

Amazon Stores Holiday Readiness Guide

The busy holiday season is fast approaching! Here are a few tips to make sure your business is prepared for Q4.

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Being Prepared

With Fulfillment By Amazon

Key holiday dates

12/5.....Inventory Deadline for Christmas Shopping

12/17.....Inventory for 2019 Can Be Shipped to Fulfillment Centers

12/25.....Christmas Day

Tip #1 Stay in Stock

Make sure your FBA inbound shipments arrive at Amazon well in advance of key shopping dates.



Tip #2 Allow Ample Lead Time

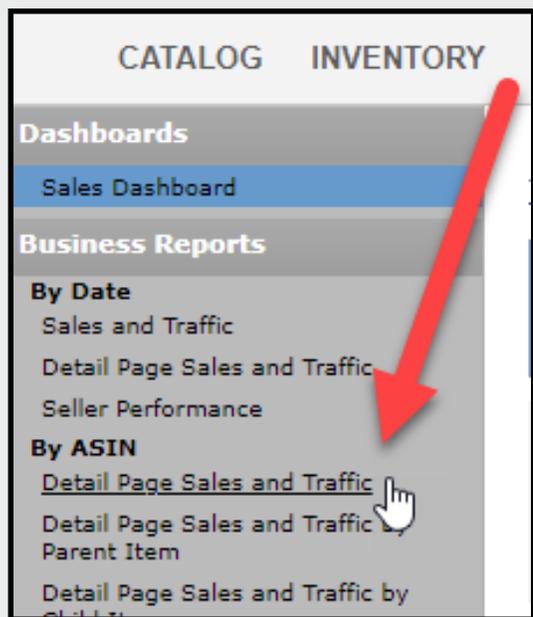
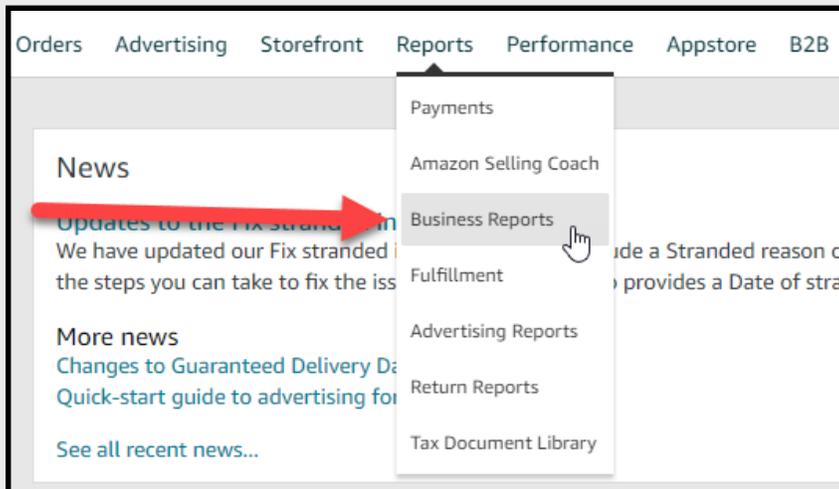
Allow ample time for supplier lead times, carrier lead times, or both. It may take longer to get inventory to Amazon fulfillment centers during the busy holiday season.

