



How to start selling in Amazon's store

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Presented By: Abby Malchow, Manager of Small Business Partnerships at Amazon

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice and
mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a **SCORE** mentor at www.score.org/find-mentor

Your Presenter



Abby Malchow is a Manager of Small Business Partnerships at Amazon where she develops and manages partnerships that help drive success for early-stage entrepreneurs and small businesses through delivering programs and investments that support their continued growth.

Abby joined Amazon in December 2018 and during her tenure she has remained focused on enabling the success of entrepreneurs, small businesses, and underserved businesses through various roles, programs, and initiatives to include creating the Military Entrepreneurship Program and supporting the launch of Amazon's Supplier Diversity Program. Prior to joining Amazon, Abby worked at Intel Corporation and is a retired U.S. Navy Chief and combat veteran, serving more than 20 years in the military.

Agenda

- Why should you sell in Amazon's store?
- What to sell & when
- How to get started
- How to list products
- How to deliver products
- Opportunities for growth
- Additional resources



Why should you sell in Amazon's store?



Access new customers



Hundreds of Millions

Worldwide active* customer accounts



6+ million

Worldwide active* customer accounts

Reach customers in more than 30 countries

Amazon stores around the world

Europe	Asia-Pacific	Middle East	Americas
Amazon.co.uk ↗	Amazon.co.jp ↗	Amazon.ae ↗	Amazon.com ↗
Amazon.de ↗	Amazon.in ↗	Amazon.eg ↗	Amazon.ca ↗
Amazon.es ↗	Amazon.com.au ↗	Amazon.sa ↗	Amazon.com.mx ↗
Amazon.fr ↗	Amazon.sg ↗		Amazon.com.br ↗
Amazon.it ↗			
Amazon.nl ↗			
Amazon.pl ↗			
Amazon.se ↗			
Amazon.com.tr ↗			

Demonstrated growth opportunities

More than

60%

of sales in Amazon's store

come from independent sellers, most of which are small and medium-sized businesses

What does that mean for **SMBs**?

Independent sellers in our U.S. store sold more than 4.1 billion products

- and -

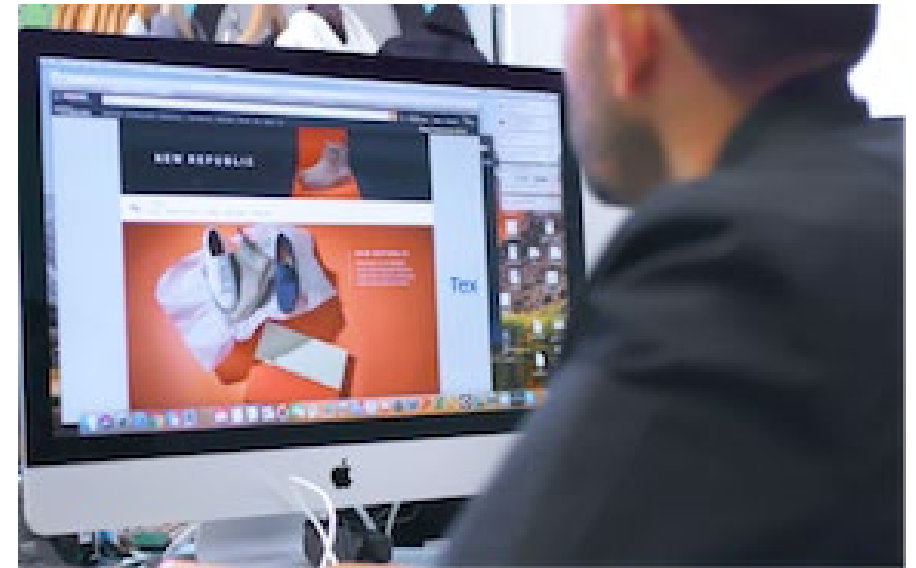
and averaged more than \$230,000 in sales in Amazon's store*

What to sell & when



What to sell in Amazon's store

- Products that are easy to package and ship
- Products that have branding potential
- Products that are affordable for customers
- Products that have a long shelf life



When to sell in Amazon's store

- You have product ready to ship and understand your target customer
- Your inventory & supply chain are in place and you are ready to get discovered by a larger audience



How to get started



Decide on a selling plan

Plans

Individual

Professional

This plan might be right for you if...

