

The Ultimate Reseller's Guide: Best Tips & Tricks to Drive 6-Figure Sales



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Introduction

We designed this e-Book to be a comprehensive guide by resellers and for resellers to help them on their journey to become six-figure resellers.

Whether you are a “hobbyist”, casual seller, side-hustler, full-time reseller, or large reselling business with a team of employees, this guide will help you to grow and scale your reselling business.

This e-Book is a chronological guide to reselling, designed to reinforce the basics and introduce high volume strategies. We will start with an introduction to reseller terms and the basics to get started. Then, we will explore how to maximize your listings, photography, and activities to increase exposure and sales. Then, we will show you expert tips and tricks to scale your business.

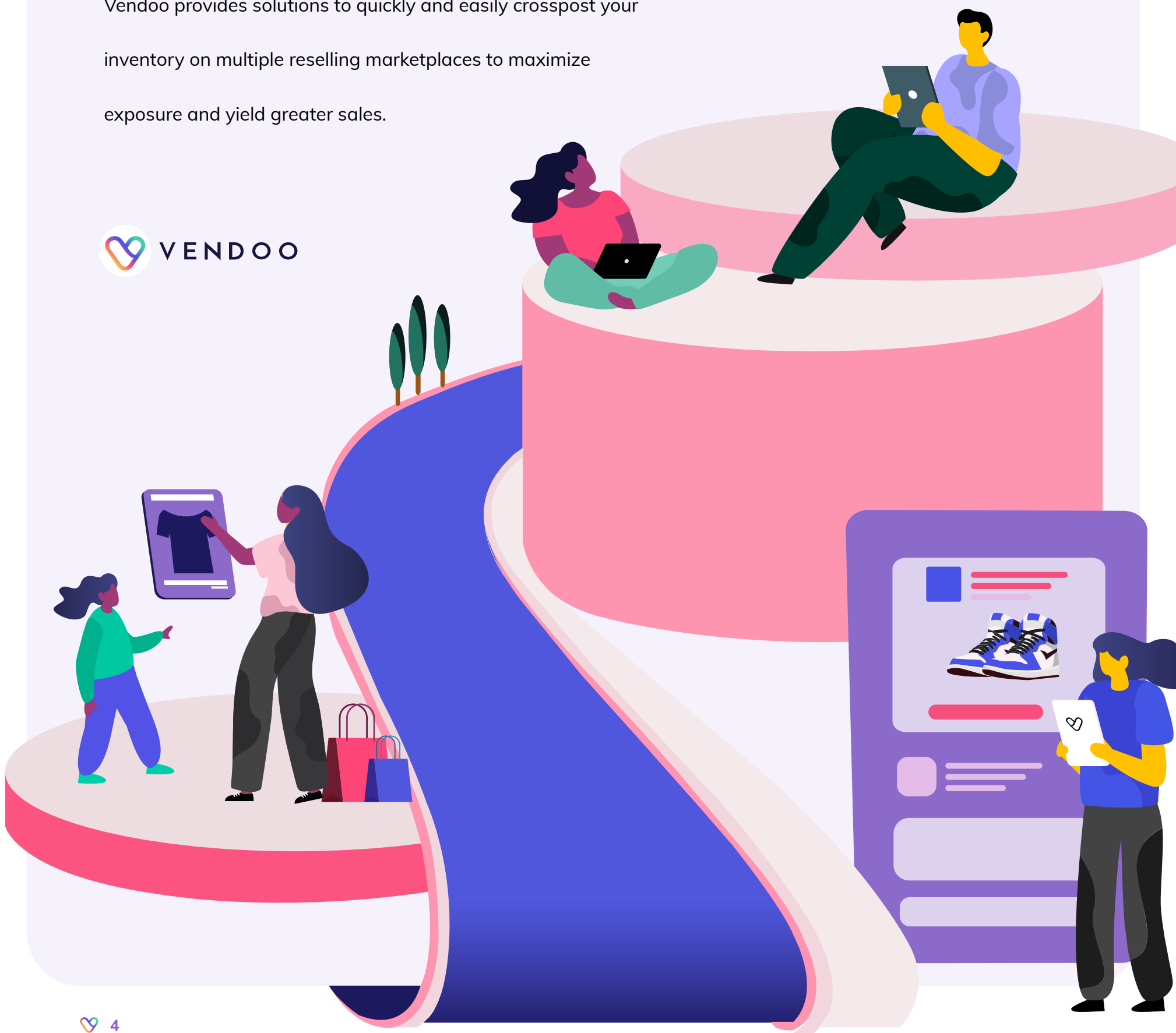


About Vendoo

Vendoo: A Seller's Best Friend

Vendoo is your go-to source for all things reselling including crosslisting, inventory management, revenue & profit tracking, business analytics, community resources, and so much more!

Vendoo provides solutions to quickly and easily crosspost your inventory on multiple reselling marketplaces to maximize exposure and yield greater sales.



The Reselling Industry

eCommerce sales account for roughly **18% of all retail sales worldwide**, and over 40% of clothing and apparel sales.

With a dual emphasis on **affordability & sustainability**, the secondhand e-commerce market is booming!

Reselling is purchasing things to sell for a profit online. There are so many places to sell items online including Amazon, eBay, Poshmark, Mercari, Etsy, Depop, Vinted, Grailed, Tradesy, Heroine, Facebook Marketplace, Kidizen, Shopify, and Instagram, among others.

Fun Fact: Shopping secondhand reduces waste and resources. According to the EPA, approximately **292.4 million tons of waste** were deposited into landfills in the United States in 2019.