Stock Up

On Your Most Popular Items with Business Reports

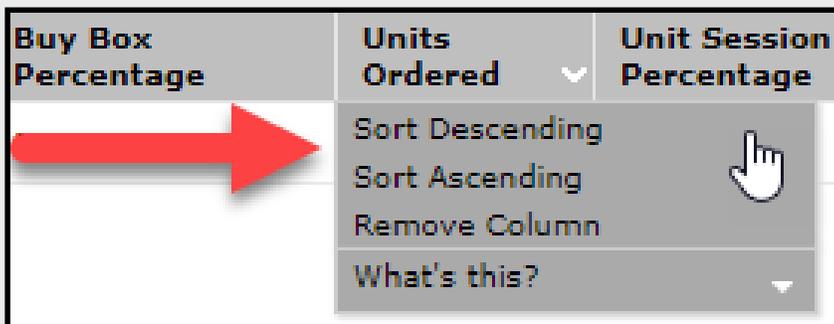
How to identify your best-selling ASINs

1. Hover over the **Reports** tab and click **Business Reports**



2. In the left column, click **Detail Page Sales and Traffic** under the **By ASIN** reports

3. Click on the **Units Ordered** column and then 'Sort By Descending' to see your **best selling** ASINs.



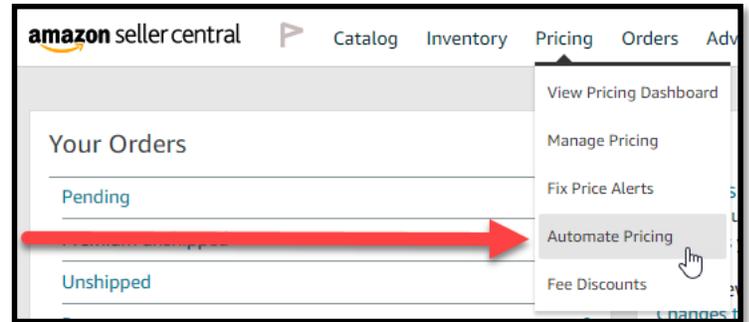
Stay Competitive

With the Automate Pricing Tool

Quickly update prices across a large portfolio of products

1. Get Started

Hover over the Pricing tab and click Automate Pricing.



2. Define the Rule Parameters

You can control what price you want to compare to, where you want to stay relative to that price, and when the rule is - and isn't - applied.

3. Choose SKUs

Choose the SKUs you want to automatically reprice using this new pricing rule.

4. Set Minimum and Maximum prices

We require that you set a minimum and maximum price for each SKU, to protect your business.

5. Start Repricing

Once you've selected a SKU and made sure there's a minimum and maximum price, you can start automatically repricing that SKU.

Key Metrics

For Account Health

Provide excellent customer service

Order Defect Rate < 1%

An order has a defect if it results in negative feedback, an A-to-z Guarantee claim that is not denied, or a credit card chargeback.

Cancellation Rate < 2.5%

The Cancellation Rate (CR) is all seller-cancelled orders represented as a percentage of total orders during a given 7-day time period. CR only applies to seller-fulfilled orders.

Late Shipment Rate < 4%

The Late Shipment Rate (LSR) includes all orders with a ship confirmation that is completed after the expected ship date. LSR is represented as a percentage of total orders over both a 10-day or 30-day period. LSR only applies to seller-fulfilled orders.

Tip #3 Keep an Eye on Account Health

Keep tabs on your performance daily via your Customer Metrics summary within the Performance Tab.

Tip #4 Convert to Fulfillment by Amazon

Consider converting your products to Fulfillment by Amazon to help increase account health and automatically become Featured Offer eligible.

