

Time To Cruise For Sales



I Love To Be Selling
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TimeToCruise4Sales.com

Hi,

I'm Kathy. I'm a Top Rated seller on eBay. I'm an award winning online business consultant.

I worked in NYC brick and mortar retail for over 25 years. Also, I was a successful on air product representative on QVC for over 6 years. I've helped hundreds of online sellers increase their product sales with my retail tips.

I'm here to help you too.



Agenda

- Winter Cruise Season.
- Dozens of products to sell to buyers looking to go on a winter cruise.
- How to repurpose, re target inventory you already have for winter cruise shoppers.
- How to promote your winter cruise items for free on eBay and social media
- BONUS TIPS



Winter Cruise Season

Many online sellers forget about the 6 month selling season that is the Winter Cruise season.

According to Statista the Global Cruise Industry in 2017 was 37.8 Billion dollars!

That's a lot of people on cruises.



Winter Cruises

During the winter months in the USA from November- April hundreds of thousands of Americans, Canadians and Western Europeans flock to the warmer climate of Florida, the Bahamas, Bermuda, and the Caribbean!



I find very few sellers think about this fact.

Selling to buyers going on winter cruise vacations is an awesome chance to increase your sales!



Remember What Season This Is! Sounds easy right?

Sellers come to me, "Kathy, what should I sell?" "Kathy, how can I make more money selling online?" "Kathy, how can I move from being a hobby seller to a full time seller?"

A top way to accomplish more sales is to think through what season you're in.



What's Selling Right Now?

In November Thanksgiving, Christmas and Winter Holidays sell well.

In January many sellers look at Valentine's Day.

March rolls around and sellers look to Easter, Passover and then Mother's and Father's Day.



Sellers are also looking to sell warm winter clothing as the frigid temperatures of winter arrive for most of the US.



To Niche or Not to Niche!

I look for customer needs that not every seller is focusing on.

This is called niche or micro niche selling.



This will make you money if you research it.



Known Categories That Sell



Yes, sell Thanksgiving, Christmas, Valentine's Day, and inventory for all the special days and Holidays in the year!

Yes sell warm clothes in the Winter months.

But sellers it's time to market for Winter Cruises and score sales!



The winter cruise industry for US tourists is November- April.



- Thanksgiving
- Christmas
- New Year's
- Valentine's Day.
- President's Weekend.
- Easter and Passover.
- It will also include Spring Break, weddings/ honeymoons, anniversaries, family reunions and birthdays.



Sellers put on your thinking caps and think what do people need when they cruise and travel?



Women Need Clothes & Accessories for a Cruise!

- Bathing suit.
- Bathrobe.
- Beach cover/sarong.
- Casual tops.
- Cocktail dresses. Some cruises have a formal night.
- Flips flops.
- Golf gear.
- Hat(s).
- Hiking clothes.
- Hoodies.
- Jeans.
- Jewelry.
- Lake/swim shoes.
- Light rain jacket.
- Lingerie.
- Nightgown.
- Pants.
 - Full Length & Capris
- Sandals - all kinds.
- Shirts.
- Shoes.
- Shorts.
- Skirts.
- Sneakers.
- Sports attire for the gym.
- Sun dresses.
- Sunglasses.
- Sweaters.
- Tennis gear.
- Bags, Fanny Pack.
- Purses.
- Foldable Totes.

Items that are easy to pack are best!





Men Also Need Clothing for a Cruise

- Fanny pack.
- Flip Flops or Sandals.
- Hat or Cap.
- Hoodie.
- Light Jacket.
- Pants; dress and casual.
- Pjs.
- Rain jacket with hood.
- Robe.
- Shirts.
- Shoes.
- Shorts.
- Sneakers.
- Socks.
- Sports Equipment:
 - Tennis.
 - Golf.
 - Scuba diving.
 - Snorkeling.
 - Hiking.
- Sports Jacket.
- Sunglasses.
- Swim Trunks.
- Totebag.
- Tuxedo.
- Workout clothes.
- Underwear.

Clothes that are easy to pack!





Pack Extra Clothes for the Kids

- Backpack.
- Cover-Up.
- Flip flops.
- Hoodie/Sweatshirt.
- Jacket.
- Pants.
- Pjs.
- Sandals.
- Shirts
- Shorts.
- Skirts.
- Slippers.

- Sneakers.
- Sun hat/visors.
- Sundresses.
- Sunglasses.
- Swim suit.
- Tops.
- Tote bag for the beach.





Necessities for any cruise vacation

- Binoculars.
- Books, Magazines
- GoPro camera.
- smartphones, iPad, iPad minis, cases, and chargers.
- Luggage, beach bag/tote.
- Nalgene bottle.
- Shampoo, conditioner, sunblock, instant tan, makeup. Another product bundle idea!
- Toiletries and possible travel size. Nice product bundle can be travel toiletries in a travel case.
- Toys for small children
- Umbrella
- Underwater camera.
- Waterproof cell phone case





Celebrations & Gifts

If people are cruising for

- Weddings.
- Anniversaries.
- Birthdays.
- Retirement.
- Any special events.



In all likelihood they will want some upscale attire and they might bring a special gift with them to give on board.

- Wedding party gifts
- Anniversary
- Birthday
- Retirement



Take Stock of Your Inventory First!

Before purchasing merchandise to market to people going on cruises go through your current inventory.



Do you already have Spring and Summer clothing for adults and or children? If yes, seller you have cruise merchandise!



Use Promotions Manager to Boost Sales

If you have an eBay store you can create a promotion in Promotions Manager that include your items suitable for a cruise. **Promotions Manager can be used to discount and highlight similar listings.**

Few sellers do this.