Users By Marketplace



Reseller Terms & Acronyms

Reseller Dictionary

The Bins- the Goodwill outlets where items are sold by the pound, usually in large receptacles ("bins")

BOGO- Buy One Get One (Free, or Half Off). Denotes a Sale

BOLO- Be On The LookOut

Bundle- Whereas a buyer purchases more than one item at the same time to be shipped together

BIN- Buy It Now. An eBay selling mode (as opposed to auction)

COA- Certificate of Authenticity

COG- Cost of Goods

Comps- (Comparables), referring to comparable pricing for similar items (both available for purchase and sold)

Conditions:

NWT- New With Tags

BNWT- Brand New With Tags

NIB- New In Box

NIP- New In Package

NWOT- New Without Tags

Mint- Used But Pristine Condition, popular on eBay

EUC- Excellent Used Condition

GUC- Good Used Condition

Preloved- Usually refers to a used item with flaws or obvious signs of wear

HTF- Hard to Find, Rare

ISO- In Search Of

INAD- "Item Not as Described", a grounds for a purchase dispute on eBay

LTD- Limited Edition

MSRP- Manufacturer's Suggested Retail Price

OBO- Or Best Offer

OOAK- One of a Kind

ORP- Original Retail Price

OS- One Size

OSFA- One Size Fits All

PFF- Posh Friend Forever

OTL- Offers to Likers

PM/DM- Private Message/ Direct Message

RA- Retail Arbitrage: Purchasing items brand new from retail or department stores on clearance to sell for a profit on secondhand marketplaces

ORA- Online Retail Arbitrage

ROI- Return on Investment

SEO- Search Engine Optimization

SFPF- Smoke Free/ Pet Free (Not recommended, as there is dispute as to if the "f" stands for "free" or "friendly")

TTS- True to Size

Sourcing For Inventory

Sourcing: How to Find Inventory to Sell Online

Thrifting at commercial thrift stores, brick-and-mortar thrift stores, and second-hand Buy/Sell/Trade (BST) stores.

Tip: Utilize reward programs, discounts for donations, and learn the sales days. It also helps to establish relationships with store managers.

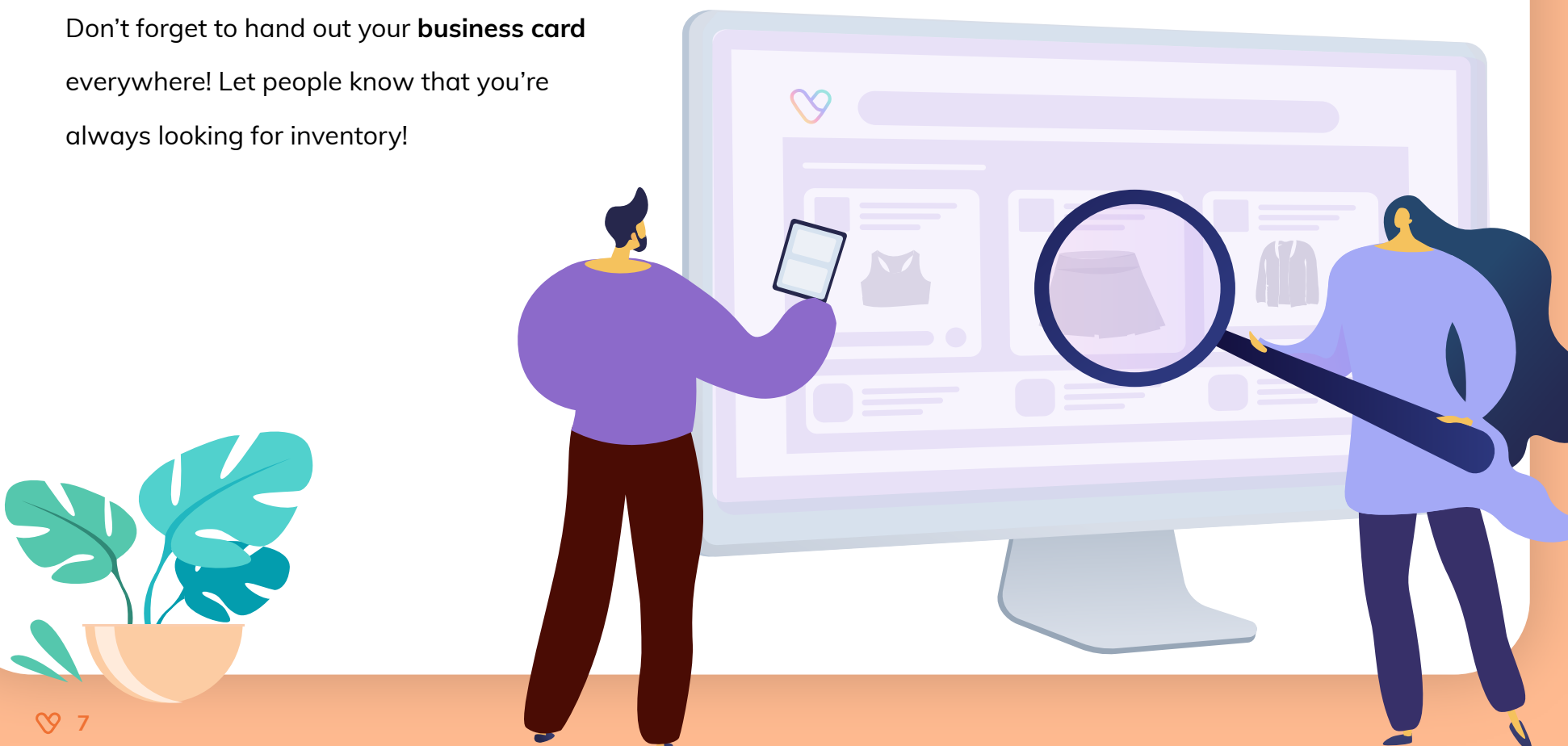
The Goodwill Outlet “The Bins” feature items are sold by the pound for the lowest prices. You will do a little digging (and get a little dirty) but treasure-hunting at the bins is fun and lucrative!

Garage Sales, Estate Sales, & Yard Sales are amazing places to score inventory from sellers who are eager to have the items gone! Search advertisements online in your area and reach out to hosts to learn more about what to expect! Be ready to negotiate (haggling is expected).

“Community Outreach” is networking transparently. Create a local ad explaining what you do as a reseller, seeking donations, buy-outs, or consignment opportunities! Post regularly in local Facebook Groups and on Nextdoor.

Resale Platforms are a great place to find items to buy low and sell high. Not everyone is a reseller; many are selling unwanted items that you can easily flip for a large profit!

Don't forget to hand out your **business card** everywhere! Let people know that you're always looking for inventory!



