



DesDrec
Cracking The eBay Code

Sssshhh!

This is the
“Leaked Chapter”



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Buy Wholesale and Sell Retail

Buy Wholesale and Sell Retail – Code Breaker 6

This is something that the majority of the powersellers do and there are a few tips and tricks you can use to compete with them. I'm going to hold my hands up and be honest with you - buying wholesale and selling retail is one of the most risky and hardest strategies of selling on eBay today, especially if you're new to this. It's also one of the most competitive. Unless you can order items in bulk, and by bulk, I mean by the case load, it's going to be very difficult for you to compete with the big boys.

Yes, you can sell novelty items and become a maven in that niche. I've recently learned that you go where the money is. No point in reinventing the wheel unless you want this as a hobby.

If you can afford to, the way to go is by importing items in from China yourself. Especially when dealing with fast moving electrical items. I use a company called DHGate.com. There are many thousands of exporters and wholesalers out there. You'll need to purchase samples from them and check them out for yourself. I ONLY use DHGate for imported products.

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The screenshot shows the DHGate.com website. At the top, there's a search bar and navigation links like 'Home', 'All Categories', 'Factory Zone', 'What's New', and 'My DHGate'. Below the search bar, there's a 'Popular Wholesale Products' section listing items like 'michael jackson, transformers, polo shirt, jersey, nokia n97, dreambox, i68+, swimwear, wii, as seen on tv, party dress, sunglasses, mach3, shoes'. The main content area is divided into several sections: 'Promotions for the week' with links to hair straighteners and wedding dresses; 'Top 50 Best Selling Items from Trusted Suppliers' with a 'BUY NOW' button; 'Best Margin Factory Items' featuring 'New Style Key Pendants' (\$6.13), 'New Style Sandals' (\$54.34), and '4.3" Touch GPS' (\$87.78); 'Discounted Wholesale Products' with 'i9+ 3G Phones' (35% off, \$67.90), 'Crystal Masks' (85% off, \$1.14), and 'Topsy Turvy' (44% off, \$5.03); and 'Hot Wholesale Products' including '4GB Pen DVR Spy Cameras' (\$19.68/piece), 'Original Bakuban' (\$4.61/piece), 'ASUS Eee PC' (\$354.05/piece), and 'Prototype Xbox 360' (\$2.03/piece). A sidebar on the left lists 'Wholesale Categories' such as Apparel, Arts, Baby & Kids, Bags, Shoes & Accessories, Building & Decoration, Cameras & Photo, Cars, Vehicles & Parts, Cell Phones, Computer & Networking, Consumer Electronics, Crafts, Health & Beauty, Home & Garden, Jewelry, Musical Instruments, Office Supplies, Sporting Goods, Toys & Hobbies, Video Games, and Watches. At the bottom right, there's a banner for 'Immediate Dispatch from The U.S. West Coast'.

The next section below (main eBook) is The eBay Reverse Reconnaissance Method which will be explained in detail. One of the ways to get ahead on eBay is to copy and mimic sellers that are already successful. No need to reinvent the wheel here.

Step 1 – Go to [eBay Pulse](#) and find out who the large eBay stores are in your chosen category. They're normally listed on the right hand side of the page.

Step 2 – Simply purchase a few items from them.

Step 3 – make a note of all correspondence you receive from them and how they deal with you. You will use the exact same technique when you get up and running.

Step 4 – Once you received your item(s) take a note of which delivery firm they used. I can almost guarantee that they've tested all of the delivery companies out there and have used this particular company because they are the best at what they do. Take note, they may not be the cheapest delivery company, but our vendor probably uses them because they're the most efficient. We like efficiency and in turn, so will your clients!

Step 5 – Take a note of how the product was packaged, what materials they

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used and if they delivered it in the original packaging. This is key!

Step 6 - If you're lucky, the item will still be in the original packaging and thus, should have the address details or company/brand name somewhere on the packaging. If you're lucky enough to have this information, contact the company via letter or phone stating that you are a buyer from XYZ Company and would like to purchase some samples. I've found the phone more effective rather than email or post, since it's a bit more personal. Yes, it's going to cost you to ring China and Hong Kong but if you want to make this work it'll be worth it in the long run

Note: If you want to go this route, it would probably be a good idea to set up your own business with the name you gave the overseas company. Just so it's legit, really. Unfortunately, that's beyond the scope of this eBook, but I'm sure your local Chamber of Commerce will be able to help you here. In the first instance, it's having a letterhead done

Once you've been sent your samples you can then contact the company and say you would like to order some more items and ask them what sort of deals they are willing to make. When they give you the answer, tell them you'll need to check with your boss, leave it a few days and then contact them (unless they contact you before). This is simple negotiating tactics. Keeping them waiting will leave them hungry to offer you a great price in order to close the deal. I can honestly say that this tactic works brilliantly if you're patient enough.

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About The Author



DesDrec is an eBay Marketing Entrepreneur, who has been marketing online for over 2 years and making his living online since December of 2008 after quitting his job. This is half true. He still owns his offline cleaning company, but felt the need to put management in place when his online earnings started to outstrip his offline earnings.

DesDrec specializes in SEO, Article Marketing, Email Marketing, Niche Marketing, Blogging and of course eBay Marketing.

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