

# The beginner's guide to Selling on Amazon



## Welcome to Selling on Amazon

It's no secret: At Amazon, we obsess over customers. And our customers want a trusted destination where they can purchase a wide variety of goods—which is what makes sellers like you so important. We're always looking for ways to add value for our customers and be Earth's most customer-centric company. As an Amazon seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience.

This eBook contains high-level information that will help you start your journey selling on Amazon. If you want to dive in deeper on any subject, visit [services.amazon.com.au](https://services.amazon.com.au) for more information about all the topics covered here.

## The Amazon edge

When you start selling on Amazon, you become part of a retail destination that's home to sellers of all kinds, from Fortune 500 organisations to local startups with unique selection. They all sell here for a reason: to reach the hundreds of millions of customers who visit Amazon to shop.

- Since third-party sellers joined Amazon in 1999, they've grown to account for over 58% of Amazon sales
- Third-party sales on Amazon are seeing a growth rate of 52% per year (compared to only 25% for first-party sales by Amazon)

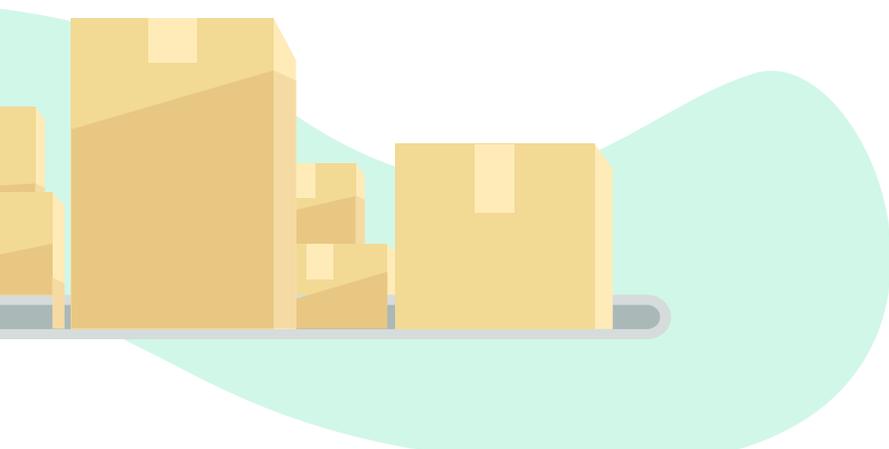


300 million active customers in more than 180 countries



### Is Amazon right for your business?

The short answer is: yes. The largest household brands sell on Amazon, as well as emerging brands. Small and medium-sized businesses thrive here, and they account for more than half the units sold in our stores worldwide. Whatever your business is—and whatever size it is—we're excited for you to grow with us. Find your fit and start selling today.



# Before you start selling

## How to register

With two selling plans ("Individual" and "Professional", you can think of them as standard and premium), Amazon offers you the flexibility to sell one item or sell thousands. Before you begin registration, decide which plan is a better fit for your business.

The Individual plan costs \$0.99 (exc. GST) per unit sale, while sellers using the Professional plan pay \$49.95 (exc. GST) per month, no matter how many items they sell. If you sell more than 50 items a month, the Professional option is right for you. Whichever plan you select, don't worry about making the wrong choice—you can change plans at any time.

### The Individual plan might be right if:

- You plan to sell fewer than 50 items a month
- You want to keep up-front costs low
- You don't need advanced selling tools or add-on programs
- You're still deciding what to sell

### The Professional plan might be right if:

- You plan to sell more than 50 items a month
- You want access to advanced selling tools
- You'd like to apply for add-on programs like Amazon Launchpad
- You're an established ecommerce seller

## Tools for brand owners



If you own a brand, Amazon offers tools to help you build, grow, and protect it. Enrolling in [Brand Registry](#) can help you personalise your brand and product pages, protect your trademarks and intellectual property, and improve the brand experience for customers—along with unlocking additional advertising options and recommendations on improving traffic and conversion.

## What you'll need to get started

In order to complete your registration, make sure you have access to your bank account number, a chargeable credit card, government issued national ID, tax information, and phone number.