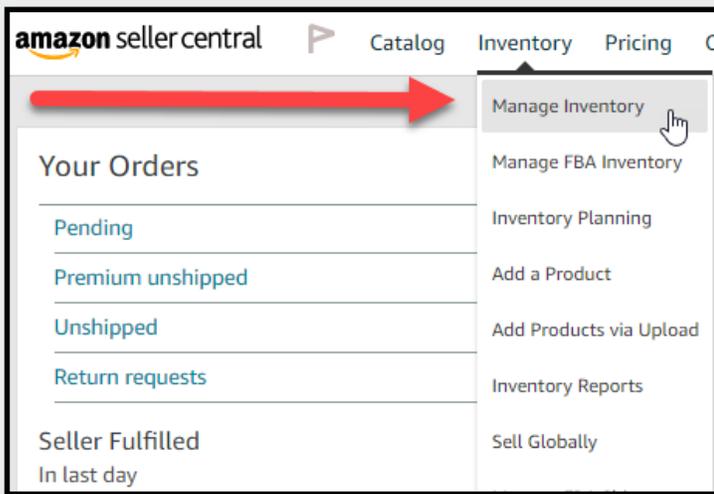


Prevent Late Shipments

By Extending Shipment Times

How to adjust handling time

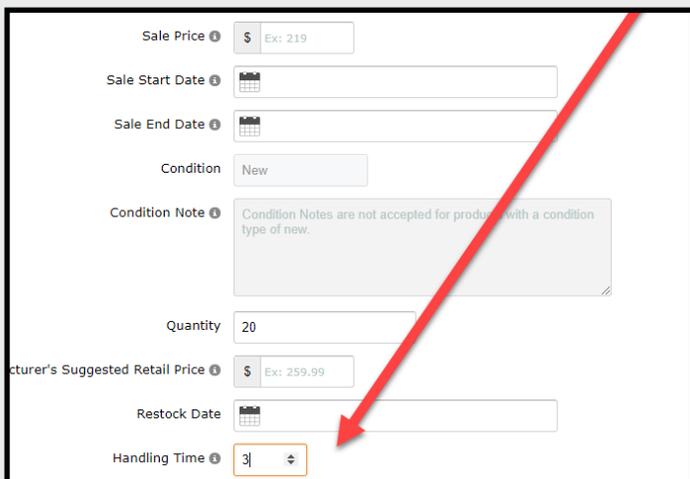
1. Hover over **Inventory** and click **Manage Inventory**



2. Select **Edit** on the item within the Manage Inventory page



3. Enter the number of days required to prepare the product for shipment in the **Handling Time** field.



Tip #5 Track Your Orders

Customers tell us that receiving their orders on time and having the ability to track their packages are important contributors to their overall satisfaction with an order.

Entice Customers

With Product Promotions

Promotions can help your products stand out

Percentage Off

Have customers receive a percentage discount for buying multiple units of your product

Example: For every 5 pairs of socks purchased, save 20%.

Buy One Get One

Set up a limited-time, "buy one get one free" offer to spotlight a new product or to get your current customers to buy differently.

Example: Buy a muffin pan, get a box of muffin cups free.

Free Shipping (FBA Orders Excluded From this Promotion)

Set up a limited-time, free shipping offer for a subset of your catalog. To set up a free shipping order on your entire catalog, consider changing your shipping settings.

Example: Spend \$250 or more, get free priority shipping on all jewelry orders.

Tip #6 Be Feature Offer Eligible

Promotions are the most effective when you are the Featured Offer

Tip #7 Advertise Your Promotions

Make sure to run a Sponsored Products campaign to drive traffic to your promotion.

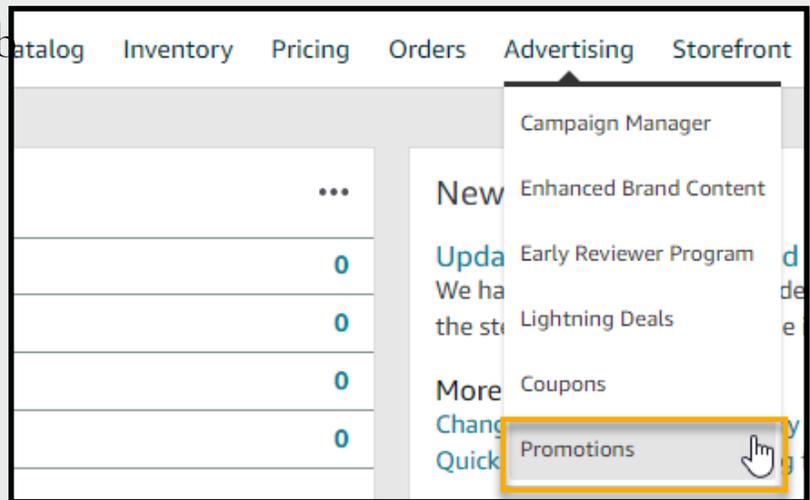
Important: Keep in mind that promotions cannot be offered as an incentive for customer reviews, either explicitly or implicitly. Customer reviews for purchases made with promotions might not necessarily get the "Amazon Verified Purchase" badge.

Setting Up

Your Promotion

How to create a promotion (Part One)

1. Hover over the **Advertising** tab within Seller Central and click **Promotions**



2. In the **Buyer Purchases** drop-down list, choose the purchase threshold that will qualify your buyer for the promotion.

