INTRODUCTION

No two businesses are the same. Every seller has their own operations, goals, and strategies, and can choose a different set of Amazon programs and tools to optimize their business.

Amazon’s product and business experts have developed Seller University training to act as an on-demand selling coach. It offers tools and resources to help sellers sharpen their skills—no matter their level of experience or stage of business.

In this guide, we’ll share the ways you can make the most of these resources and create a personalized learning journey that’s tailored to meet your specific goals.

OPEN TO EVERYONE

Training on YouTube (on demand)

• Tailored to prospective and beginner sellers
• Includes step-by-step tutorials and overviews to help you learn about foundational selling topics and Amazon tools

OPEN TO REGISTERED SELLERS

Training in Seller Central (on demand)

• Tailored to beginner, intermediate, and advanced sellers
• Includes a core selling onboarding curriculum
• Surfaces recommended content based on the topics you’re interested in learning about
• Features content that’s recently updated or popular with sellers like you

OPEN TO REGISTERED SELLERS

Webinars in Seller Central (live)

• Tailored to beginner, intermediate, and advanced sellers
• Feature live Q&A with Amazon product and business experts
• Host new session topics each week
• Offer three-part sequential learning series for advanced selling topics
CHOOSING YOUR PREFERRED RESOURCE

Choose which Seller University resource to use based on your preferences and what you’d like to learn. Most sellers use a combination of all three platforms since each features resources to help them master tools for selling in the Amazon store, and to position their business for long-term success.

TRAINING CONTENT OVERVIEW

Seller University’s YouTube channel, landing page in Seller Central, and live webinars cover comprehensive topics and processes. These include training that can help you:

- launch a successful business and stay on course;
- determine the key tools and applications that matter for your business;
- list and price products and fulfill customer orders;
- use branding, advertising, and promotions to enhance your content and help sellers find your listings;
- manage fees, payments, and Account Health and performance; and
- build confidence and drive business outcomes.
TRAINING ON YOUTUBE

Seller University’s YouTube channel features step-by-step tutorials and program overviews for those preparing to sell in the Amazon store or who are just getting started.

HOW TO ACCESS SELLER UNIVERSITY TRAINING ON YOUTUBE

1. Navigate to the YouTube homepage.
2. Search “Amazon Seller University” and select the Amazon Seller University account with the verified checkmark next to it.
3. Select Subscribe and YouTube will notify you when we post new training.

Scroll down the page of the Amazon Seller University channel to watch our top-10 playlists, or use the PLAYLISTS tab to browse ones we’ve curated to help you understand key selling topics and tools.

After you select a video, review the description below it to locate other resources related to that training’s topic.
TRAINING IN SELLER CENTRAL

The Seller University landing page in Seller Central includes a comprehensive library of all of the program's on-demand training. Whether you're a new, experienced, or advanced seller, you'll find content to support your selling journey and the growth of your Amazon business.

HOW TO ACCESS SELLER UNIVERSITY TRAINING IN SELLER CENTRAL

1. Navigate to the Seller Central homepage.
2. Open the Seller Central main menu, hover over Learn, and select Seller University.

TIP

Select the bookmark icon next to Seller University to pin it to the header. This means you'll be able to access Seller University directly from any page in Seller Central.
START WITH THE CORE CURRICULUM

Complete 11 core courses in Seller University if you’re new to selling in the Amazon store—they’re perfect for beginners. You’ll dive into the concepts, vocabulary, and skills required to master selling, and learn ways to avoid common pitfalls that can increase the amount of time it takes to make your first sale.

CORE CURRICULUM: COURSE CATALOG

1. **Prepare to sell**
   Get an overview of the selling life cycle, take a tour of Seller Central, and learn how to configure your selling account.

2. **Launch your brand in the Amazon store**
   Find out how to register a trademark and complete Amazon Brand Registry enrollment; and learn the differences between enrolling a brand in Amazon Brand Registry, requesting approval for an unregistered brand, and selling generic items.

