

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!



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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

- c) Bank statement should have bank logo
- d) Online statement is preferred
- e) For offline statement- Get the statement stamped and provide a clear scan
- f) Bank statement should be on either company' name or on the individual person's name

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 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 [Watch Video](#)

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 [Watch Video](#)

User permissions

You can provide access to others - such as employees, co-owners, or contractors - by setting your User Permissions [Watch Video](#)

Delivery Settings

Confirm delivery set country, set different shipping regions, and set rates according to different criteria [Watch Video](#)

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](#)

CREATE LISTING

(Post registration)

- ▶ 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 [Visit page](#)



Overview of categories

- ▶ Before adding a product, make sure your products are in compliance and you have applied for necessary approvals [View Details](#)



Listing your products

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

Product detail page

- ▶ Amazon Details Page Overview [View details](#)
- ▶ What makes a quality detail page [View details](#)

Amazon Buy Box Overview

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

FULLFILLMENT 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](#)

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](#)

