

Why **Restrict** Your Market From **World Wide** Sales?



I have seen sales increase dramatically across all platforms throughout the world, when I speak to other online retailers, who like myself have gone down the route of selling internationally, they are on the whole having the same results. The best bit is there is very little if any extra work to be done to capture the sales and the customer is more than happy to pay the additional postage.

Most countries have a relatively good delivery services, many of the main players have invested millions in infrastructure... For those countries who do not have a brilliant standard postal system then you may look at using signed for delivery by a contract courier company. The European and international market is growing massively and you need to be there to be able to command good profits.

On the flip side of that, the international market for people selling product into the single market/countries directly to consumers is also growing, so if you are one of the naysayers that sells mainstream products imported to one country then you may find that your market is being attacked from international sellers.

Sell Your Product Easily TO European Marketplace's

Using Amazon's fulfilment service you have got a really cost-effective route to market to sell into Europe. There is an extremely competitive market place here with DHL, Fedex, Parcelforce and online parcel resellers like www.parcel2go.com. You have a massive opportunity to take your products to any of the European sites and be ahead of your competition and increase your sales dramatically.

Language Translation Made Easy

Language translation is relatively straightforward these days there are a number of pieces of software that will translate the text for you on an automated basis.

My personal view, is that if I have a product that is of high value with good profit potential I would sooner outsource to a third party language translator for my main title, description and bullet points. This way I am getting an accurate translation where I can instruct the outsourcer to deal with any specific local dialect which may be missed on an automated translation.

Sell Items Separately On Amazon.Com & Ebay.com

If you are wanting to sell your items on Amazon.com in the United States then you will have to open a separate account and upload your listings separately from your.co.uk Amazon account and vice e versa.

Amazon's European sites can automatically migrate your listing from Amazon.co.uk account.

With eBay.com you can reach some additional 208 countries worldwide that you cannot easily attract via your eBay.co.uk

account, so you potential reach is now massive.

Assuming you sell products that the worldwide market has a desire for this will become a very lucrative for you and is worth spending the time creating targeted keyword rich listings on the.com sites.

Easy Ways To Overcome International Logistics

For direct importers into the UK then it may be that you split your product delivery accordingly and have your items imported directly the country of sale by using fulfilment services. You may need to look at your packaging solutions. You want your items to arrive at the fulfilment warehouse post ready. This may mean re-pricing your imports but the saving at the other end will outweigh any cost increase.

What About Cross-Border International Vat/Taxes

Don't let VAT be a deterrent to your international expansion plans by making yourself aware of the individual requirements of each country you can expand comfortable in the knowledge that you are compliant. We strongly suggest that you take proper advice from a qualified accountant, VAT tax expert or contact your local VAT office for further assistance.

Check to see the Import duty on each product line, add that into the purchase price and use the marketing angle of "Duty Paid". Paying this for the customer to make their purchase experience feel easy and drives your customer service rating sky high....

In this powerful and easy-to-read book, Andrew Whitfield shows you how to make money by selling online. Find out the reality of what it takes and how your business - small or large, home-based or on the high street - can be part of it. You may be getting started with eBay, fine-tuning your rich keywords on Amazon there's a wealth of information and it's available to download instantly



Andrew has been doing this for many years and is here to help your online retail business. His business sources, promotes online & ships worldwide.

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