

Ensure that service providers makes the e-Auction successful



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“If service provider sails and sales ideas, e-auction will be sure success”

Out of all the stakeholders, this is SP who plays the most important role in making the e-auctions successful. In case the e-auction fails, the dis-credit goes to SP. In view of this, SP should take following actions every time in every auctions.

1. Proper planning & designing of the e-auctions.
2. Fixing the right start bid price in consultation with client. SP must do lot of homework and market research to know the prices of items and services to be e-auctioned and must update the client to acquire the agreement on start bid price.
3. Must ensure effective and efficient communication with all bidders about the e-auctions.
4. SP should interact with the bidders on a continuous basis and feedback received from bidders must be acted upon.
5. SP must take all actions and efforts to add new bidders in e-auctions and retain the old bidders.

Conclusion:

With all advised actions taken by SP, there is every possibility that e-auction will be successful.

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