

How to start selling on Amazon US

Get ready to expand with Amazon

Knowing whether you're ready to start selling in the US can be challenging. This guide will help you expand your business to Amazon US. The guide includes a checklist ([on page 2 and 3](#)) which is designed to help guide your understanding of Amazon's US store and ensure you're set up for success. Be sure to familiarize yourself with all the tools Amazon provides, which will make many of the requirements listed below simpler and easier to manage.

(Please note: Some links may only be available with an Amazon Selling Partner Account)

Checklist to sell in the US

Day 1 – 5 : Prepare to Sell

- 1 [Know the benefits of selling globally.](#)
- 2 [Get familiar with the Service Provider Network.](#) Get help managing your global business expansion from Amazon's third-party service that can support you with tax, fulfilment, testing, and any other areas of your global business.

Day 6 – 20 : Registration, Tax and Compliance

- 3 [Make sure your products are compliant and are eligible for sale in the US.](#)

New Selling Partner

- 4 [Open a US \(NA\) Selling Partner Account by clicking on “Get Started”](#) if you do not yet have a EU or other Amazon Selling Accounts follow this step, otherwise link your existing account:

OR

Existing Selling Partner

- 4 [Link your existing Amazon account](#) and manage your product offerings across different marketplaces with a single Selling Partner account. [Step by Step walk through here.](#)

- 5 [Complete account verification](#) and understand the documents required to pass.
- 6 [Understand tax in the US.](#) Speak to your accountant or reach out to the Service Provider Network Tax services which can help you with tax registration and filing of monthly, quarterly, and annual taxes based on sales and return on Amazon.

Checklist to sell in the US

Day 21 – 30 : List

- 7** [Know which product categories can be sold and which ones have restrictions.](#)
Click on categories with restrictions to have the full overview. Some categories may require US certificates such as US Food and Drug Administration ([FDA](#)) or the Children Product Certificate ([CPC](#)) for example.
- 8** [Ensure you have the right invoices available.](#) Always have invoices of your last 365 days of sales to hand. For approvals your invoices must be no older than 180 days.
- 9** [Learn how to Build International Listings](#) with the [BIL Tool](#).
- 10** [Understand all the ways to list products](#) and how to [Troubleshoot Listings](#).

Day 31 – 60 : Fulfilment

With Fulfilment by Amazon

- 11** [Read our guide on how to ship products from the EU to the US.](#)

With Self-Fulfilment

- 12** [Fulfill international customers' orders](#) and provide a great customer experience with prompt delivery.

Prepare to sell

Requirements before you start registration

[How to start selling in the US](#)

An overview with all of the information you need to sell in the US; account setup, product requirements, fees, compliance, shipments, managing your business and more.

[Credit card / Bank account](#)

When you register in Amazon as a Selling Partner, it is necessary to enter an internationally chargeable credit card with a valid billing address located in an [eligible country](#).

[Global seller identity verification](#)

The identity documents required for each Selling Partner depend on the country or state your business is headquartered in, and where you live.

Register

Registration and account unification

[Not selling on Amazon yet](#)

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

[Seller performance review](#)

How to prepare for business verification and document requirements.

[North America Unified Account](#)

Switch between [Amazon.com](#), [Amazon.ca](#), and [Amazon.com.mx](#) Selling Partner tools on Seller Central as you have the option to list products and manage orders in multiple marketplaces.



Tax and Compliance

What to know about tax and compliance in the US

You are responsible for identifying your tax obligations in the US, in addition to the calculation, remittance, and reporting of all applicable taxes.

Useful links for tax:

1. [US Income Tax Reporting](#)
2. [US Tax Policies](#)
3. [US Tax and Regulatory Considerations](#)



Ensure your products are eligible for sale in the US

Whether you are a domestic or [international Selling Partner](#) on Amazon, you are responsible for ensuring your products are eligible for sale in the US. This includes both, [delivering imported products to Amazon](#) Fulfillment Centers or to a [customer directly](#).

This [Product Compliance page](#) summarizes the internal tools and external solutions available to you.

List

Selection guidance: What products should I sell?

Now that you have created a Selling Partner account in a new target store, it's time to look into selection.

