



Selling on Amazon Business with ePS Integration+

Onboarding the Integration+ Solution

As with any business venture, there is no guarantee of 100% success. There are always risks and the sharp business owner will weigh the benefits against the risks to decide on a “Go/No Go” for the revenue opportunity. Selling on Amazon Business is no different. While ePS has developed solutions to help sellers be successful on Amazon Business, there is simply no way for us to remove every risk that you may encounter in your Amazon selling journey. The very best we can do is to lay out some of the challenges and advise you on the best practices to mitigate the impact.

You may get suspended

Larger product offerings increase the chances of suspension. Sellers face suspension for many reasons. We've included the most common reasons on this list. Getting suspended means your products are no longer displaying for customers to purchase. It also means that Amazon is holding on to payment that is owed to you so you will want to resolve your suspension as quickly as possible. In fact, you can avoid most suspensions by paying attention to warnings issued by Amazon.

What You Need To Do

You will have advanced warning that you are at risk of suspension via notifications from Amazon Seller Central. Pay attention to the notifications and respond quickly. The more proactive you are in addressing the issues, the higher your chances are of avoiding suspension. In fact, we highly recommend that you download the Amazon Seller app and monitor your Seller Central account health frequently. If your account does get suspended, you will be required to create a Plan of Action (POA) to resolve whatever issue caused your suspension.

How ePS Helps

If you have account health warnings, our Account Support team can provide you with guidelines for a proactive approach to resolution. Ask our team for these guidelines. If you end up with a suspension, you must compose a Plan of Action (POA). We will be happy to review your POA and provide input. If the cause of the suspension is something that we can control, we will take action immediately – like removing product(s) from your offering. But in the end, the POA is the only way to get off suspension.

You will get blocked from selling certain products

Amazon may prevent you from selling certain products through a process called “gating”. Certain products can only be sold by specific sellers or may not be sold on Amazon at all. Some brands are gated, some entire categories of products are gated, and even some specific ASINs are gated.

What You Need To Do

If a product is “gated”, you must remove it from your product offering immediately. Amazon may remove it for you but not always so you retain the responsibility to manage your offering. How ePS Helps: ePS has some insight into what brands are gated but this list is not all inclusive. We will remove known gated brands from your distributor’s catalog before you launch, and if you are notified of a gating issue, we will help you remove the items quickly from your offering. ePS has no visibility into “gated” categories or ASINs, but if you are notified of a violation, we will help you immediately.

“Bad” ASINs happen

There is no absolute in the ASIN world. The ASIN is tied to a specific description of a product being offered so that the Buyer’s experience is standardized across all Seller’s offerings. We scrub and cleanse our clean ASIN report and do our best to identify and remove ASINs that may cause problems from the onset. We compile the strong ASINs into a template and suggest that Seller’s stick to this template to get the best offering experience. However, we have no control over changes that occur within Amazon or at your Distributor that may impact the validity of the ASIN. So “bad” ASINs happen.

What You Need To Do

Use the ePS suggested “template” ASINs. Monitor your orders and remove questionable ASINs quickly.

How ePS Helps

Through our cleansing and scrubbing processes, and through our relationships with Distributors, we present the “cleanest” ASIN list we possibly can. We guide you to the best offering using a suggested “template” of the best ASIN choices from your distributor. And if you encounter a “bad” ASIN, we will help you to quickly remove it from your offering.

You may receive negative customer feedback

Amazon’s focus is on the customer experience. The happy customer will return again and again to buy more. As much as you may try to perfect the customer experience, invariably things might go a little sideways once in a while and you will end up with an unhappy customer, and maybe one who leaves negative feedback. Your best recourse is to communicate with the customer and make the situation right to the extent that you can. You may not always agree with the customer’s comments or feel they are deserved but this is irrelevant. An apology and action will speak loudly and will let the customer know you care.

What You Need To Do

Respond quickly and professionally to any feedback, good or bad. Communication is key to customer satisfaction so make sure you are on top of any feedback you receive. How ePS Helps: Our Customer Support team can help guide responses and solve any technical issues.

You cannot do this alone

If you want to build a line of revenue from Amazon (and not consider it just a hobby), you need to consider how you are going to manage to keep your account health at optimum level. Having a dedicated resource who is monitoring orders and mastering communications on a daily basis will go a long way toward keeping in good standing with Amazon and your customers. This does not mean 24/7 eyes on the account, but it does mean daily monitoring to ensure swift response to issues and concerns.

What You Need To Do

Have a dedicated resource monitoring your Seller Central account regularly – make sure orders are filled, that customer feedback is responded to and that Amazon notifications are answered in a timely manner. Learn all about Seller Central via the many resources offered by Amazon to support your account.

How ePS Helps

Use our Learning Library for Seller Success and lean on our team of experts for advice. We are happy to offer guidance!