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Seller promises customer satisfaction and delivers



When it comes to providing top-quality products and excellent customer service, sports collectibles seller [Champions_On_Display](#) is on the ball—and their soaring Feedback proves it.

Despite a weak economy, this Platinum PowerSeller is enjoying remarkable success. Champions On Display is on track to reach 100,000 Feedback, and their great DSRs point to very satisfied customers. Needless to say, buyer traffic is good.

Champions On Display cofounder Darrin Walters has no qualms about why they continue to excel during tough economic times.

"We don't take Feedback for granted. If you want to be the biggest and the best, you must have repeat customers. Good DSRs will help you do that. They also help establish trust between you and potential buyers. And most importantly, we always follow up and resolve any buyer concerns. I personally send the buyer an email with the offer of a full refund if necessary. However, I can say proudly that it's very rare for us to have dissatisfied buyers."

Their customer-focused approach for doing business has garnered many loyal customers. Darrin credits the fluidity of Champions On Display's shipping and fulfillment system and recent eBay changes for their high rate of customer satisfaction.

"Our accurate inventory and listing procedures allow us to guarantee buyers that we have what they're looking for in stock. If buyers order before midnight, their items are shipped the next day. Plus, operating in the middle of the country keeps our average transit time to around 3 days. Also, we took advantage of the incentives to test free shipping, and it worked so well we moved everything to free shipping. That decision helped our business a lot."

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-Champions On Display**

Five years ago, Darrin and his business partner, Matt Keyser, saw the potential of selling on eBay. They sold their eBay consignment business and launched Champions On Display. What began as two hardcore sports fans running an upstart online business has blossomed into a juggernaut in the sports collectibles industry. Now it takes several employees and a massive warehouse to handle the inventory and day-to-day operations.

"We quickly learned that you have to stay on the cutting edge of what's new and which teams or players are hot at any given time. So in a relatively short period of time, we've gone from one vendor to several dozen to meet customer demand. I spend a lot of time at trade shows."

Game-planning the future

Champions On Display will continue to expand their inventory, staff and customer base. Also, they're looking forward to the recently announced new PowerSeller status—eBay Top-rated seller—coming in October. They view the Top-rated seller status as another way to differentiate themselves from the competition.

Without a doubt, Champions On Display deserve the praise received by their buyers and will continue to be a major player in sports collectibles for years to come.

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