



## Integration+ | Best Practices

### **Become familiar with all three platforms: Seller Central, ePS Fulfill and the Distributor's Portal**

Your Amazon Rep should provide training on Seller Central and guide you to the training videos – you can find almost anything by searching! ePS provides training and training documentation for our platform, and this happens before you Go Live. Your Distributor Rep should provide training and documentation on how to navigate their portal.

### **Dedicate an internal resource to monitor and manage your business on Amazon**

As your visibility and volume on Amazon increases, so will your business needs. Our most successful sellers have a dedicated resource to monitor and handle items such as: authorizing returns, handling cancellations, responding to customer inquiries, responding to requests for quantity discounts, responding to customer feedback, etc.

### **Understand the reporting that is available to you**

You receive excellent data analytics in Amazon Seller Central – you should leverage this information to track trends, make business decisions, make pricing decisions, and identify ways to be competitive. Many sellers ask us, “How do I calculate my profit?”. You will have to pull data from all three platforms to analyze your profit per order. When you are calculating your profit, you will take into consideration: cost of goods, freight fees, Amazon fee, and ePS fee.

### **Be strategic with your SKU selection**

Not every SKU that you are authorized to sell from your Distributor makes sense to sell on Amazon. Do you really want to sell one highlighter, a small box of screws, or a mouse pad? Many sellers we engage with say, “I want to sell everything!” but it is important that you vet your offering before you list the product on Amazon. There are many products on your Distributor catalog that may be very costly to ship, or frankly cost more to ship than the actual product itself. ePS has worked closely with your Distributor to identify a template of SKUs that sellers should list on Amazon, however this is constantly evolving as the marketplace changes.

### **Be strategic with your pricing**

ePS will provide guidance for pricing rules, but determining your markup is ultimately your business decision. It is important to factor in all your fees: cost of goods, freight fees, Amazon fee, and ePS fee. You will not be competitive on every single SKU – you are sometimes competing against the manufacturer/wholesaler/distributor themselves!

## Consider adding your offering to the Consumer and Business Marketplaces

The massive Consumer audience and many small B2B buyers who still leverage their personal accounts drive a lot of the purchasing on the marketplace. Getting as much visibility and traffic at launch is a critical step to developing the performance and customer feedback necessary to grow quickly. Our most successful sellers have their offering on both marketplaces; however, they provide a slight discount on the Business Marketplace.

## Act on products that require approval

Amazon “gates” some products, which means that Amazon will prevent you from listing the products that are gated. There are several levels of gating in Amazon: brand level, category level, and at the individual ASIN level. Most brands that are gated have an application you need to fill out to prove you can sell that brand of products. Majority of the time, if you pass the brand gate application, all items within that brand will be approved to sell.

Navigate to: Inventory → Manage inventory → Inactive Listings → Approval Required.  
You will be able to request approval here.

## Act on products that require removal

Brands may reach out to you about removing their product listings from Amazon. It is crucial to stay diligent about this and communicate this to your account manager at ePS. Currently, there is no way to foreshadow a brand not wanting their products to be sold on Amazon until they notify you themselves. In this situation the CTA would be to immediately remove all of the brands SKUs from your product offering.

## Stay on top of your Account Health in Seller Central

Monitor your Performance Metrics daily. It is important to keep your Customer Service Performance, Shipping Performance, and Policy Compliance within Amazon’s Guidelines. It is critical to respond to performance notifications sent by Amazon. Sellers who do not pay attention to their Account Health or performance notifications are at risk of suspension on Amazon.

Navigate to: Performance → Account Health and Performance → Performance Notifications.  
You will be able to check metrics and notifications here.

## Stay on top of Buyer Messages

Never let these expire past 24 hours and always be the last person to respond even if it is just a "Thank you."

## Monitor your orders

Ensure that orders are moving from Unshipped to Shipped queue within two business days. If the shipment is late, communicate with your customer! If the order is canceled by your Distributor, communicate with your customer! It is better for your Account Health if you ask the customer to cancel the order versus you canceling their order. Download the Amazon Seller App.

Get the app here: <https://apps.apple.com/us/app/amazon-seller/id794141485>

## **Act on order issues quickly**

If you identify a bad ASIN match to your SKU, communicate with the customer and delete the product from your catalog. You want to avoid as many orders with the bad ASIN match as possible! You can try to contact your Distributor to have them stop the order, but this needs to happen right away if it is going to be successfully stopped.

## **Be proactive to avoid suspension**

Most sellers get suspended on Amazon at least one time. Sometimes the suspensions are out of your control, but our most successful sellers submit cases to the Seller Performance team when they have Account Health metrics below the Amazon Guideline.

Navigate to: Help → Get Support (under Need more help?) → Selling on Amazon.

You will be able to type in your issue, then select the “account deactivation” to submit a case to Amazon is a proactive measure to avoid suspension.

## **Stay engaged with your Amazon, ePS, and Distributor representatives**

Talk to your Amazon rep about new strategies to keep you competitive including information on shipping setting adjustments and quantity discounts. Talk to ePS about expanding your offering within new spend segments or new ASINs. Talk to your distributor about your freight plan and credit limit.

## **Participate in Sponsored Products on Amazon**

This is a cost-per-click advertising solution that Amazon offers with Seller Central. You determine the amount and frequency in which you want to advertise. This allows you to promote your product for a price that you determine.

## **Aim to reach the Buy Box**

There are no set rules on winning the Buy Box. The Buy Box Amazon algorithm is constantly changing, but the three most important aspects are: offer lowest price, have available inventory, and have great seller performance metrics. Sometimes Amazon will put nobody in the buy box due to a better price outside of Amazon Marketplace (ie: Walmart).