

EBAY GLOBAL SELLING & STORE GROWTH COURSE CURRICULUM SYLLABUS

3-Month Practical E-Commerce Mastery Program • Winning Product Research, Cassini SEO & Global Sales Scaling

3-MONTH PRACTICAL PROGRAM • ALL EXPERIENCE LEVELS

eBay Global Selling Masterclass

Original Fee: ~~50,000 PKR~~

Discounted Early-Bird: 35,000 PKR (-30% OFF)

Program Overview: Our main active practical masterclass engineered to teach you how to identify winning products using advanced market research tools, source reliable inventory from verified suppliers, optimize listings with the Cassini algorithm SEO, deploy high-converting promoted advertising, manage order fulfillment, and sell globally to international buyers in US, UK, and worldwide markets.

MODULE 01 • Finding Hot Products (Product Research)

- Deep market analytics via **Terapeak** & **ZIK Analytics** to discover high-margin niches.
- Evaluating sell-through rates, sales velocity, buyer demand curves & seasonal trends.
- Calculating precise net profit margins: eBay final value fees, ad spend & shipping math.
- Validating winning product criteria: low competition, consistent sales & lightweight shipping.

MODULE 02 • Worldwide Selling & Supplier Sourcing

- Sourcing profitable inventory from verified wholesale suppliers, brands & distributors.
- Direct integration with US & UK warehouse partners for rapid 2–4 day local delivery.
- International marketplace trade policies, global shipping workflows & buyer targeting.
- Negotiating wholesale pricing tiers, minimum order quantities (MOQ) & supplier agreements.

MODULE 03 • Listing Optimization (Cassini SEO & Design)

- Mastering eBay's **Cassini Search Algorithm** & 80-character high-ranking title rules.
- Rich item specifics, UPC/MPN identifiers & subcategory mapping for top filter ranking.
- Professional visual presentation: studio white-background cleanup, infographics & angles.
- High-converting copywriting: benefit-driven bullet points, item condition notes & store policies.

MODULE 04 • eBay Promoted Listings & Growth Ads

- **eBay Promoted Listings** (Standard & Advanced CPC) ad campaign setup & optimization.
- Multi-buy volume tiered pricing, markdown sale manager & custom store discount coupons.
- Storefront branding, custom category navigation, newsletters & repeat buyer retention.
- Daily advertising performance analysis: impressions, click-through rate (CTR), ROAS & ad fee cap.

MODULE 05 • Order Management & Store Operations

- Processing buyer orders, automated tracking number synchronization & packaging standards.
- Daily inventory synchronization & supplier monitoring to prevent out-of-stock defects.
- Customer service excellence: handling messages, positive feedback & dispute resolution.
- Resolution Center protocol: managing **Item Not Received (INR)** & **SNAD** return cases.

COURSE DELIVERABLES & TARGET MILESTONES

- **Sales Target:** Learn essential skills to target your first **\$500+/Month** in sales.
- **Live Listings:** Build 5 fully optimized, Cassini-ranked product listings with visuals.
- **Direct Mentorship:** 1-on-1 weekly reviews on research data & listing quality.
- **Official Certificate:** Verified Course Completion Credential with online QR check.

■ **100% Practical Focus**
Hands-on product research & listing builds

■ **1-on-1 Mentor Support**
Direct WhatsApp voice & screen guidance

■ **Global Revenue Scaling**
Target international buyers in US, UK & worldwide

■■ **10-DAY 100% MONEY-BACK GUARANTEE:** If you attend live classes and feel this program does not meet your expectations, receive a full refund within 10 days. Zero financial risk.

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