



# TRUCK ACCESSORY OUTLET

## Case Study: TAO

### Making the Move to eBay

*"Marketworks provides businesses with the technology needed to efficiently sell on eBay and other online channels."*

According to Rand, with Marketworks, Truckaccessoryoutlet has tripled its business and could grow another 50% without adding another employee. Since using Marketworks, they have attained one of the highest levels of recognition on eBay - Platinum level Power Seller. To achieve Platinum level status on eBay, a seller must sell at least \$25,000 a month and Don and Rand well exceed that threshold on a monthly basis.

### Sell on eBay & Your Own Website

In 2003, Rand and Don's life changed once again when they discovered Marketworks. With over 4,000 customers like Truckaccessoryoutlet, Marketworks is eBay's largest Certified Solution Provider and helps businesses of all types maximize their online sales. Rand and Don chose Marketworks because of the automated listing and re-listing features and the fact they can sell on their web site or on eBay and manage inventory for both channels from a single platform.



From inventory management to order processing to business intelligence, Marketworks provides businesses with the technology needed to efficiently sell on eBay and other online channels. "Marketworks let us put our focus back on what we do best which is buying product and selling it online," said Rand Weinberg.

*"We don't know anything about web design, technology or online marketing and we don't have to. Marketworks has everything we need -- it is truly a one-stop shop."*

### Making the Move to eBay

Rand Weinberg has been in the auto business for over 20 years and knows more about trucks, truck parts and running a large scale van conversion operation than he cares to admit.

However, things changed for Rand and his partner Don Burks in 2002 when they decided to start selling on eBay. They increased their work force to 10 people, opened their own warehouse to ensure greater control over fulfillment and began selling under the eBay seller id Truckaccessoryoutlet.

### Contact Us

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