Buyer purchases At least this quantity of items

3. In the **Purchased Items** drop-down list, choose the items that will be eligible for the promotion.

Purchased Items Entire catalog

Setting Up

Your Promotion

How to create a promotion (Part Two)

4. In the **Buyer Gets** drop-down list, choose one of the options that appear for your type of promotion.



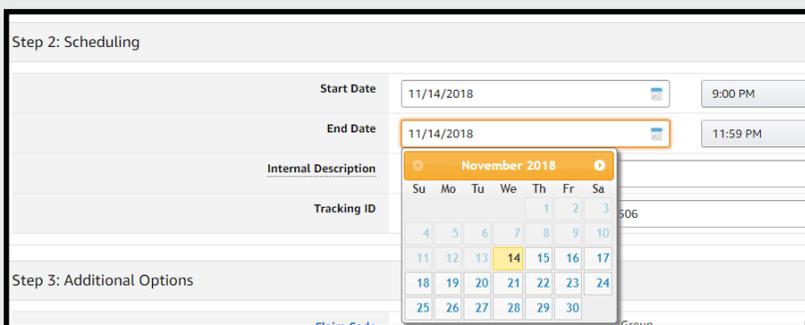
The screenshot shows a form with a label "Buyer gets" and a dropdown menu. The dropdown menu is open, showing the option "Free items" selected. A small downward arrow is visible on the right side of the dropdown box.

5. Choose a product option in the **Applies to** drop-down list. To change it to a product different than the one purchased, switch this box to **Qualifying Item** and insert the additional items ASIN.



The screenshot shows a form with a label "Applies to" and a dropdown menu. The dropdown menu is open, showing the option "Qualifying Item" selected. A small downward arrow is visible on the right side of the dropdown box.

6. Pick the dates you want the promotion to run in the Scheduling box.



The screenshot shows a "Step 2: Scheduling" form. It includes fields for "Start Date" (11/14/2018) and "End Date" (11/14/2018). Below these fields is a calendar for November 2018. The date 14 is highlighted in yellow. The calendar shows days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates from 1 to 30. Below the calendar is a "Step 3: Additional Options" section.

Tip #8 Limited Time Offers

Customers respond to limited time offers when they face the possibility of missing the offer. Experiment with the duration, depending on your product.

Handling Returns

After the Holiday Season

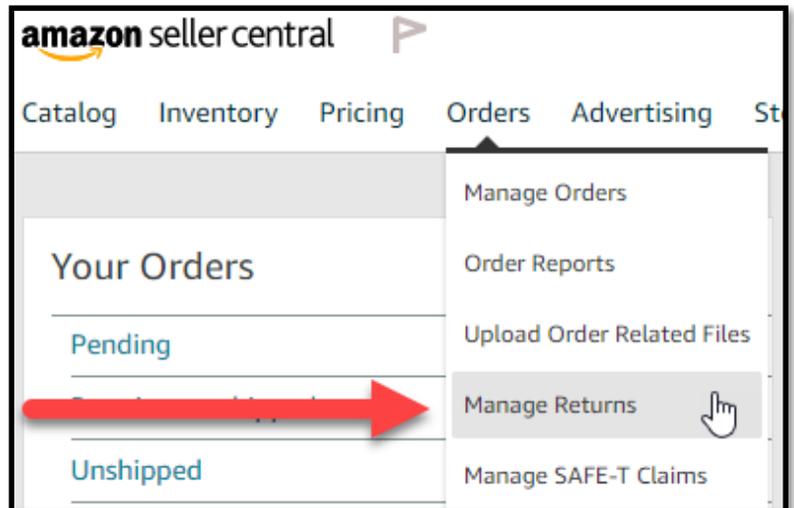
Plan for a potential spike in returns after the holidays

Extended Holiday Return Policy

The Amazon Extended Holiday Return Policy requires that orders shipped between **November 1** and **December 31** be returnable through **January 31** of the following year. This policy includes orders that are shipped by you and orders that are shipped by Amazon.

How to Handle Returns

To process the return request, hover over the Orders tab and click **Manage Returns**. This page is where you can review, authorize, or decline requests.



Important: To ensure a consistent experience for customers, Amazon **requires** sellers to have return policies that are **at least** as favorable as the Amazon return policies.

End