Next Level Sourcing: High Profit & High Volume Opportunities

Retail Arbitrage (RA), and Online Arbitrage involve purchasing things new (usually on sale) to sell online for a profit. There is a ton of money to be made by skillfully shopping clearance sections to flip items online. Resellers love T.J. Maxx, Ross, and Nordstrom Rack for retail arbitrage.

Tip: Sign up for email notifications from some of your favorite websites to be notified about clearance and sales!

Traditional Wholesale is the process of ordering large quantities directly from manufacturers for resale. In some states, this requires a special wholesale license. Be sure to carefully research wholesale opportunities & order “samples” to ensure quality.

Wholesale Liquidation refers to purchasing large quantities of items in bulk, that is usually unsold or returned inventory from department stores. Companies such as [Jomar](#) sell everything from small mystery boxes to pallets and truckloads!

Top Sourcing Tips:

- 1 Use SellHound to determine comps on multiple platforms.
- 2 Inspect Items thoroughly for flaws.
- 3 Diversify sourcing opportunities.
- 4 Track your miles for tax deductions.
- 5 Establish a loose “rule,” for example: “I won’t purchase anything that I cannot sell for x% profit.”



The Listing Process

The Listing Process is truly as simple as prepare, photograph, describe, price, sell, & ship!

STEP 1: PREPARE YOUR ITEMS

Stain treating, steaming, mending, and cleaning are important steps for having great photos and establishing trust with your buyers.

Our Reseller Must-Haves for Preparation:

- ♡ A tape measure that is retractable or secured to a desk or table, so it stays crisp.
- ♡ A fabric shaver to remove pilling.
- ♡ A lint remover is a must, especially for pet-friendly homes.
- ♡ A sewing kit for loose buttons or small holes on hems.
- ♡ A steamer, we highly recommend Jiffy- it's worth the investment.
- ♡ Goo Gone to remove tags and anything sticky.
- ♡ Grandma's Magic Stain Remover for minor stains discoloration, and Amodex for tough stains like ink and grass.
- ♡ Magic Erasers or The Pink Stuff (which is like magic erasing paste) for cleaning shoes.
- ♡ Doc Marten Wonder Balm for anything leather!
- ♡ Ozium spray for unwanted odors that won't wash out.



STEP 2: PHOTOGRAPHY.

Looks matter! Optimize your listings with amazing product photographs

“Photograph your items as if you do not have a written description, and describe your items as if your listings do not have photographs” -Erynn, @FourLimesBoutique

Learn about photography, how to angle the camera, position lights, and how to make adjustments to contrast and exposure for better images.

Lighting is key, consider artificial lighting or use natural sunshine.

Background: Plain, lightly-colored backgrounds perform best for SEO. Whatever you use, choose something clean, clear, and consistent.

Devices: Phones work fine, but when scaling you might consider purchasing a camera with a higher capacity and resolution

Photograph Everything including the front, back, top, bottom, sides, tags, features, and flaws!

Tip: Consider **listing videos**. If a picture is worth a thousand words, then a video is worth a million.

Explore different **types of images** including clear hanger shots, modeling, flat lays, and dress form or mannequin photos.

Photo Editing will take your images to the next level. Small adjustments to brightness, contrast, and exposure can make all the difference.

Recommended Photo-Editing Apps:

PicTapGo for minor adjustments

PhotoRoom for background Removal

InShot for Listing Videos

Adobe Lightroom for Photoshop & Presets



STEP 3: DRAFT YOUR LISTING DESCRIPTIONS

The words in your description are among your most valuable tools as a reseller. Maximize your SEO ranking in search results by **including strong titles and keywords**.

Be sure to execute all of the optional **drop boxes and fields**, they will make your items more searchable in search feeds and filters.

The “Perfect Listing Description” includes the following, as applicable:

- 1 What the item is** (you would be surprised how many listings for jeans, don't include the word “Jeans”).
- 2 The Brand and Size.**
- 3 Style name**, by the brand or manufacturer.
- 4 Style Type.** (For example: if a blouse is a button-down, blouson, surplice, dolman, etc., or if jeans are skinny jeans, mom jeans, jeggings, or bootcut).
- 5 Style Features**, including rises and hems, necklines, sleeve lengths, types of closures, types of knitting, and embellishments.
- 6 Colors & Patterns.**
- 7 Material Content** When you type these out instead of photographing tags, you enhance SEO.
- 8 Measurements** are essential for some items, don't skip this step!
- 9 Condition**, including a note of any flaws.
- 10 Relevant Keywords and Hashtags.**
- 11 Bonus:** A little self-promotion, advertisement, and invitation to browse the other items you have for sale!

Every single word in your title/ description is searchable. Most purchases do not happen as a result of frivolous newsfeed scrolling; instead, they are a **direct result of a search performed by the buyer**. Make sure your descriptions are written in a way that buyers would search for things.

Reseller SEO Tips:

- 1** Think like a buyer, and describe things the way that buyers search for them.
- 2** Avoid emojis in your titles, they are unregistered by search engines.
- 3** Spelling Counts.
- 4** Discover trending hashtags and “aesthetics” by looking at the Depop Explore Page.
- 5** Stay relevant, and use only terms that accurately describe your item. Tagging a designer brand for “exposure” will cause your listing to be removed from most platforms.

