

The Amazon Opportunity: How to list and sell your products

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	Find Out More (hyperlink)
	Checklist
	Amazon Fees
	Selling on Amazon

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	Fulfilling orders
	Registering with Amazon
	Amazon Brand Registry
	Product detail pages

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	The Buy Box
	How to grow
	Search
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Section 3

Understanding Seller Central

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3. Understanding Seller Central

This section has been created to bring Seller Central to life, taking you step by step through all of the details so you have a clear idea of what everything is, how it works and where to find it.



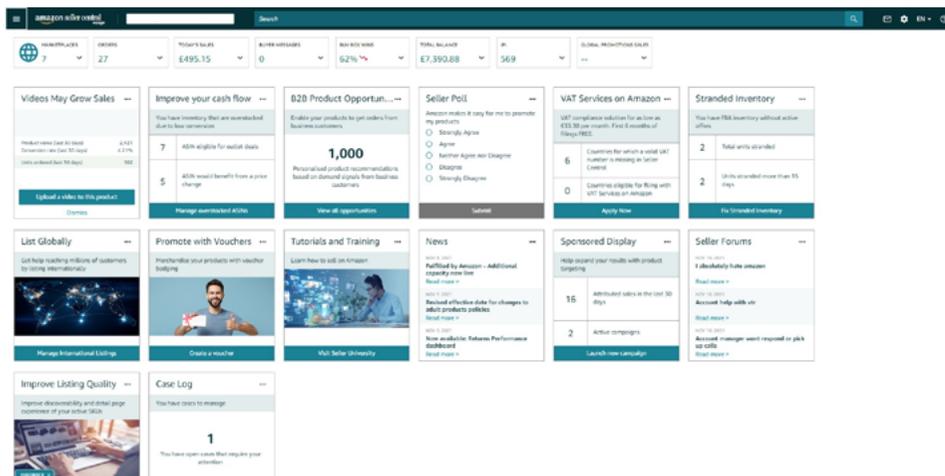
3. Understanding Seller Central

3.1. Brief Overview of Seller Central - 1

■ **Homepage:** This is where you'll find a whole host of widgets that contain the background information you need on your Amazon products – everything from current performance metrics, inventory data, recommendations and urgent notifications, Amazon updates and training opportunities.

■ The actual homepage may differ depending on the data that is available to the Brand at a given time

■ Catalogue:



■ You can add Products, complete your drafts, add new products, view and complete your draft listings

■ Inventory:

■ **Manage Inventory, Manage FBA Inventory, Manage Seller-Fulfilled Products** – This is where you manage your listed inventory – including active, closed, suppressed and out of stock inventory. You can also edit your inventory in this section as well.

■ **Improve Listing Quality** – This is where you will find Amazon recommendations that can help to improve your listings

■ **Pan-European FBA Inventory** – This is where you will manage FBA stock in the European market

■ **Inventory Planning** – This is where you will manage FBA stock and receive recommendations on whether you need to reduce excess stock and/or restock products

■ **Add a Product, Add Products via Upload** – This is where you list products, either manually or by bulk upload

■ **Inventory Report** – This is where you can export various inventory data and reports

■ **Sell Globally** – This is where data from other global markets can be imported

■ **Manage FBA Shipments** – This is where your shipping queue can be viewed and managed

