to keep in contact with all your customers.

5. If you quote for a part, sell it

This sounds obvious but lots of people using our system complain about sellers who quote for a part and then don't actually have it. Or have sold it to someone else before they had a chance to buy it. As a customer, this is majorly frustrating.

You may have made a sale to someone else but you've burnt a potential future customer in the process. That person is left with the impression that you're untrustworthy and

unreliable.

They probably won't use you again and they'll tell their friends too. Make sure you actually have what they're looking for before you quote. And if someone else is interested, try telling them that the part is reserved but may be available in the next 48 hours and you'll let them know. That way your customers will trust you to have the parts they need.

6. Get your orders out fast

A lot of customers will be stressed. Ensuring that they receive the correct part quickly will be a massive relief to them (and encourage them to come back).

7. Make sure your parts work perfectly

Not only is it annoying for customers to get parts that don't work, under the Consumer Rights Act 2015, goods have to be of a 'satisfactory quality' and 'fit for purpose'. A damaged part probably doesn't tick those boxes. You'll be legally required to give a full refund. It's a major frustration for the customer (who'll think you wasted their time by being careless), and it's a waste of time for you too.

8. Know your refunds (and don't be stingy)

Don't delay refunding a customer. If you don't give them a refund when they're owed one, you're essentially stealing which is pretty much the worst model for a business ever. They'll be furious, leave terrible reviews and damage your chances of other sales.

There may be times when a customer doesn't fit into either

category below but a refund or replacement should sometimes be given as a good will gesture anyway.

- **There's a 14-day refund period for customers to change their minds.**

Under the Consumer Contracts Regulations, customers have 14 days from the time they receive their goods to change their mind, cancel the order and get a full refund (this refund includes the cost of sending them the items in the first place at the cheapest delivery option you offer).

- **There's a 30-day refund period for damaged parts.**

Under the Consumer Rights Act 2015, customers have the right to reject and claim a full refund on any goods that aren't 'as described', 'satisfactory quality' or 'fit for purpose' for up to 30 days after they have bought it. After the 30-day period, you'll need to replace or repair the goods. Customers shouldn't have to pay to return the goods if they are faulty.

If you are fair, quick and helpful with refunds and returns, the customer will hopefully be left with a good impression of your business (and come back), even if what you sold them wasn't what they needed.

9. Sell big and little

If someone asks for a small or low-value part (or requests one through our system), don't turn your nose up at it. If you don't give them what they're looking for this time, the customer won't think it's worthwhile coming back when they want something else. By ignoring the small opportunities, you'll make your business seem unreliable and not very useful. The customers won't come back.

10. Always provide a receipt

It's good practice to provide a receipt when you make a sale and believe it or not, the customers will notice when you don't do it.

11. Be polite

The last thing a customer wants is to be spoken to in a rude manner. It will just make everyone angry. No matter what the situation, if you handle it in a way that is genuinely polite, informative and respectful, 9 times out of 10, the customer will be left with a good impression of you and your business.

12. Check the system regularly

This one is for the BreakerYard.com users. Keep checking the system to ensure that you are maximising on sales; the more parts you quote for, the more chances of making sales!

13. Don't tell customers one thing and do another...

Don't tell a customer you'll ring them back and then fail to deliver. Or quote them one price and then charge them more. That's a pretty sure fire way of giving a bad impression and will most likely get rid of the customer without making the sale.

14. Stay legal

There are a couple of key pieces of legislation to be aware of. We've linked you either to the legislation itself or a useful guide on each piece here. (Please note, these are not the only pieces of legislation that will apply to you.)

The **Consumer Right Act 2015** covers the following;

- What happens when goods are faulty
- How services should match up to what has been agreed

The **Consumer Protection (Amendment) Regulations 2014** give a customer the right to bring actions against the trader directly within the confines of the Regulations.

The **Consumer Contracts Regulations 2013** give customers who are not face-to-face with the seller at the time of purchase certain rights including cancellation rights and the right to have access to certain information such as;

- Information about the business (or in this case you, the seller)
- A description of the item you're selling
- Payment arrangements
- Delivery arrangements
- Cancellation rights and who pays for the return of a product

Hopefully this guide will help you on your quest to sell well online. The more you focus on building good relationships with your customers by using the tips above, the more customers will be inclined to use your services and to come back and use them time and time again.

Want to find out more about becoming a BreakerYard.com approved seller (we can get over 50,000 part requests a month so it's a pretty good opportunity)?

Find out more.