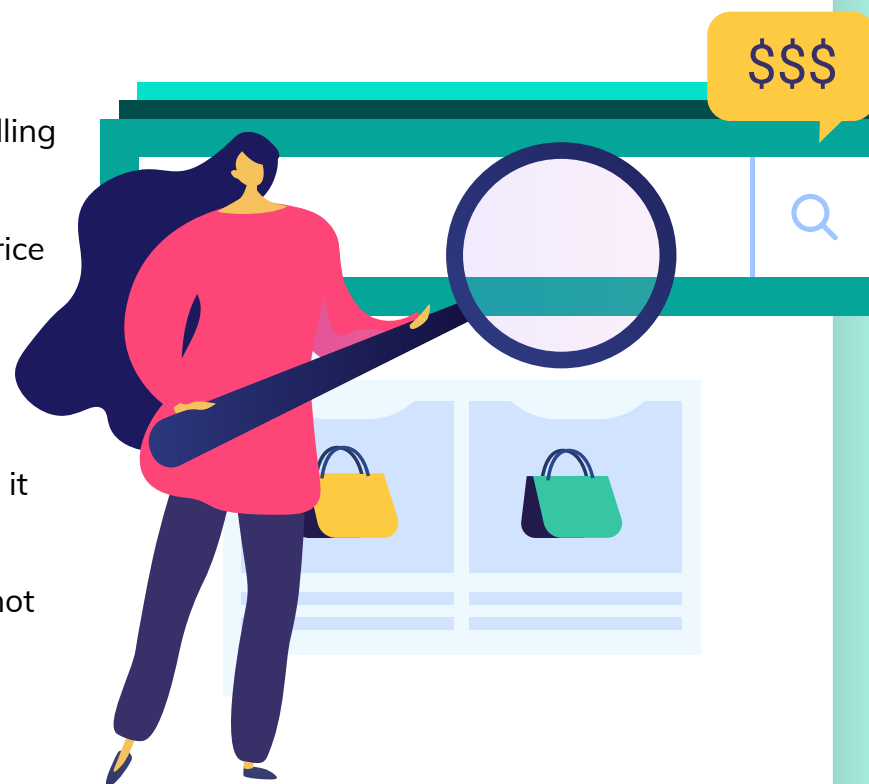
STEP 4: PRICING YOUR ITEMS FOR SALE

Pricing is a science, as you want to price low enough to acquire interest but high enough to entertain offers and yield a profit after seller fees.

“**Comps**” or comparables refers to pricing for similar items. Comp research involves looking at identical (or similar) items to determine what they are selling for or what they have sold for. These numbers will give you an idea of how to price your items.

SellHound’s Price Checker searches for comps on many reselling platforms including Poshmark, eBay, Mercari, Tradesy, Etsy, Grailed, and more. SellHound provides the average asking price on available listings, and the average sold price across marketplaces.

No Comps? No Problem. When in doubt, list high. If you don’t price it high, you won’t sell it high. You can always entertain offers and gradually decrease the price, relist, or amend your listing if it does not yield activity.



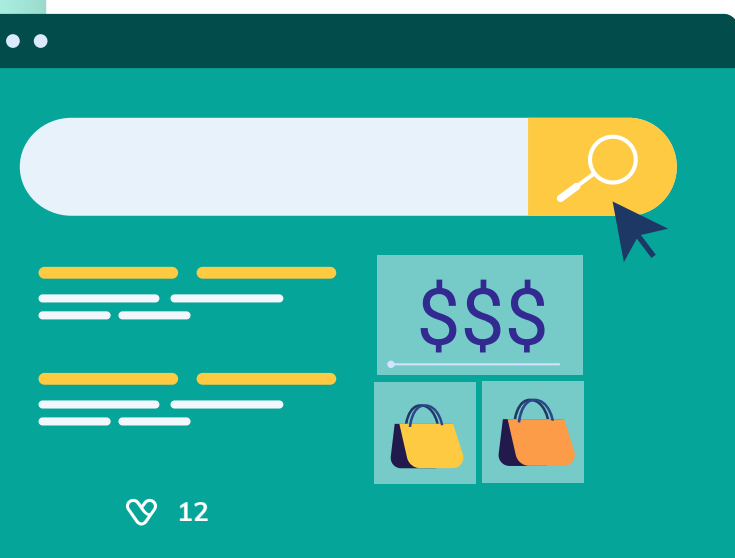
Pricing Strategies: *There is no right or wrong way.*

-Price **lower than comps**, (if you have a low COG) and want to accomplish quick sales, a low sell-through rate, and a constant flow of revenue.

-Price **consistently with comps**, and feature good photographs, full descriptions, and consistent activity to highlight your items and attract buyers.

-Price **higher than comps**, and provide detailed descriptions that maximize SEO to rank higher in search results, paired with amazing images, and consistent daily activity.

Remember: You will always receive offers, and negotiation is expected. Price your items 15%-30% higher than you are willing to sell them for. Buyers love to feel like they got a huge discount! It’s psychological!



STEP 5: LISTING MANAGEMENT & MAKING SALES

Consistency is the key to reselling, and daily activity is the key to most reselling platforms.

Every platform with a search feed or a newsfeed has an algorithmic sequence that determines how items are yielded, ranked, and promoted. Learning about **“the algorithm”** and doing favorable activities will help to yield exposure and make sales.

Every platform is different, but generally, these activities are favorable: listing, relisting, editing, sharing, refreshing, promoting, adjusting prices, and engaging with other users, and even scrolling the newsfeed.

Consider tools and software to optimize tasks that take up a lot of your time. Automated software can assist with tasks such as refreshing our listings. Be familiar with where you are selling, and which software is allowed.

Customer service is important to turn likers into buyers. You will make more sales if you are nice. Promptly responding to questions, comments, and offers in a kind and professional manner will increase your customer retention rate.