3. Understanding Seller Central

3.1. Brief Overview of Seller Central - 2

- **Upload & Manage Videos** – With Brand Registry, you will be able to upload videos in this section and use them on your product pages
- **Manage Product Documents** – This is where you can upload and manage documents for products
- **Pricing:**
 - **Pricing Health** – This is where you can view products that are sold at a lower price than other 3rd party sellers (can be penalised for this), and view the 'Buy Box' percentage
 - **Manage Pricing** – This is where you will manage pricing for all inventory
 - **Automate Pricing** – This is where you can create automated rules based on certain conditions, for example matching competitor prices in order to win the 'Buy Box'
- **Orders:**
 - **Manage Orders** – This is where you can view and manage all orders
 - **Create MCF Order** – This is where you can create orders from orders made outside Amazon
 - **Order Reports** – This is where you can download reports relating to orders
- **Upload Order related Files** – Files such as shipping confirmation can be uploaded in this section
- **Manage SAFE-T Claims** – This is where you manage products that have had issues or need a response to avoid Amazon removing the product
- **Advertising:**
 - **Campaign Manager** – You will use this platform to create and manage paid advertising on Amazon
 - **A+ Content Manager** – This is where you'll manage additional product page content such as extra infographics
 - **Vine** – For a fee, this Amazon program allows you to send products to reviewers to receive faithful reviews
 - **Deals, Vouchers** – This is where you can create deals and vouchers. The deals are recommended by Amazon, but you choose whether to apply or dismiss. For vouchers, you pay every time one is redeemed, but the discount is detailed clearly at the top of the page
 - **Prime Exclusive Discounts** – This is where you can create/manage discounts exclusively for prime members
 - **Manage Promotions** – This is where you can create different discounts including money off, or buy one get one free

3. Understanding Seller Central

3.1. Brief Overview of Seller Central - 3

■ Stores:

- **Manage Store** – This is where you will manage your Amazon brand store

■ Growth:

- **Growth Opportunities** – This is where you will find Amazon recommendations on how to grow your product – everything from increasing reviews to adding A+ content

- **Fulfilment Programs** – This is where you can view fulfilment programs (such as FBA, Subscribe & Save) and other opportunities

- **Explore Programs** – This is where you can access and explore programs and tutorials that will help you to further grow your account

■ Reports:

- **Payments** – This is where you'll find an overview of your account balance as well as being able to view transaction statements

- **Amazon Selling Coach** – This is where you'll find selling tips and recommendations from Amazon

- **Business Reports** – This is where you'll compare your account performance by selected date range to the previous month/year, and view sales and traffic by date or product

- **Fulfilment by Amazon** – This is where you'll create inventory reports to sales reports, you can find lots of different fulfilment reports

- **Advertising Reports** – This is where you can access paid advertising performance reports on the Amazon Advertising platform

- **Tax Document Library** – This is where you'll access and view your tax documents

- **Manage your VAT, File your VAT** – This is where you'll sign up for Amazon VAT services

■ Performance:

- **Account Health** – This is where you'll check how good your customer service is, any trademark or copyright issues, shipping performance and complaints

- **Feedback** – This is where you'll see seller feedback including negative reviews

- **A-to-Z Guarantee Claims, Chargeback Claims** – This is where you'll see all chargeback problems

- **Performance Notification** – This is where you'll view notifications on issues such as product suspension and policy violations

3. Understanding Seller Central

3.1. Brief Overview of Seller Central - 4

- **Seller University** – This is where you'll find lots of tutorial videos to help you learn more about Amazon
- **Partner Network:**
 - **Find Apps and Service, Manage Your App, Explore Service, Manage Service Requests, Develop Apps** – This is where you'll discover a host of third-party apps such as profit calculators that may be helpful in building your account
- **B2B:** B2B Central, Product Opportunities, Manage Quotes – This is where you can manage Business to Business pricing and orders
- **Messages:** This gives you a direct link to customers so you can communicate with them as customer services
- **Settings:** This is where you can view account information, manage login details, business and billings information, customise notification preferences, change fulfilment, tax, shipment and user permission settings
- **Help:** This is where you can view Amazon help pages, ask for help in forums or submit a case log to Amazon

That's a whistle-stop tour of Seller Central, giving you a top-line idea of the services, features and help that can be found there. But if you need a more detailed view, the following links will provide additional guidance.



Find out more

- [How to Use Amazon Seller Central: The Ultimate Guide for 2021](#)
- [Amazon Seller Central Tutorial 2021 – YouTube Video](#)

3. Understanding Seller Central

3.2. The Product Detail Page



This section will help you build a more engaging Product Detail Page, breaking down the separate components and giving you best-practice hints and tips.

