

SELLER FULFILLED PRIME FOR BRAND OWNERS

What you'll learn

Seller Fulfilled Prime (SFP) lets you offer Prime members the free two-day shipping they love, but handle the fulfillment yourself. Seller Fulfilled Prime is an exclusive program for sellers who meet a high performance bar and can offer free 2-day shipping for Prime members and free standard shipping for other buyers. There is no additional fee to participate.

What is Seller Fulfilled Prime?

Seller Fulfilled Prime (SFP) lets you offer Prime members the free two-day shipping they love, but handle the fulfillment yourself.

SFP is an exclusive program for sellers who meet a high performance bar and can offer free 2-day shipping for Prime members and free standard shipping for other buyers. It allows you to display the Prime badge on the products you ship directly to customers. While providing Prime shipping benefits may result in some incremental costs, there is no fee to participate in Seller Fulfilled Prime.



Why

should I use Seller Fulfilled Prime?

Making your products Prime-eligible can significantly increase your sales. Seller fulfilled SFP listings that became Prime-eligible for the first time experienced an average sales uplift of more than 50%¹.

Other benefits of enrolling in SFP include:

- **Improve the discoverability of your products.**
Prime members tend to search for and purchase Prime-eligible products.
- **Reduce your customer service volume.**
Customers buying SFP products get the same great, 24/7 Amazon Customer Service they get buying other Prime products.
- **Delight customers.**
Customers love fast, free shipping. By participating in SFP, you'll be able to offer Prime members fast FREE Two-Day Delivery and offer all customers nationwide FREE standard shipping.
- **Use your existing fulfillment capabilities.**
Add the Prime badge to items you ship directly to customers.

¹ Analysis done in Q3 2015 is for those listings which were moved from seller-fulfilled to Seller Fulfilled Prime in Q2. This figure takes into account that not all listings experienced a sales uplift.

“ Fulfillment by Amazon and Seller Fulfilled Prime have been a big advantage for our business. The programs have helped us increase sales this year by more than 30 percent month-over-month. Seller Fulfilled Prime in particular has enabled us to expand product options for customers to offer different varieties and pack sizes of our all-natural dog and cat chews and treats. ”

👤 Seller: Raw Paws Pet Food, Pet Products, November 2016



How

do I use Seller Fulfilled Prime?

The SFP program is for high performing sellers with exceptional fulfillment capabilities. Before enrolling in Seller Fulfilled Prime, you must complete a trial period to show that you're able to meet the requirements for Prime fulfillment excellence and customer satisfaction. To complete the trial period, you must fulfill a minimum of 200 Prime orders that meet SFP requirements. The trial period varies between 5 and 90 days depending on how long it takes you to fulfill 200 orders.

Note: During the trial period the Prime badge will not be displayed to customers. Once you have successfully completed the trial, you will automatically be enrolled in Seller Fulfilled Prime, and your products will display the Prime badge to customers.

Trial period requirements:

- An on-time shipment rate of at least 99% on Prime orders
- The use of Buy Shipping Services for at least 95% of Prime orders
- A cancellation rate of no more than 1% on Prime orders

Click [here](#) to get started with a Seller Fulfilled Prime trial.

Once you are enrolled in the trial, you can set up a Prime enabled shipping template, to which you'll assign SKUs of the products you want to include in the trial. Learn more about configuring Shipping templates [here](#).

Tip

If you fail to fulfill the above requirements for 200 eligible Prime trial orders within 90 days, the trial period will reset automatically and you can try again.

Seller Fulfilled Prime

Keep these strategies and best practices in mind.

To participate in Seller Fulfilled Prime, you must provide free 2-day shipping for Prime members and free standard shipping for other customers. You'll also need to provide free return shipping in accordance with Amazon's return policies.

1 Ship 99% of orders the same day you receive them.

Any order that comes in before 2pm local time, goes out the same day, and any order that comes in after 2pm goes out the next business day.

2 Use the “Buy Shipping” option in Manage Orders.

Purchase shipping through the “Buy Shipping” button in the Manage Orders screen or the Buy Shipping APIs for 95% of orders. Read more about the Buy Shipping option [here](#).

3 Keep your order cancellation below 1%.

Be sure to keep your order cancellation rate below 1% for your SFP products.

4 Extend the Prime badge to more of your items.

Expand the benefit of the Prime badge to more of your catalog. Custom, seasonal, high value, low velocity, and perishable items (among others) can be a great fit for the program.

5 Create region-specific Prime Shipping templates.

Create new or customize existing Prime Shipping templates to limit displaying the Prime badge to regions that are close to your fulfillment centers. This will allow you to include additional selection in these regions that may be cost prohibitive to offer Free 2-Day Delivery Nationwide.

6 Run Lightning Deals.

SFP sellers are eligible to run recommended Lightning Deals for placement on the “Today's Deal” page. Note: SFP selection must be available nationwide, including Puerto Rico, to be eligible for Lightning Deals.

Tip

Remember, you must meet or exceed performance metrics in order to complete the trail and stay in the Seller Fulfilled Prime program.

Additional Information

For more information about SFP, check out these links:

- **Seller University Videos:**
 - [What is Seller Fulfilled Prime](#)
 - [“Seller Fulfilled Prime Trial”](#)
- [Maintain enrollment in the Seller Fulfilled Prime program](#)
- [How to Process Seller Fulfilled Prime Orders](#)
- [Configure Shipping Settings for Seller Fulfilled Prime](#)
- [The Seller Fulfilled Prime performance metrics](#)
- [Seller Fulfilled Prime shipping requirements](#)