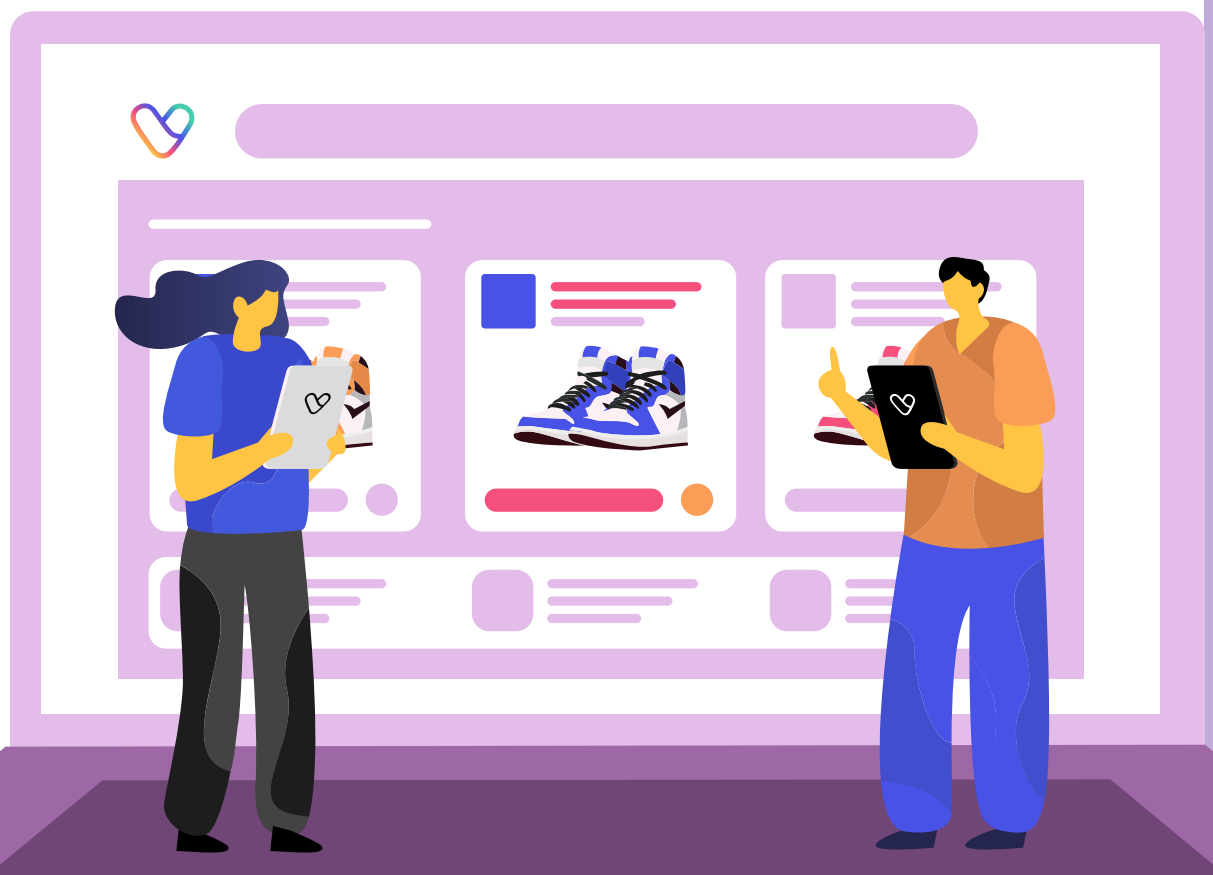


Vendoo makes listing management efficient & lucrative. Vendoo provides crossposting services, inventory management, bulk delist & relist, revenue & profit tracking, and powerful business analytics.



**“Vendoo is a
GAME-CHANGER. It's
the best thing I have
ever done for my
reselling business!”**

-Erynn



STEP 6: PACKAGING & SHIPPING SALES

Don't be intimidated by shipping, it is easier than it looks. Just be sure to use adequate packaging materials to protect your items from damage and the elements.

Shipping is easy when you have the **materials you need** including a shipping scale, polymailers, boxes, bubble wrap or protective materials, and a tape gun.

Research suggests that offering buyers **free shipping** increases your likelihood of making sales.

Most reselling platforms give you the choice of shipping on your own, or shipping with the platform and using their label.

Shipping on your own

Pros:

- It is almost always cheaper, especially when you use Pirate Ship or Sendle
- You can usually choose your carrier (USPS, FedEx, UPS)
- You can select the priority and insurance
- You can format your labels to any size (4x6 for label printers)
- You do not necessarily need to package, weigh, and measure items prior to listing

Cons:

- Shipping requires more work, as you have to create your own label, including weight and dimensions
- You have to upload the tracking information to the platform to confirm shipment

Shipping with a Platform

Pros:

- A label is emailed to you that you can print, adhere to the box, and ship quickly!
- Tracking information is automatically updated on the platform
- Sometimes, the rates are very good because the platforms negotiate special agreements with USPS

Cons:

- It can also be more expensive than shipping on your own
- You cannot always select the carrier, priority, service, or insurance

Sustainable Tip: Recycle packaging material and consider eliminating “extras” such as tissue paper, ribbons, and bows.

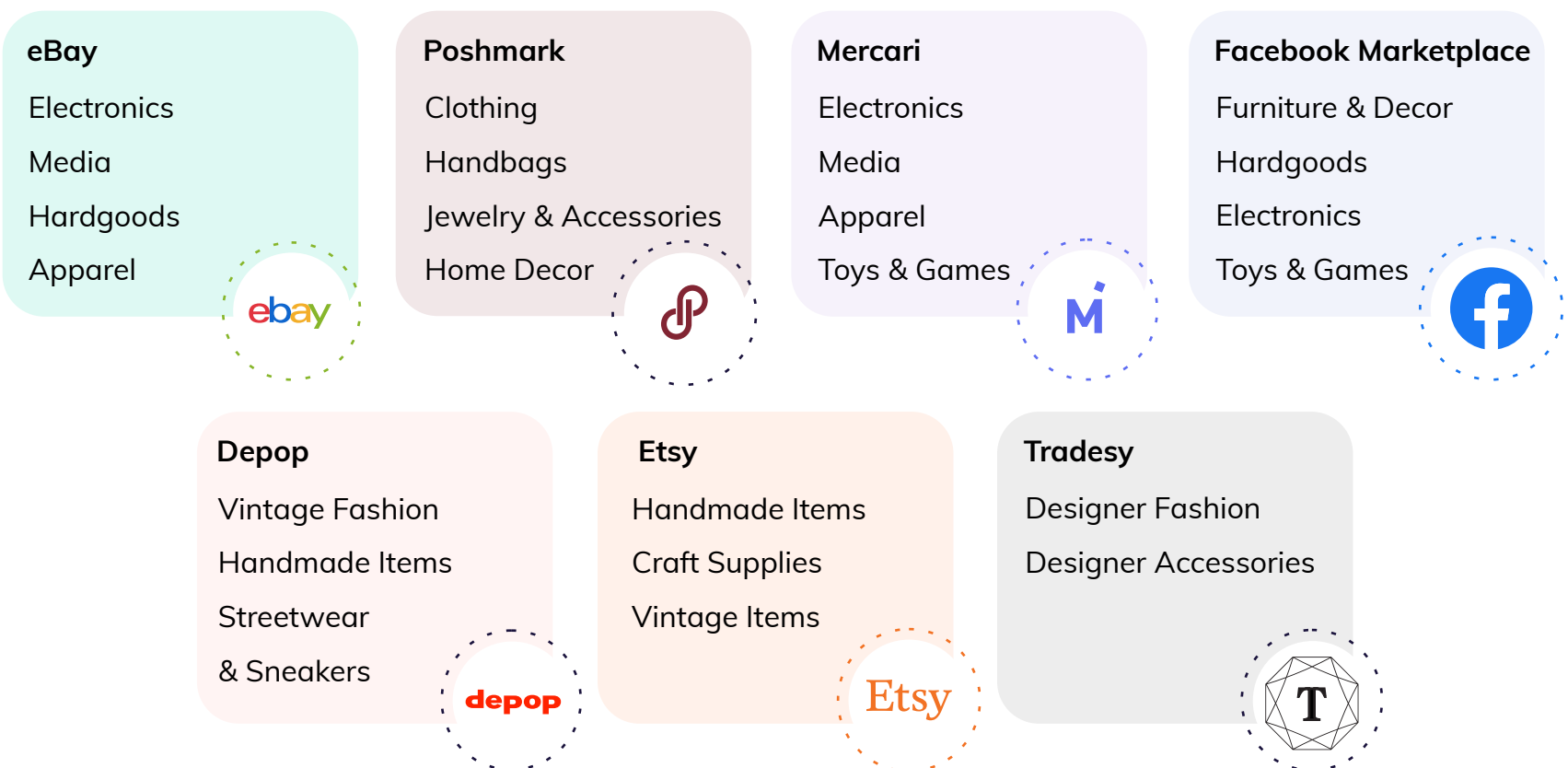
Exposure & Networking:

How to Get More Eyes on Your Items

Cross Listing your items to multiple marketplaces

Each marketplace has a different audience and a different audience. Some platforms are “better” than others to sell different types of items.

Platform Top Sellers



Kidizen: A place to sell children’s (and now women’s) clothing and accessories.

Grailed: A place to sell men’s high-quality streetwear, vintage, and designer.

Heroin (Grailed’s “sister company”): A Place to sell women’s high-quality designer and vintage pieces.

Shopify: A Place to sell anything on your own website, sort of. Note that this requires your own advertising, collecting sales tax, specialized commissions, and handling your own seller disputes, returns, and policies.

Social Media Marketing

Social media is a helpful tool for advertising your inventory and bringing people to your storefront.

Social selling right on TikTok and Instagram are gaining popularity. Use Paypal for secure invoicing.

Social media is a great place to engage with customers, network with other resellers, and learn from industry leaders.

Reseller Finances:

The Profit First Business Model

Sales - Expenses = Profit

Keep an eye on your **expenses**, as they don't include only your COG. Be sure that you are including your COG, materials, tools, platform fees, mileage, utilities, and (most importantly) your **time**.

Your time is valuable, calculate it and be sure that you are **paying yourself**.

There are only 24 hours in the day. **Skillful time management and batch working** are great ways to increase productivity and save time.

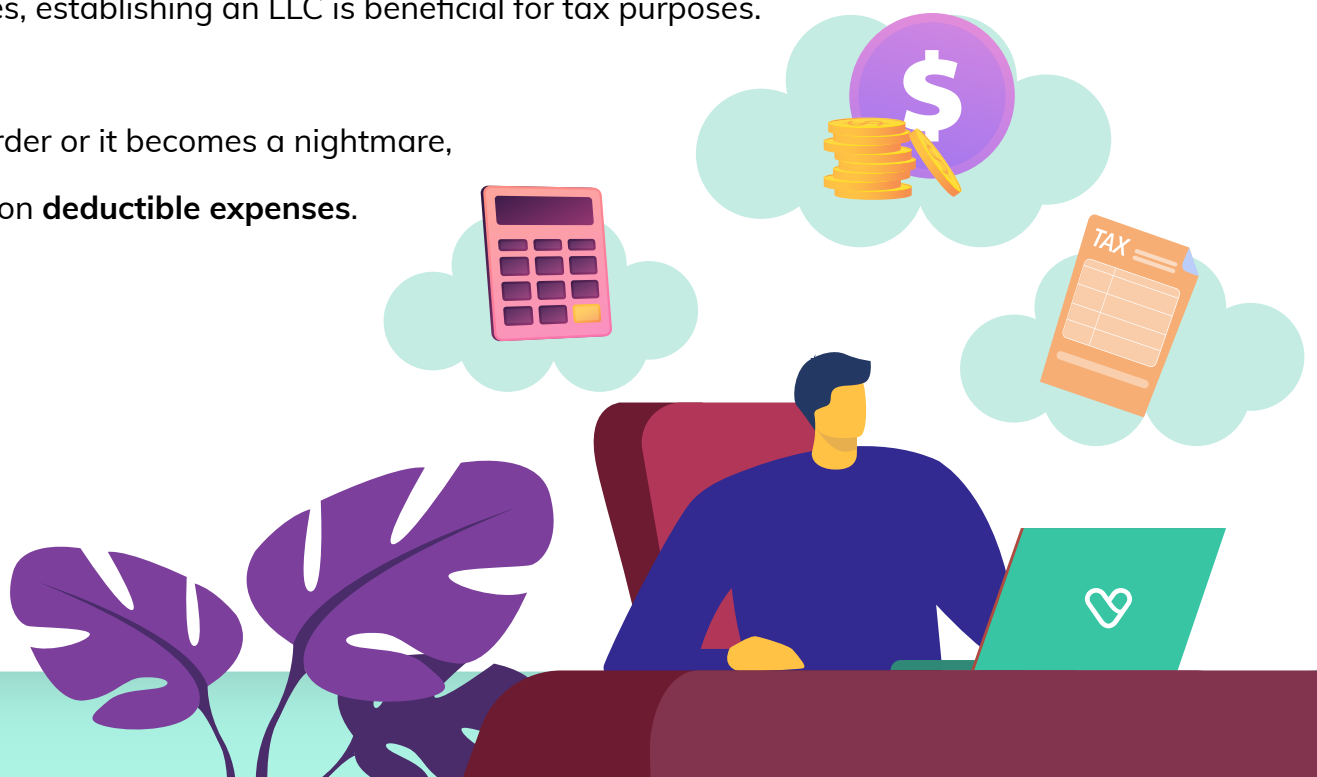
As you grow, do not be afraid to **outsource tasks** to employees, virtual assistants, or software to maximize productivity. If you keep an eye on your numbers, you can make calculated business decisions to help scale your business.

