

**amazon** global selling



# Start selling on Amazon North American marketplaces

Whether you are new to selling globally or a seasoned exporter, Amazon makes selling internationally simpler and easier. Get started today with this step-by-step guide and enjoy selling worldwide with Amazon!

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\* = Resources may require Seller Central login

# Introduction to Amazon marketplaces and preparation

(One month before registration)

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North American marketplaces introduction (United States/Canada/Mexico)

- Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities. Leverage Amazon's global scale to sell to hundreds of millions of customers.

[View details](#)

Eligible products on Amazon marketplaces

- More than 20 categories are open for selling on Amazon; products in these categories can be listed without specific permissions from Amazon. [View details](#)

**Seller Success Stories**

- Get advice from successful Amazon sellers [View details](#)

**Solution Provider Network**

- Third-party selling solutions to help sellers with tax, compliance, translation, international shipping and more. [View details](#)

Selling plan

- All sellers can list products in more than 20 categories. Professional Sellers can apply to sell in 10 additional categories. [View details](#)



# Registration and accounts unification

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## Registration

- Choose your marketplace and register today. [View details](#)

## Registration requirements by marketplace

- See specific registration requirements in different marketplaces. [View registration requirements by marketplace](#)

## Account registration documents

- To start selling on Amazon, sellers need to have chargeable VISA/Master cards, valid bank account, UPC/EAN code etc. See an overview of standard product ID (UPC, ISBN, EAN, JAN, and other GTIN) requirements for each product category on Amazon. [UPC website / View details](#)

## Prohibited seller activities and actions

- Please read carefully and make sure to be in compliance. [View prohibited seller activities and actions](#)

## Register your brand

- If you are a brand owner, register your brand on Amazon Brand Registry to protect your registered trademarks on Amazon and create an accurate and trusted experience for customers. [View details](#)

## Unified Account

- The North America Unified Account lets you create and manage product offers, tailor your listings, and manage pricing and inventory across the U.S., Canada and Mexico marketplaces from a single interface. [View details](#)

## Linked Accounts

- You can now link your North America, Europe and Japan seller accounts with Linked Accounts and manage your sales on one page. [Link your accounts now](#)



## Account settings

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### Intro to Seller Central

- Seller Central is the hub for all seller actions. Tutorials on Seller University can help get started easily. [View details](#)

### Account information

- Verify credit card details and make sure the credit card is chargeable at all time. [View details](#)

### User permissions

- Set user permissions based on needs [View details](#)

### Intro to Seller-fulfilled Shipping

- Set origin countries, shippable regions and countries. Seller can customize shipping fees based on product count, weight and price. [View details](#)



## Create listing (Within one week after launch)

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### Overview of categories

- Before adding a product, make sure your products are in compliance, and apply for approvals if needed. [Overview of categories / Learn more](#)

### Add products

- Using Add-a-product [View details](#)
- Matching to an existing listing [View details](#)
- How to create product variations [View details](#)
- Using inventory—Basic [View details](#)
- Using inventory—Advanced [View details](#)

### Product detail page

- Amazon Detail Page Overview [View details / View details](#)
- What makes a quality detail page [View details](#)
- Editing Shared Detail Pages [View details](#)

### Buy box

- Amazon Buy Box Overview [View details](#)
- Winning the Buy Box [View details](#)

### Build International Listings

- BIL lets you create and update offers from a single source marketplace to target marketplaces across regions. [Sync your listings today / Learn how BIL works](#)



# Fulfillment by Amazon

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## Basics

- How FBA works [View details](#)

## Preparation

- Registration and Preparing Products for FBA [View details](#)

## Seller Central settings

- Converting Products to FBA [View details](#)

## Shipment preparation

- Your First FBA Shipment [View details](#)
- Your First FBA Shipment: Labeling [View details](#)

## Create a shipping plan

- [Set quantity](#) | [Prepare products](#) | [Label products](#) | [Review shipments](#) | [Prepare shipments](#) | [Summary](#)

## Shipment checklist

- Use this checklist to make sure that you have completed the inventory requirements for your physical shipment. [Download checklist](#)

## Small and Light

- Small and Light [View details](#)

## Frequently Asked Questions [View details](#)

### **Inbound to Amazon Fulfillment Center**

- More options through our third party Solution Provider Network website. [Find help](#)

### **FBA Prep and Storage**

- Find help to prepare your FBA products including labeling, polybagging, quality check, bundling, etc. [View details](#)

### **FBA export**

- Make some of your eligible products available for sale in other countries simply by signing up for FBA export. [View details](#)