3. **List products**
   Get step-by-step instructions for each part of the listing process, whether you’d like to list products individually or in bulk; and discover how to manage product IDs and exemptions.

4. **Price products**
   Learn how Amazon defines competitive pricing, the Featured Offer, and the lowest price; set up automated pricing rules; and review requirements and strategies for becoming the Featured Offer.

5. **Fulfill customer orders directly (MFN)**
   Learn how cancellations, returns, and refunds work for orders you fulfill yourself; and review the tools and programs designed for MFN orders.

6. **Send products to Amazon for fulfillment (FBA)**
   Review FBA-specific policies and product restrictions, get step-by-step instructions for the Send to Amazon workflow in Seller Central, and learn how to manage your FBA inventory.
7. Manage your inventory and customer orders
Review FBA-specific policies and product restrictions, get step-by-step instructions for the Send to Amazon workflow in Seller Central, and learn how to manage your FBA inventory.

8. Analyze and enhance product and brand performance
Use dashboards and data-driven insights to access and improve the performance of your products and/or brand; and review metrics that help you measure and respond to the health of your selling account.

9. Promote your products with Deals, Coupons, and more
Get an overview of the tools you can use to create Lightning and 7-Day Deals, Coupons, promo codes, and discounts for Prime customers; find out how Amazon helps generate product reviews; and explore tips for promotions and seasonal shopping events.

10. Advertise with Amazon
Learn about Amazon Ads services and how to position, bid, and budget your advertising campaigns; and find out how to access data to improve your ads' performance.

11. Payments and fees
Learn how to estimate core selling and storage fees; review fees you’ve already paid; and review and manage your payments, sales, expenses, refunds, and more in Seller Central.

BROWSE ADDITIONAL TRAINING

After you’ve completed this foundational training, you’re ready to browse more content to develop new skills or sharpen old ones:

1. Browse the topic drop-down menus.
2. Search for a term or phrase in the available search field.
3. Use the ‘Customize Your Interests’ tool to locate more training.
4. Check the descriptions below each training for an overview of what you’ll learn and more resources related to that topic.

Using these methods, you’ll find content spanning topics like product and workflow overviews, paths to resolution for common errors, and tips for growing your business or your brand.
WEBINARS IN SELLER CENTRAL

New and experienced sellers can also register for upcoming webinars. Like on-demand Seller University training, these sessions cover a number of selling topics and stages of your business. But our webinars also include a presentation followed by a live Q&A with Amazon experts. Join to ask your own questions and learn what's top-of-mind for other sellers.

WAYS TO BROWSE AND REGISTER FOR UPCOMING WEBINAR SESSIONS

Via Seller University

1. Navigate to Seller University in Seller Central.
2. Select the Webinar tab.
3. Refer to the Upcoming Webinars section for session details and registration links.

Via Seller News articles

1. Navigate to the Seller Central homepage.
2. Locate the News tile and select Read more.
3. Filter the news articles by the Learning & Development tag to reference upcoming webinar session topics and schedules.

Via email announcements

1. Navigate to the email inbox associated with your selling account.
2. Check for messages from Seller University.
3. Review upcoming webinar session topics and schedules, and click on a registration link to sign up.

We'll only send direct emails periodically, so monitor News articles and the Seller University landing page regularly to register for upcoming webinars.
OTHER SELLER UNIVERSITY RESOURCES

You’ll also notice Seller University training while you’re working in Seller Central. It’s meant to assist you with the task at hand so you can avoid leaving your workflow to find the information you need.

Via Seller Central tools and workflows

Interact with a page’s Learn more, Watch tutorial, or similar phrases to learn as you go. We’ve included a few examples below for your reference.

Via Seller Central Help articles

After you search Help articles in Seller Central, you’ll often find Seller University training listed in your search results or embedded directly on a page.

NEW CONTENT

Return to Seller University often to stay up to date on tools and strategies that can help you take your business to the next level.

Thank you, and happy selling in the Amazon store!

Resources

- Seller University via YouTube
- Seller University via Seller Central
- Seller University webinars via Seller Central