Revenue & Profit Tracking

Revenue and profit tracking are not easy, as they require complex calculations based upon COG, platform fees, service fees, taxes, transfer fees, and shipping fees among others. There are many programs such as Vendoo that make it much easier.

As you continue to grow and scale, **consult with a tax professional** to determine which business structure will be best for you. In many cases, establishing an LLC is beneficial for tax purposes.

Keep your book-keeping in order or it becomes a nightmare, and you may be missing out on **deductible expenses**.



Reseller Business Management

Metrics to Track

When turning your hobby or “side hustle” into a successful business, here are some calculations to be aware of, and to strive to improve:

1 STR

Sellthrough Rate, the amount of inventory that is sold within a given period, relative to the amount of inventory that is received in the same period.

2 COG & ASP

Try to keep your cost of goods as low as possible, and your average sale price as high as possible. It is important to recognize how this might differ between various platforms.

3 ROI

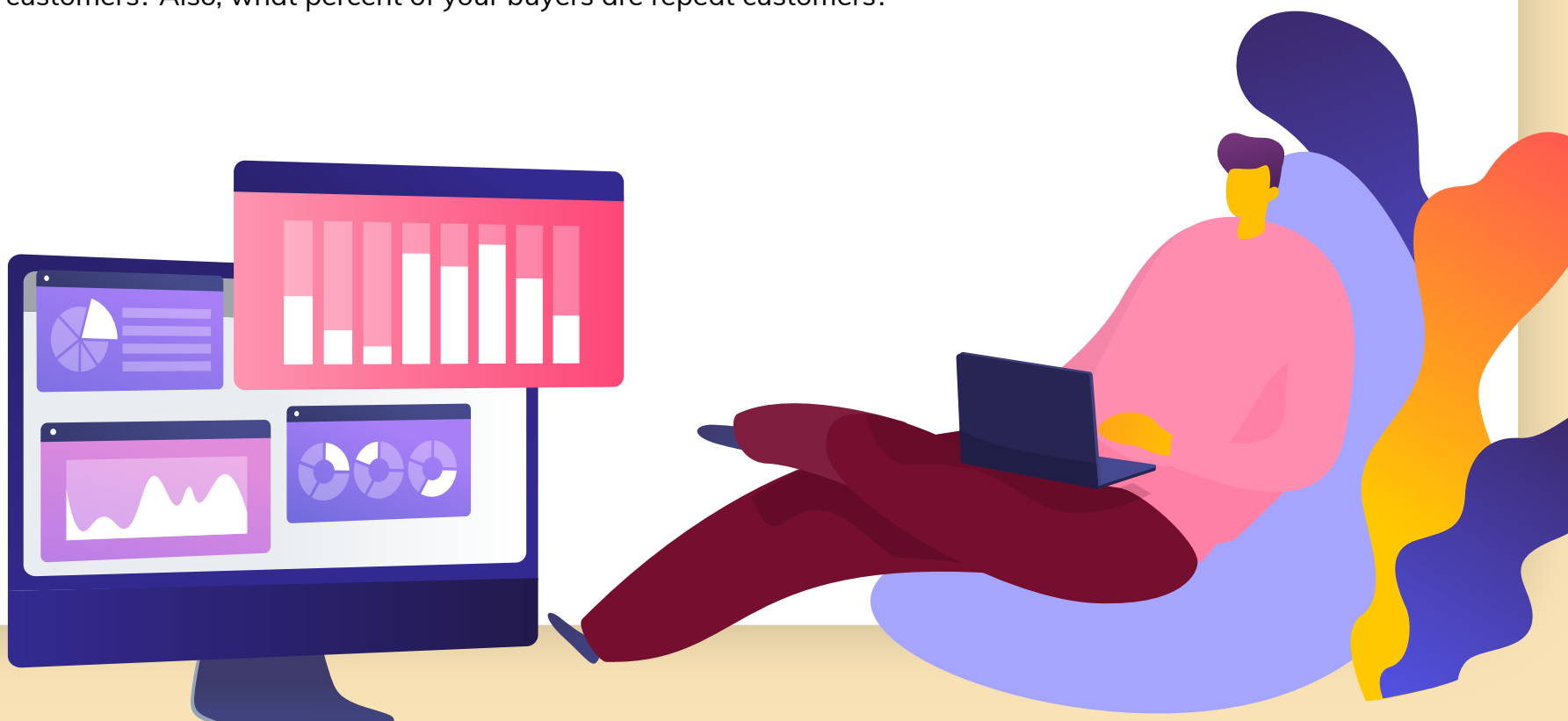
Your return on investment or average profit margin, relative to acquisition and sale prices.

4 Your hourly rate

If you're not paying yourself on salary, be sure to track the hours worked in relation to your gross profit monthly.

