START SELLING ON AMAZON US

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!
| 01 | Introduction to Amazon marketplaces and preparation |
| 02 | Registration and Accounts unification |
| 03 | Account settings |
| 04 | Create listing |
| 05 | Fulfillment by Amazon |
| 06 | Merchant fulfilled orders |
| 07 | Promotions |
| 08 | Seller performance |
| 09 | Other programs |

Resources may require Seller Central login
INTRODUCTION TO AMAZON US MARKETPLACE AND PREPARATION

Know the benefits of selling globally [View details]

Know the top selling products
Products in more than 20 categories can be listed without specific permissions from Amazon [View details]

Understand selling strategy [View details]
Watch video on Global selling

Requirements before you start registration

Contact Information
You will require a valid phone number and an email address during registration period

Credit Card
Visa/master card and other credit cards that support USD deduction

Documents for Seller Identity Verification

Account review and seller identity verification
The sellers in North America are required to successfully go through Seller Identity Verification to complete registration [View details]

Seller Identity Verification
a) Aadhaar card, Voter ID card or Passport
b) Name should exactly match as provided during registration (Check for middle name etc.)
c) ID proof should be clearly visible, provide color copy if possible (Download the color copy from: https://uidai.gov.in/)

Seller Address Verification
a) Bank statement is used to verify company address
b) Bank statement should be recent with at least one transaction from past 30 days
REGISTRATION AND ACCOUNTS UNIFICATION

Registration Guidance
Please refer to the registration guide for step-by-step account registration

Registration Link
Choose your marketplace and register today Click here

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

Accounts Unification
Introduce your account to other North American marketplaces Watch video
Additional details for smooth registration

Choose your Selling Plan
Know the difference between and Individual and a Professional selling plan [View details]

Know the Selling Fees
Know the details of fees involved in Selling on Amazon [View details]

Service Provider Network
Third-party selling solutions to help sellers with tax, compliance, translation, international shipping and more [View details]

GTINs and UPC exemption
UPC can be purchased from UPC official website. You can also submit your application to seller support post registration and they can help you with UPC exemption

Seller prohibited behavior
Please read carefully, it will not only help increase your chances of successfully doing business in the Amazon, but also will help to avoid violations [View details]

Seller Success Stories

“My business grew by 100% during International Holiday Season”
- Rohit Mehrotra, California Design Den

Get advice from successful Amazon sellers [View details]
ACCOUNT SETTINGS

Within 2 Days After The Review Is Passed

Know Seller Central – Your Online Storefront

The seller platform is the entry point for everything that is sold on Amazon. Watch the video to understand the seller platform.

Account information

Verify credit card details and make sure the credit card is chargeable at all time. This can be changed at any point of time.

User permissions

You can provide access to others - such as employees, co-owners, or contractors - by setting your User Permissions.

Delivery Settings

Confirm delivery set country, set different shipping regions, and set rates according to different criteria.

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. This can help you with marketing features including graphic descriptions on the details page, Amazon headline search ads and Amazon brand flagship store.

View details

Resources may require Seller Central login.
In online sales, listings are critical to draw traffic to your page and get this traffic convert to sales. Visit this page to know best practices on listing. In case you do not have images ready as per Amazon standards (Amazon imaging guidelines) you can get this done from imaging service providers.

Overview of categories

Before adding a product, make sure your products are in compliance and you have applied for necessary approvals.

Listing your products

- Using Add-a-product
- Matching to an existing listing
- How to create product variations
- Product listing basics
- Using inventory - Basic
- Using inventory - Advanced

Product detail page

- Amazon Details Page Overview
- What makes a quality detail page

Amazon Buy Box Overview

- Amazon Buy Box Overview
- Winning the Buy Box
FULFILLMENT BY AMAZON

Basics
- How FBA works [View details]
- FBA Policies [View details]
- FBA fees [View webpage]
- FBA Revenue Calculator [View webpage]

Preparation
Registration and Preparing Products for FBA [View details]

Seller Central settings
Converting products to FBA [View details]

Shipment preparation
- Your First FBA Shipment [Video 1, Video 2]
- Your First FBA Shipment: Labeling [View details]

FBA Inventory Planning
- Use the inventory control panel [View webpage]
- FBA inventory report [View webpage]

FBA common problems:
- Storage limits, fees and large pieces of cargo and other FB retreat [Watch video]
- FBA Inbound process [View webpage]

FBA Frequently Asked Questions [View Webpage]
**MERCHANT FULFILLED ORDERS**

**Seller fulfilled shipping**
- Update your shipping for individual shipping [Watch video]

**Order Processing**
- You just got your first order, now what? [View details]

**Order page**
- Manage orders page and order reports [View details]

**Customer service**
- How to provide first class customer service [Watch video]

**Amazon Marketplace Guarantee Claim**
The Amazon A-to-z Guarantee protects customers when they purchase items sold and fulfilled by you directly. Our guarantee covers both the timely delivery and the condition of items you sell [View details]

**Appeal to a A-to-Z claim**
If a claim is granted to the customer and the amount is debited from your account, you have 30 calendar days to submit an appeal if you disagree with our decision, and have new information for our investigation [View details]

**Business reports**
Read business reports and monitor your overall sales, product performance, traffic and conversion rates in real time [View details]

**PROMOTIONS**

**Selling Coach**
- Intro to Selling Coach [View details]
- Find your recommendations [View details]
- Refine your recommendations [View details]

**Other promotions**
- Headline Search Ads [View details]
- Enhanced Brand Content [View details]
- Brand Store [View details]
- Lightning deals [View details]
- Amazon Giveaway [View details]
- Amazon Shopping Events Calendar [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]
- Negative Keywords [View details]
- Keyword match type [View details]
- Bulk operations [View details]
- Advertising Reports [Watch Video]

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SELLER PERFORMANCE

- Our aim as sellers should be to provide best in class products and customer service [View details]

Amazon Product Quality Program

- Understand Amazon's guidelines on product quality and authenticity [View details]
- Prohibited seller activities and actions [View details]

Understanding Account Suspension & 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]

Seller Support

- Seller support can help you with your queries [Contact Seller Support]

OTHER PROGRAMS

- Expand your Business to Amazon.ca [Watch Video]
- Launch your account for Amazon B2B [View details]
- Amazon Handmade [View details]