## How much does it cost to sell on Amazon?

There are different types of selling fees, depending on your selling plan and the types of products you sell. Review the fees that may be associated with your account. [View the Selling on Amazon Fee Schedule](#)

- **Subscription fees:** On the Professional selling plan there's a flat fee of \$49.95 + GST per month and no per-item fee. The Individual selling plan has no monthly subscription fee.
- **Selling fees:** These fees are charged per item sold, and they include referral fees (which is a percentage of the selling price and vary depending on the product's category), and a variable closing fee (which apply only to media categories).
  - On the Individual selling plan there's a \$0.99 GST fee for each item sold.
- **FBA fees:** For products that Amazon fulfils for you (known as Fulfilment by Amazon, or FBA), there are fees for order fulfilment, storage, and optional services. [Learn more about FBA fees.](#) (More information about FBA can be found on page 6.)



# Get to know Seller Central

## What is Seller Central?

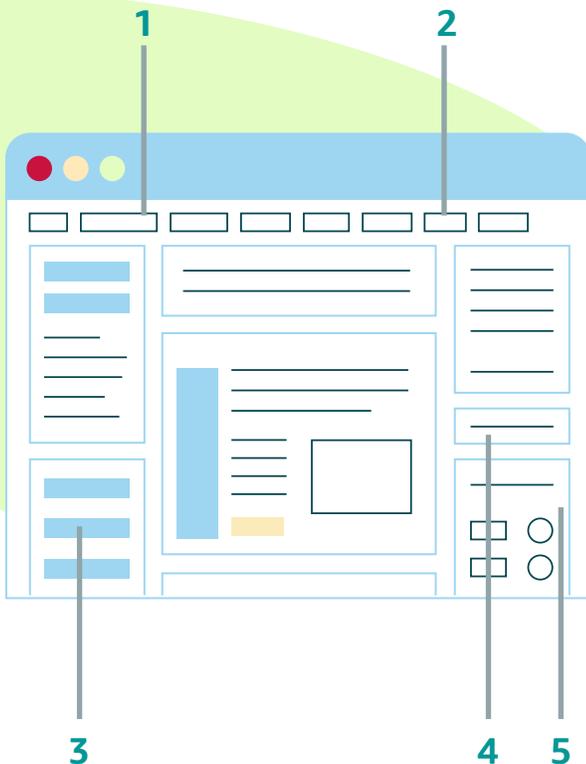
Once you register as an Amazon seller, you'll have access to your Seller Central account. Think of Seller Central as your go-to resource for selling on Amazon. It's a portal to your Amazon business and a one-stop shop for managing your selling account, adding product information, making inventory updates, managing payments, and finding helpful content to help you navigate your Amazon business. It's also where you list all your products.

Below are a just few of the things you can do from Seller Central.



## The Amazon Seller app

Did you know you can keep track of your Amazon business even while you're on the go? The Amazon Seller app lets you analyse your sales, fulfil orders, find products to sell, manage offers and inventory, respond to customer questions, capture and edit professional-quality product photos, and create listings—right from your mobile device. Never be more than a swipe away from your Amazon business. Download it for [iPhone](#) or [Android](#) to get started.



- (1) Keep track of your inventory and update your listings from the Inventory tab
- (2) Download custom business reports and bookmark templates you use often
- (3) Use customer metrics tools to monitor your seller performance
- (4) Contact Selling Partner Support and open help tickets using the Case Log
- (5) Keep track of your daily sales for all the products you sell on Amazon

# How to list products

## Listing your first product

To sell a product on Amazon, you must first create a product listing. Either match an existing listing (if somebody else is already selling the same product on Amazon), or create a new listing (if you are the first or only seller).

There are different ways to list products on Amazon. Sellers using a Professional seller account have the option of listing their products in large batches using bulk uploading or inventory management with third-party systems, while Individual sellers list products one at a time.