5 Your engagement and conversion rate

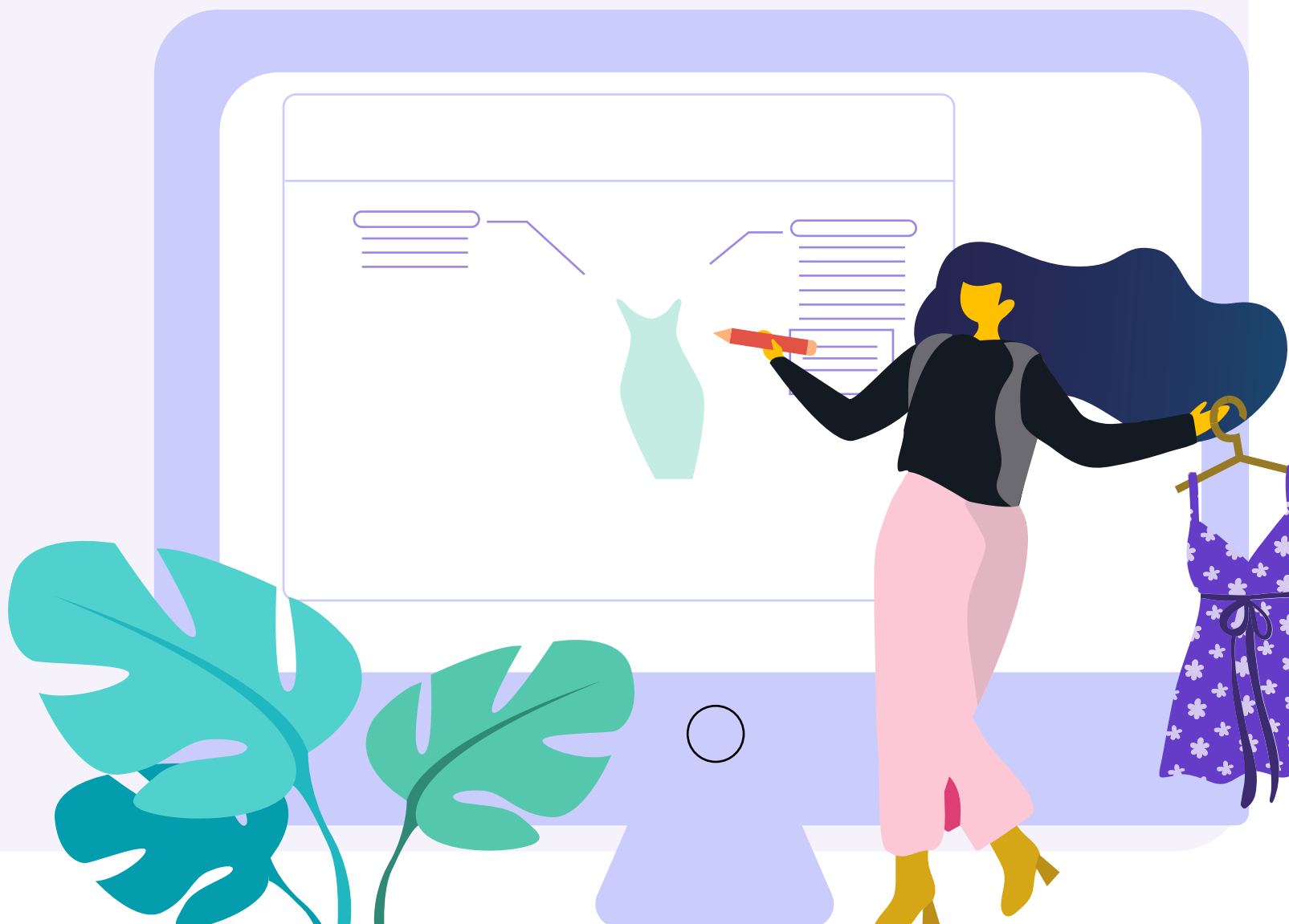
How much “traffic” (likes, comments, offers) are you receiving in relation to those who become customers? Also, what percent of your buyers are repeat customers?



Business Tips

Tips to Grow & Scale your Reselling Business:

- 1 Establish Goals;** Long-term goals and short-term goals that help to work toward the larger goals.
- 2** Create a **business model** and a **business plan** to determine your standards of operation.
- 3 Organize your time,** and create to-do lists, imposing deadlines upon yourself.
- 4** Conduct **ongoing research** by consuming content about reselling, eCommerce trends, and SEO,
- 5 Try new things!** See if they work.
- 6** Review your numbers and **analytics** to see which activities and strategies produce the best results.
- 7** Be prepared to **work hard!** It's not easy, but there are many resources and a community of supportive resellers.



Reseller Do's & Don'ts

DO Be Organized. Implement an inventory management system whereby you can find something quickly upon sale.

DO Be Consistent. Consistency is key to performance.

DO Research. Become familiar with the places you are selling, and how to maximize exposure and listing performance.

DO Maximize SEO. Remember that most sales happen as a result of a search performed by the buyer. Enhance your listings with words that are yielded in more searches!

DO Schedule & Plan. Being your own boss isn't easy. Hold yourself accountable!

DO Be Sustainable. There are many small practices that make a big difference for the environment, such as reducing packaging material and using energy-efficient products.

DO Create Multiple Income Streams. Consider ways to yield additional revenue, such as selling on many platforms, social media marketing, affiliate programs with companies and products you love, social selling, mentoring, content creation, or consigning excess inventory.

DO Network locally and with other resellers, to create friendships and business opportunities.

DO What works for you. Try new things and implement new strategies, but track your own progress and analytics to determine what is best for you.



DON'T Accumulate a “death pile”, allowing unlisted inventory to sit.

DON'T Slack With Book-Keeping and administrative work. It's not fun, but it's crucial.

DON'T Break platform rules. Some are very strict and will remove your account if you don't follow the rules.

DON'T Undervalue your time. Time is money, and your time is valuable. Choose to spend it in the way that makes you the most money and brings you the most happiness.

DON'T Be a Jerk. The customer is always right, even when they're dead wrong. Maintaining professionalism is an integral part of running a business.

DON'T Overspend on inventory, or on costly and fancy equipment, until you are ready. Reinvest some profits into your business when doing so is a calculated decision to promote growth.

DON'T Get discouraged. Some days are slow, even when you're doing everything right. Keep hustling.



Conclusion

Tips to become a six-figure eCommerce business:

Reselling is for everyone regardless of age, gender, demographics, educational history, and socioeconomic status.

Reselling is lucrative. If you are willing to put in the work, you will be successful.

Reselling is flexible and practical, allowing you a flexible schedule and to be your own boss.

There are **so many resources** available to resellers.. Like this e-Book, there is so much content available to help grow and scale your reselling business.

The **reselling community** is kind, helpful, and supportive (usually). Network with other resellers on social media and locally.





www.vendoo.co

