Technocation Freelancing Training Institute & Software House

eBay E Commerce Training Certification Course Outline

MODULE 1: Introduction to eBay

- What is eBay?
- How eBay works
- Buyer vs Seller roles
- Why sell on eBay?

MODULE 2: Setting Up Your Account

- Create an eBay account
- Verify email & details
- Choose seller account
- Add payment method

MODULE 3: Understanding eBay Dashboard

- Seller Hub basics
- Track sales easily
- Messages & alerts
- Performance overview

MODULE 4 : Product Research

- Find trending products
- Check product demand
- Look at competition
- Select low-cost items

MODULE 5: Listing Products

- Write product titles

- Add clear pictures
- Simple product details
- Set correct categories

MODULE 6: Pricing Strategy

- Compare competitor prices
- Add shipping costs
- Offer discounts
- Set best price

MODULE 7: Shipping & Packaging

- Choose shipping method
- Pack items safely
- Print shipping labels
- Track delivery

MODULE 8: eBay Policies

- Learn seller rules
- Return policy basics
- Buyer protection
- Avoid violations

MODULE 9: Payments & Fees

- Understand PayPal & bank
- eBay selling fees
- Calculate profit
- Withdraw earnings

MODULE 10: Marketing Your Products

- Use eBay promotions

- Write catchy titles
- Good product photos
- Seasonal sales boost

MODULE 11: Customer Service

- Reply to messages
- Solve complaints fast
- Be polite always
- Build good ratings

MODULE 12: Handling Returns & Refunds

- Accept returns quickly
- Refund when needed
- Communicate clearly
- Avoid disputes

MODULE 13: Growing Your eBay Business

- Add more products
- Offer bundle deals
- Use ads wisely
- Track monthly growth

MODULE 14: Certification Module

- Final course review
- Complete small test
- Get your certificate
- Become eBay seller pro