## What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or request an exemption.

In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords



### What are restricted product categories?

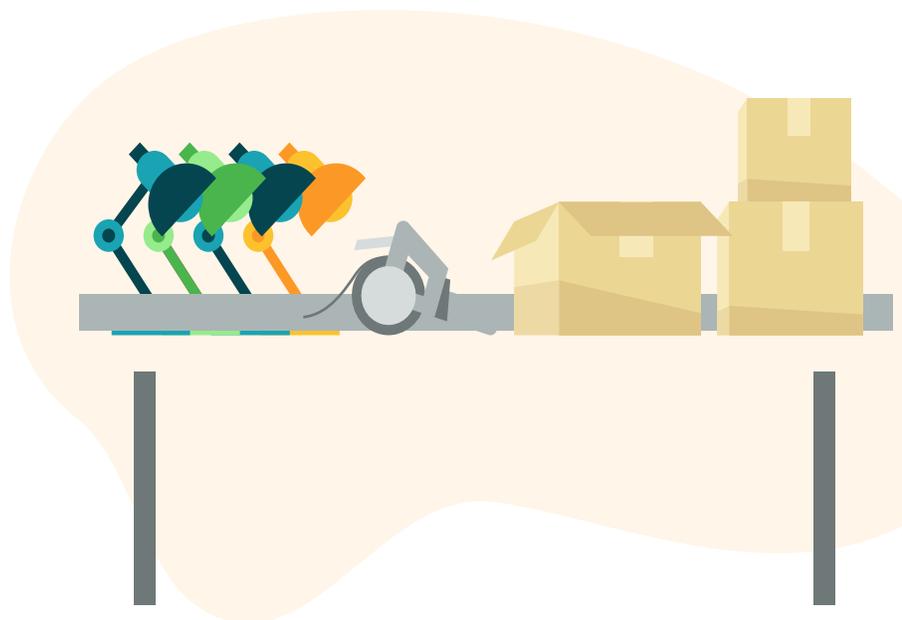
It's important that customers are able to shop with confidence on Amazon, which is why some product categories (like certain grocery or personal care products) are known as "restricted product categories." Amazon might require performance checks and other qualifications in order for you to sell certain brands or list items within restricted categories. You'll be able to request approval from within Seller Central.

## Successful listing = successful launch

Following best practices for adding listings can have a big impact on their success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images, and concise feature bullets to your items.

Avoid these things that could negatively impact your launch:

- **Variation issues:** Products that vary only by color, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately.
- **Image compliance:** Your images must be at least 500 x 500 pixels (increase the size to 1,000 x 1,000 for high-quality listings) and set against a plain white background. The product should fill at least 80% of the image area.
- **Product IDs:** Make sure you're meeting the requirements for product UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the Amazon catalogue.



# The product detail page

## The product detail page: what's what?

A product detail page is where customers view a product sold on Amazon. If you've shopped on Amazon, you'll recognise the product detail page. It's where customers can find all the relevant information about a particular item.

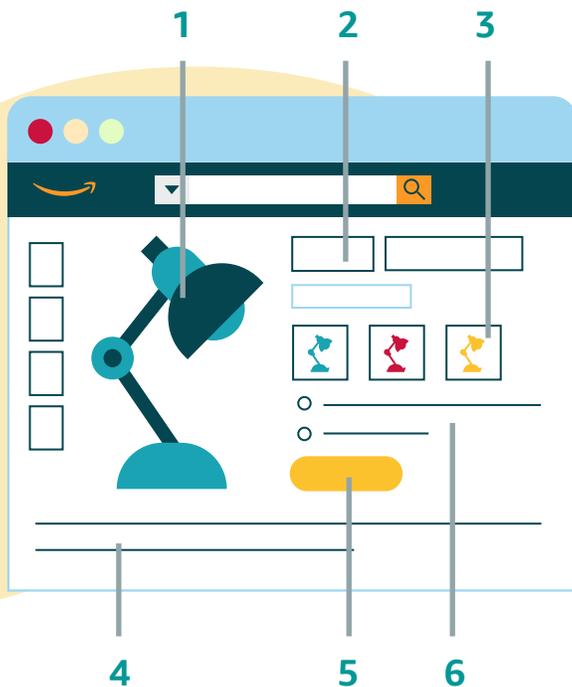
When multiple sellers offer the same product, Amazon combines data from all the offers into one product detail page (so we can present customers with the best experience). You can propose product information on a product detail page, along with other sellers and manufacturers, and request detail page reviews if you think the information is not correct.

As you're building your product detail pages, think about what will best help customers find your products, discover answers to their questions, and make a purchasing decision. Aim for the ultimate customer experience by making your listings concise, accurate, and easy to understand.



## Amazon Brand Registry

If you sell your products under a registered trademark, you may be eligible to enroll in Amazon Brand Registry at no extra charge. Brand Registry gives you control over product detail pages that use your brand name, and lets you add more rich media (like videos and enhanced text information) to your detail pages.