- 1. Title:** 200 Characters, capitalise the first letter of every word
 - Should contain elements such as Brand names, product line, material/key feature, product type, colour, size, packaging/quantity
- 2. Images:** To increase the quality of the listing, images should be 500 x 500 or 1000 x 1000 pixels
 - Include both standard product images and lifestyle images if possible
- 3. Variations:** Highlight different colours, scents, flavours, or sizes
- 4. Bullet Points:** Keep descriptive sentences short, highlighting the key features and benefits
- 5. Featured offer (“Buy Box”):** This is the featured offer on a detail page. Customers can add to their cart or “Buy Now”
- 6. Other Offers:** A list of other sellers who are selling the same product but have lost the Buy Box
- 7. Description:** Try to include keywords in your description as it will improve the chances of people finding your listing. Keywords ensure your listing appears at a higher search rank as they are more relevant to search terms. Look at your product and think about what customers will be searching for to find it. Test these keywords on Amazon and see if similar and relevant products appear when you search them

An illustration of a product detail page highlighting the main components of the page



3. Understanding Seller Central

3.3. The 'Buy Box'



The Buy Box is the 'Add to Cart' or 'Buy Now with 1-Click' option, which is the most convenient way for customers to purchase the product.

Brands compete against each other for the 'Buy Box', which reduces the price and increases the level of service on Amazon.

If more than one seller is selling the same item, all sellers compete. The Amazon algorithm analyses each offer made and evaluates based on seller history, price and other variables, rewarding the 'Buy Box' to what it deems to be the best buying option for its customers. This takes into account the lowest prices and the seller with the best performance.

Amazon don't publicise the factors to 'win the Buy Box', but the following points are the main factors:

- If Amazon.co.uk is directly selling the product, they will win the Buy Box most of the time
- A brand that is Prime Eligible will win the Buy Box over anyone who is not Prime Eligible
- The lowest-priced seller with high ratings will win the Buy Box
- The seller with the highest seller rating will win the Buy Box (if the price is competitive)
- The seller must have excellent seller metrics to be Buy Box Eligible
- The seller must have a professional seller account
- The seller must be selling new products, resells are ineligible
- The seller's products must have available stock in Amazon Seller Central
- FBA sellers may win the Buy Box even with higher prices than you
- Amazon removes the Buy Box on products that are offered at a lower price on the eCommerce brand's own website

3. Understanding Seller Central

3.3. The 'Buy Box' – continued

The Buy Box is the most profitable way to sell your products but there are alternatives that will still give you a degree of visibility. These are:

1. Other Sellers on Amazon
 - a. Beneath the Buy Box is a list of other sellers who have lost the Buy Box
2. The Offer Listing Page
 - a. This page lists all sellers, including those ineligible for the Buy Box
3. Your Amazon Store Page
 - a. The Seller store page will only show products sold by the seller, no competitors will feature



Find out more

- [Amazon's Balancing Act](#)
- [Amazon Buy Box](#)

3. Understanding Seller Central

3.4. How to Create a Listing



What you'll need:

Global Trade Item Number (GTIN), UPC, ISBN or EAN number of the products

UPC code

- You can get a UPC code directly from **GS1**, or request an exemption

SKU, which is a product ID you create to track your own inventory

Product Category (your chosen category may be rejected if Amazon believe it to be incorrect)

Offer details, including price, product condition, available quantity, and shipping options

Keywords and search terms to help buyers find your product

Product details like name, brand, category, description, and images

On the main navigation, click on **Catalogue → Add Products**

If you are selling a product that is already being sold on Amazon, search for product name, UPC, EAN, ISBN, or ASIN

- Search for your product and select the condition it is being sold in on the drop-down menu
- Select **Sell this Product**

If you are selling a product that is not currently being sold on Amazon, select **I'm adding a product not sold on Amazon**

- Search for the most relevant category your product belongs in
- Fill in all the relevant information; some sections are mandatory to complete in order to list the product, whilst others are optional. However, the more information on the listing, the easier it is for a customer to find your product

3. Understanding Seller Central

3.4. How to Create a Listing (continued)

- In the keywords section, you can have a list of words that are relevant to your product – words that will appear in customer searches. The best practice is to enter relevant generic words that do not appear frequently in your product title, bullet points or description. Do not use competitor brand names, ASINS, or repeat words. Do not separate keywords with any hyphens or commas.
- When listing food & beverages, it is desirable to include ingredients, allergen information, diet-type, serving size and nutritional information, which can all be filled out in the **More Details** section.