# Merchant Fulfilled orders

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## First order

- You just got your first order: now what? [View details](#)

## Order page

- The Manage Orders Page & Order Reports [View details](#)

## Customer service

- Providing great customer service [View details](#)

## Self-Fulfilled International Shipping

- Let self-fulfilled international shipping providers handle cross border logistics and order management. [Find a provider](#)

## Inventory management

- Through these services sellers would be able to avail storage service that would enable sellers to move their products from their origin country to the country they are selling. [Find a provider](#)

## International returns

- Receive and process returned orders from customer country with the help of third party solution providers. [Find a provider](#)





# Promotions

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## Selling Coach

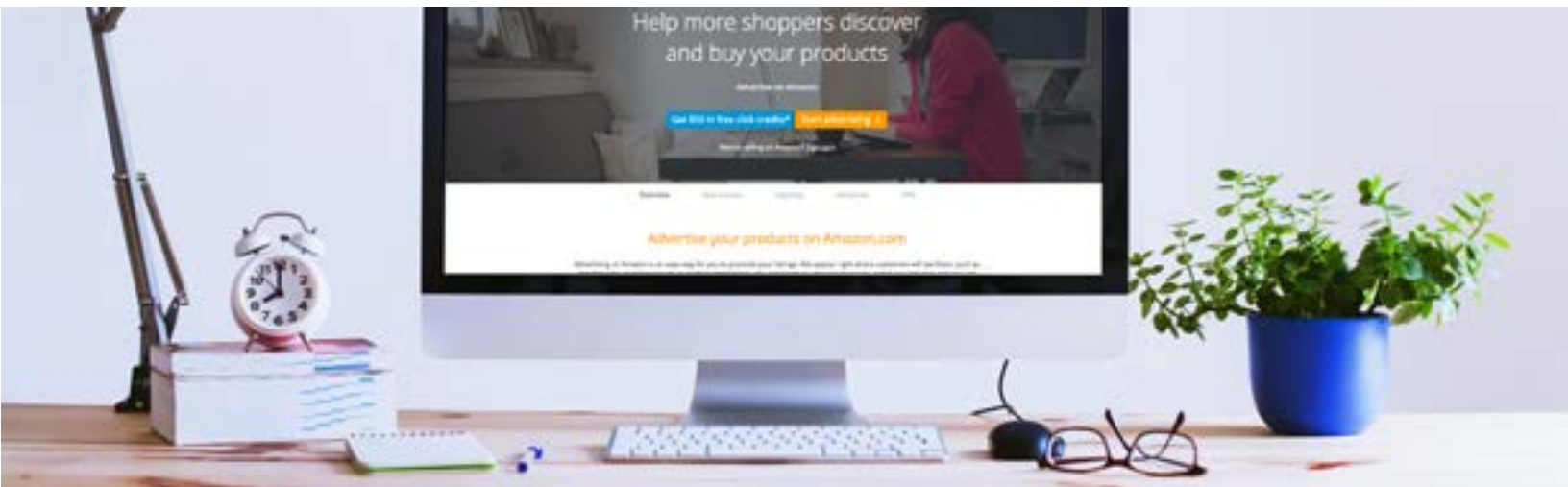
- Intro to Selling Coach [View details](#)
- Find your recommendations [View details](#)
- Refine your recommendations [View details](#)

## Sponsored products

- Intro to Sponsored Products [View details](#)
- Create your first sponsored products campaign [View details](#)
- Understanding your metrics [View details](#)
- Create a Campaign with Manual Targeting [View details](#)
- Keyword match type [View details](#)

## Other promotions

- Enhanced Brand Content [View details](#)
- Lightning deals [View details](#)
- FBA Subscribe and Save [View details](#)
- Amazon Giveaway [View details](#)
- Amazon Associates [View details](#)
- Amazon Shopping Events Calendar [View details](#)





## Seller performance

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### Seller Performance Measurement

- All sellers should be working toward achieving and maintaining a high level of customer service. [View details](#)

### Amazon Product Quality Program

- Understand Amazon's guidelines on product quality and authenticity. [View details](#)

### Prohibited seller activities and actions

- Please read carefully. This document provides guidance on how to avoid prohibited seller actions and maintain a credible seller account. [View details](#)

### Appeal the restriction or removal of selling privileges

- Selling privileges can be restricted or removed if your customer metrics (order defect rate, pre-fulfillment cancel rate, or late shipment rate) do not meet our performance targets. [View details](#)