- (1) Images should be 1,000 pixels or larger in either height or width. This minimum size requirement enables the zoom function on the website. Zoom has been proven to enhance sales. The smallest your file can be is 500 pixels on its longest side. Set against a plain white background, the product should fill at least 80% of the image area.
- (2) The title of the product (use 50 characters, maximum, and capitalise the first letter of every word).
- (3) Any variations of your product you have available, which may include things like different colours or sizes.
- (4) The description, which can be optimised for search engines using keywords to improve the reach of your product listings.
- (5) The Featured Offer, which is the section of the product page where customers can add items to their cart or "Buy Now." If you're one of multiple sellers advertising the same product, research strategies for "winning" the Featured Offer to improve your overall sales.
- (6) The bullet point information, which should be short, descriptive sentences highlighting the products key features and differentiating characteristics.



# How to deliver products

## Selecting the right fulfilment option

Amazon sellers have two fulfilment options: You can do it yourself, maintaining your own inventory and shipping products to customers (merchant-fulfilment), or have Amazon take responsibility for packaging, labeling, and shipping products through Fulfilment by Amazon (FBA). Each method has its own set of benefits—you just have to decide which one is right for your business.

## If you're fulfilling your own orders

Merchant fulfilment just means you store and ship products directly to customers yourself. Seller fulfilled orders consist of items that are sold and dispatched by sellers. These items are indicated by the message Sold and Fulfilled by (Seller name) on the product details page.

## The benefits of Fulfilment by Amazon

You sell it, we ship it. Amazon has one of the most advanced fulfilment networks in the world. With Fulfilment by Amazon (FBA), you store your products in Amazon's fulfilment centres, and we pick, pack, ship, and provide customer service for these products. FBA can help you scale your business and reach more customers.

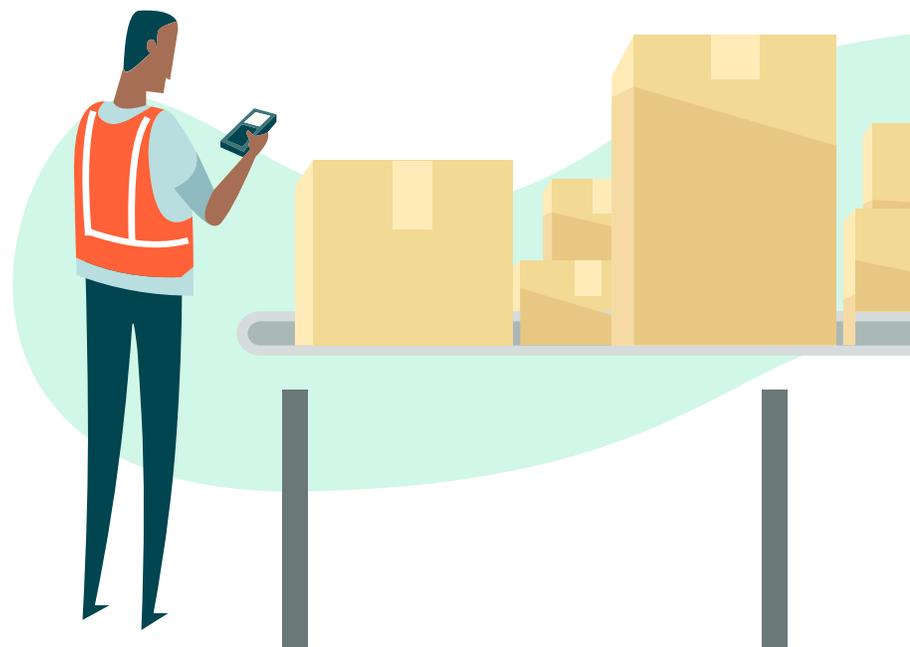
## How Fulfilment by Amazon works

1. Prepare your products to be "e-commerce ready," so they can be safely and securely transported all the way to the customer's hands.
2. Ship your inventory to Amazon. It will be scanned and made available for sale.
3. With each order, Amazon packages and ships the product directly to the customer.
4. Amazon's customer service team handles questions, returns, and refunds.



### Fees for using Fulfilment by Amazon (FBA)

There are two types of FBA fees: fulfilment fees (which are charged per unit sold and include picking and packing your orders, shipping and handling, customer service, and product returns), and inventory storage fees (which are charged monthly, and are based on the volume of inventory being held in an Amazon fulfilment center). For more information, refer to the [FBA fees and rate structure page](#).



# You've made your first sale. What's next?

## Managing your Amazon business

Your first sale is a big milestone—but it's just the beginning of your growth opportunities selling on Amazon. Once your store is up and running, there are a few important things to keep in mind.