There is an option to upload in a bulk file, by selecting **I'm uploading a file to add multiple products**. However, this is generally not advised for new users or a small number of products as it requires contacting Amazon for a Category Listing Report, which takes time and needs a level of experience to complete accurately.

Hopefully, you'll now feel more confident creating a listing. But if you need more information, the following links will provide additional help, guidance and tips.



Find out more

- [How to List Your First Product on Amazon Seller Central – YouTube Tutorial](#)
- [Tutorial: How to Create a Product Listing on Amazon](#)

3. Understanding Seller Central

3.5. How to Create a Shipping Plan

How to Send Your Products to Amazon (FBA)?

In Seller Central, click on **Inventory → Manage FBA Shipments → Send to Amazon**

Search for a product you would like to send, and on **packaging details**, drop-down menus, select **Create a new case pack template**

- In the **Product details** section, enter any name for your shipment plan, the number of units of the product in one container, the dimensions and weight of the container.
 - For the **prep category**, select applicably: Adult, baby products, clothing, fabric, plush and textiles, fragile/glass, liquids (non-glass), perforated packaging, powders, pellets or granular, small, no prep needed.
 - If you select anything except the latter option, Amazon will instruct specific delivery preparation needs - for example, fragile/glass needs to be bubble wrapped to be delivered to the customer.
 - On the **“Who preps units?”** drop-down menu, select: By Amazon (for a fee per unit) or By the seller - the former means Amazon will supply the bubble wrap before dispatching to the customer, the latter means the brand will pre-bubble wrap each unit before shipping into the Amazon warehouse.
- On the **“Who labels units?”** drop-down menu, select: By Amazon (for a fee per unit) or by seller then click **Save**
- Enter the number of boxes you will send in the **Quantity to Send** section and the product expiry date (if application)
- Once you're ready, click **Ready to Send** and review the details and **Confirm and Continue**
- Select a ship date and a shipping mode:
 - Small Parcel Delivery - for small items
 - Less Than a Truck Load - for large boxes
- Review shipping address and details, click **Confirm shipping destinations**
- Select label printing method from a drop-down menu and click **print** which will open up a PDF file that can be downloaded and sent to the supplier
 - These labels are for the individual boxes
- Click **Continue to Palette and Courier Information**
- Choose between an Amazon-partnered carrier or a Non-partnered carrier
 - This is the method by which you ship your products to the Amazon warehouse
 - Amazon-partnered carrier

3. Understanding Seller Central

How to Send Your Products to Amazon (FBA)? (continued)

- Enter the number of pallets to be shipped
- Select label printing method from a drop-down menu and click **print** which will open up a PDF file that can be downloaded and sent to the supplier
 - These labels are for the pallets
- Click **Mark all as shipped**
- If you have selected an Amazon-partnered carrier, you'll have to book the shipment
 - Read more about Amazon-partnered carriers [here](#).
- You will then need to label all your boxes and pallets with their corresponding labels and arrange for them to be delivered to the Amazon warehouse with the selected delivery methods and date

The above guidance should hopefully have given you a clearer idea of how to create a shipping plan. But if you still have questions, the following links will give you more detailed information.



Find out more

- [How To Create a Shipping Plan & Send Products To Amazon FBA – YouTube Tutorial](#)
- [How to Send Your First Shipment To Amazon FBA – YouTube Tutorial](#)
- [Shipping to Amazon FBA](#)

4. Optimising and Growing



By now, you should have a better understanding of Seller Central. The best-practice tips on creating product detail pages, listings and shipping plans, together with how to win the Buy Box should hopefully set you on the path to success. Don't forget the additional links and tutorials at the end of each section. They're valuable sources of information, so if there's something you're not sure about, check out the links first as they could save you valuable time.

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