Here are some solutions and help pages that will help you choose which products to list based on categories and demand in the US :

1. [Marketplace product guidance](#) is an Amazon solution designed to enable you to explore, assess and seize the opportunities for successful global and domestic catalogue expansion. Through this solution, you will receive tailored selection recommendations under three different categories:

- I. [Global demand for your products](#)
- II. [New selection recommendation](#)
- III. [Category insights](#)

Learn about Marketplace product guidance [here](#).

2. [Product Opportunity Explorer](#) is a tool for new product ideas as it uses Amazon customer and purchase behaviour to identify unmet customer demand. Learn how to use Product opportunity explorer [here](#).



List

How can I list my products in the US?

The next step after exploring selection insights, is to upload the catalogue of the products you want to sell in the US.

1. [Build International Listing \(BIL\)](#). If you already have a catalogue in the UK you can use the BIL tool which helps you create and update offers from a single source store to one or more target store. Watch the [full instruction video](#) to set up BIL tool.
2. [Bulk upload with flat files](#). For Selling Partners with professional accounts and inventories with over 20 products, you can upload the inventory all at once with volume listing tools. [Learn more about creating and matching bulk listing here](#).
3. [Manual upload](#). If you have fewer than 20 products in your inventory, you can use the Add-A-Product Listing tool to upload your products individually. Check the full [guide](#) and watch the [full instruction video](#).



Fulfilment

Choose your fulfilment Strategy

[Merchant Fulfilled Network \(MFN\):](#)

You store and ship the products directly to the customer.

[Fulfilment by Amazon \(FBA\):](#)

You ship your products to the Amazon fulfilment centres in the US. Amazon stores your products, manages your shipments, handles customer service, administers refunds and handles returns. Amazon logistic solutions available to ship to FBA:

1. [Amazon Global Logistics \(AGL\)](#)

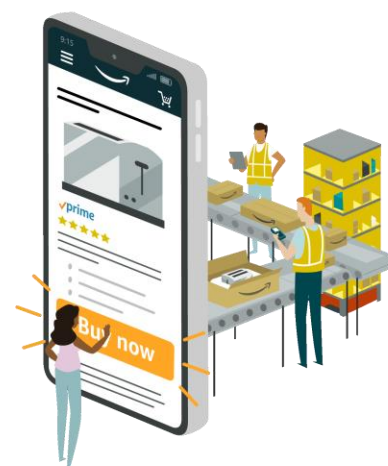
With Amazon Global Logistics, you can ship ocean cargo from China directly to Amazon fulfilment centres in the US, UK, and Europe.

2. [Partner Carrier Programme \(PCP\)](#)

An Amazon shipping solution sending small parcels from the UK, France, Spain, Germany and Italy to Amazon fulfilment centres for competitive rates.

Useful links for logistics:

1. [Logistics guide](#): How to ship your products to the US
2. [Import and export inventory](#): Understand your obligations in the process



Manage Your Business

You've now successfully launched Amazon US. What now?

Amazon offers several [tools](#) that can help you maximize your performance once you have launched.

1. [Account Health: Amazon's Account Health Dashboard](#) provides an overview of your selling account's adherence to the performance targets and policies required to sell on Amazon. The [Account Health Rating \(AHR\)](#) indicates your selling account's risk of deactivation due to policy non-compliance.
2. [Deals](#): Deals can be an efficient way of driving your sales up as it will feature your products on the [Amazon Deals page](#). Make your [product eligible](#) for Deals.
3. [Advertising](#): Attract millions of customers at different stages of their journey through four ad solutions : [Sponsored Products](#), [Sponsored Brands](#), [Sponsored Display](#) and [Stores](#). Learn more about [New Seller Incentives for Advertising](#).
4. [Build your brand](#): Brand tools for brand owners to help with the following: improve conversion, drive discoverability and protect your intellectual property. Here's the [guide](#) on how to transfer your brand benefits to the US.



External Providers : Amazon Service Provider Network

Access more than 1000 third-party selling solutions from experts to help Selling Partners with listing, tax, compliance, translation, international shipping and more. [Learn more about the solutions here.](#)



Selling Partner Success Stories

Learn how other European based Selling Partners started their global selling journey on Amazon [here](#).



Did you find this guide useful?
[Tell us what information you were missing](#)