## Performance metrics (and why they matter)

Amazon sellers operate at a high standard so we can provide a seamless, delightful shopping experience. We call it being customer-obsessed, and as an Amazon seller it means keeping an eye on these key metrics:

- Order defect rate (a measure of a seller's customer service standards): < 1%
- Pre-fulfilment cancel rate (initiated by the seller before shipment): < 2.5%
- Late shipment rate (orders that ship after the expected date): < 4%

You can keep tabs on your performance and make sure you're meeting your targets in Seller Central.

## Customer reviews

Customer product reviews are an integral part of the shopping experience on Amazon, and they benefit both customers and sellers. Make sure you're familiar with the right way and wrong way to get more product reviews and avoid policy violations.



### Seller University

Seller University is an online resource from Amazon, with videos featuring step-by-step guides, tutorials, and training to help entrepreneurs start (and grow) their Amazon business.

Visit the [Seller University YouTube channel](#) and start learning today.



# Opportunities for business growth

## This is only the beginning

The moment you're selling on Amazon is the moment you can start growing your Amazon business. Once you've launched your business, Amazon has tools in place to help you take your business to the next level.

## Advertising

Amazon's paid-per-click advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages).

Amazon offers three advertising solutions, which are accessible through Seller Central.

### 1. Sponsored Products

Sponsored Products are ads for individual product listings on Amazon, so they help drive product visibility (and product sales). They appear on search results pages and product detail pages.

### 2. Sponsored Brands

Sponsored Brands showcase your brand and product portfolio. They're search-result ads that feature your brand logo, a custom headline, and up to three of your products.

### 3. Stores

Stores are custom multipage shopping destinations for individual brands that let you share your brand story and product offerings. (And you don't need any website experience to use them.)

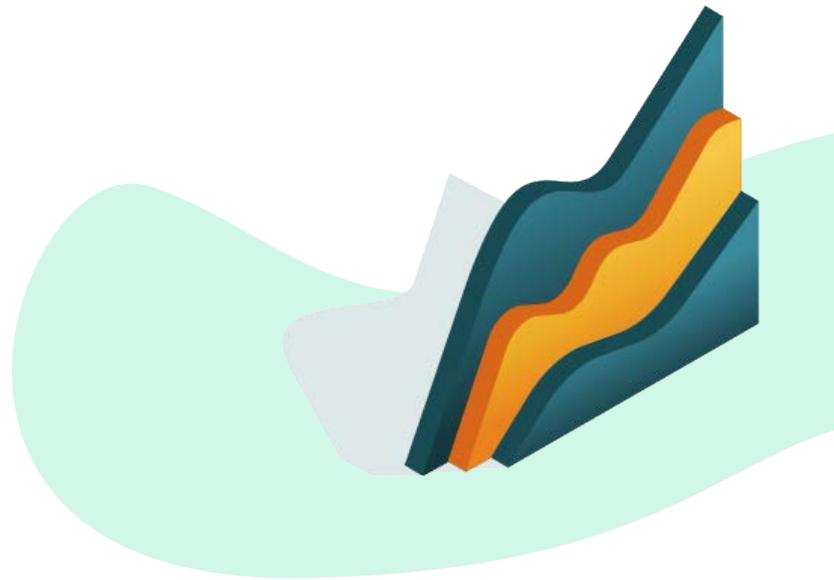
## Promotions and coupons

Customers want to save, and promotions are an incentive to make a purchase now. There are three types of promotions: money off, free shipping, and buy one get one free. You can also offer percentage or money-off discounts with digital coupons.

## Global expansion

Selling globally is a huge milestone for any business. It means hundreds of millions of new customers and the potential for a big boost in sales. Global expansion has a lot of moving parts, but with Amazon Global Selling, you get to use Amazon's global infrastructure to get your products in front of a worldwide audience.

When it's time to take your business to the next level, use Amazon Global Selling to list and sell your products on any of our online stores in North America, Europe, and Asia.



# What makes a great seller?

## A checklist for growth

With any new project, things take time to ramp up. Opportunities for growth are all around you—but here are a few things to try in your first 90 days as an Amazon seller.

-  Keep an eye on your account health in Seller Central
-  Use Fulfilment by Amazon and offer great delivery options for self-fulfilled products
-  Advertise your listings or offer deals and coupons
-  Enroll in Brand Registry and create enhanced brand content
-  Expand your selection by listing more products
-  Use the Automate Pricing Tool in Seller Central



## Your first 90 days

The first three months after you launch your Amazon business are an important time for establishing practices that will boost your performance from there on out. Different approaches will work for different businesses, but the more you put in, the more you will get out.