So a Promotion in Promotions Manager could be "Time for a Winter Cruise Ladies!" In this promotion include all your women's clothing, accessories, and luggage.



More On Promotions

Another promotion would be “Everything a Guy Needs On a Winter Cruise”, and select your men's items.

If you sell wedding favors, wedding dresses, tuxedos, and or formal attire look to create a Promotion for Winter Wedding On a Cruise, or Celebrate Your Anniversary On a Winter Cruise etc.

Get the idea?



Customers For Your Promotion

Think about who your ideal customer is.

Pick a Promotion title that is an eye catcher.

Put your items in the Promotion.

Promotions make it easier for customers to shop with you and buy more than one item, as your Promotion will have a landing page.



A Landing Page for Your Promotions

The landing page is full of all the specific Promotion items.

When a shopper lands on one of your promotion items, they will see it's part of a promotion and can click seeing everything you've carefully selected for them. It's like having a personal shopper on eBay!

 **EXTRA 10% OFF WHEN YOU SPEND \$50 OR MORE**

[See all offers](#)

Share:    



Share Your Promotions



Once you've created your Promotion look in the upper right portion of the Promotion Landing page (the page that has all your items on it). This is where the social sharing buttons are.

Use those to share your Promotion on social media. You can post to your Facebook Business page, Twitter, and/or Pinterest.

You can also screenshot it with your smartphone and post it on Instagram!



Selling seasonally can ignite your sales.

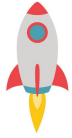
Keep an eye on the time of year and what's on people's minds to buy. Aiming your inventory at the millions of people who take winter cruises is smart selling.



Before closing here are   

Special Bonuses for You!





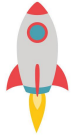
Bonus One - Bundling Products

Product bundling is an awesome way to stand out to Cruise shoppers. Successful bundling puts the spotlight on your listings.

Save hours and hours of research on what works. **Use my hit guide Secret Spice to Online Sales to create bundles that get sold.** I've made hundreds and hundreds of dollars with bundles. Go to my website I Love To Be Selling to purchase your copy!

Secret Spice To Online Sales is your roadmap to money making bundling!





Bonus Two - Improve Search Results

If you have an eBay store consider adding an eBay store category Winter Cruises or Winter Vacations. In addition you can include subcategories for women's clothing, men's clothing, kids clothing, luggage, etc. You can also do this on other selling platforms.

Having a separate eBay store category for your Winter Cruise products will encourage shoppers to browse and purchase with you when they are looking for these items.

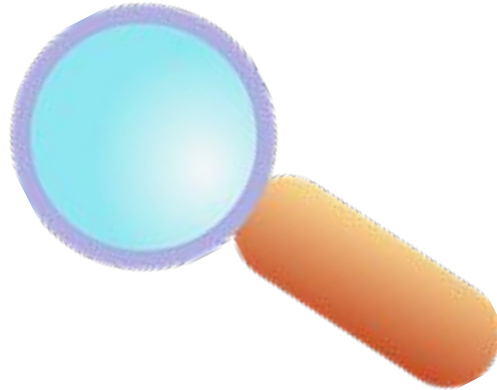




Bonus 3 - How to Find Products that Sell.

Using the inventory lists shown to you earlier in this class, search on eBay using eBay's advanced search. Check solds. Look for brands and styles that sell. My YouTube video, [Watch Before You List On eBay](https://youtu.be/ikju5KFnvH0) shows you how.

<https://youtu.be/ikju5KFnvH0>



Finding Products That Sell!

With inventory research you discover inventory opportunities.

eBay's Advanced gives you a quick view.

The professional tool [ShelfTrend](https://www.shelftrend.com/) enables you to do a deep dive.

<https://www.shelftrend.com/>

Look specifically for the brands and styles within categories that have the best sell through rate (the ones that consistently sell). Discover popular items with low competition.



Know What Products You Are Looking For

Once you have 5-10 prospective products, search on the Internet for suppliers.

Search for websites online that may be product liquidators or online clearance for manufacturers as well as drop shippers.

Keep an eye out for local retailers running sales on inventory that you can purchase at great prices and then you can target online for shoppers leaving on cruises.



Google Search

I'm Feeling Lucky



Know Your Inventory

Once you know what sells for travelers you can add it to the list of items you regularly search for inventory.

Sort your current products.

Find items you can market to vacationers for winter cruise vacations and getaways. Expand your eBay and Online inventory with research. Then buy in demand products from local and online retailers.



In Conclusion, with the ideas I've given you, you won't miss this lucrative six months of the year when eBay and online retail welcomes winter cruise vacationing shoppers!



Cash And More Cash!

With Time To Cruise For Sales, now you have a new way of looking at your inventory. Use pro tools like ShelfTrend and load up on in demand products. Create promotions using Promotions Manager to gain eBay search benefits. The bundling formula in Secret Spice to Online Sales ratchets your sales even higher. Use Promotions to share cruise inventory on social media.

Now, you are tapped into the multi million dollar selling season of Winter Cruises!



Resources

eBay Advanced Search

<http://pages.ebay.com/help/search/advanced-search.html>

eBay Advanced Search How To Use YouTube

<https://youtu.be/ikJu5KFvH0>

Promotions Manager

<http://pages.eBay.com/sellerinformation/build-your-business-online/boost-profits/manage-your-promotions.html>

ShelfTrend

<https://www.shelftrend.com/>

Secret Spice for Online Sales

<http://secretspice4sales.com>



Where to Find Kathy



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