- You sell fewer than 40 items a month
- You don't need advanced selling tools or programs
- You're still deciding what to sell

- You sell more than 40 items a month
 - You want access to APIs and more selling reports
 - You want to sell with programs like Launchpad or Handmade
-

Getting started: create your account

The screenshot shows the Amazon Business homepage. At the top left is the 'amazonbusiness' logo. The navigation bar includes 'Work with us', 'Find solutions', 'Discover more', 'Blog', 'COVID-19', and a 'Create a free account' button. The main banner features a smiling man in a suit with his arms crossed, set against a yellow background with a white diagonal banner that reads 'Reshape buying for your organization'. Below this, text states: 'Combine the selection, convenience, and value you expect from Amazon, with features that can transform everyday operations.' At the bottom, the text 'For every organization, at every stage of growth' is followed by three icons representing 'Enterprise', 'Small business', and 'Public sector'.

The screenshot shows the Amazon Seller homepage. At the top left is the 'amazon' logo. The navigation bar includes 'How it works', 'What it costs', 'Grow your business', 'Get help', and a 'Sign up' button. The main banner features two cardboard boxes, one with the Amazon logo and another with 'prime' labels. The text reads 'Become an Amazon seller' in large, bold letters. Below this is a 'Sign up' button and the text '\$39.99 a month + selling fees'.

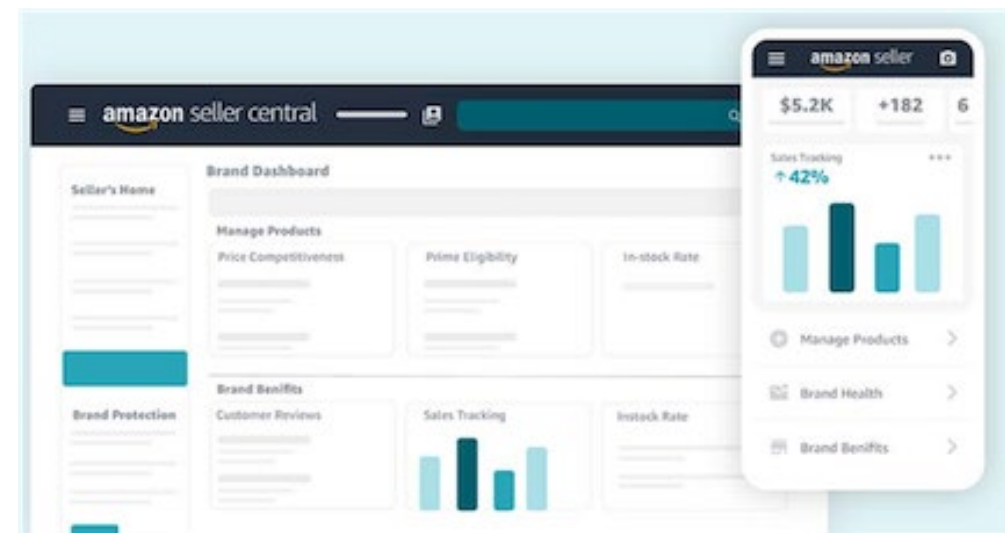
What you'll need

- Bank account number and bank routing number
- Chargeable credit card
- Government issued national ID
- Tax information
- Phone number



Get to know Seller Central

- Keep track of your inventory
- Update your listings
- Download custom business reports
- Use tools to monitor your performance
- Contact Selling Partner Support
- Open help tickets using the Case Log
- Keep track of your daily sales



How to list products



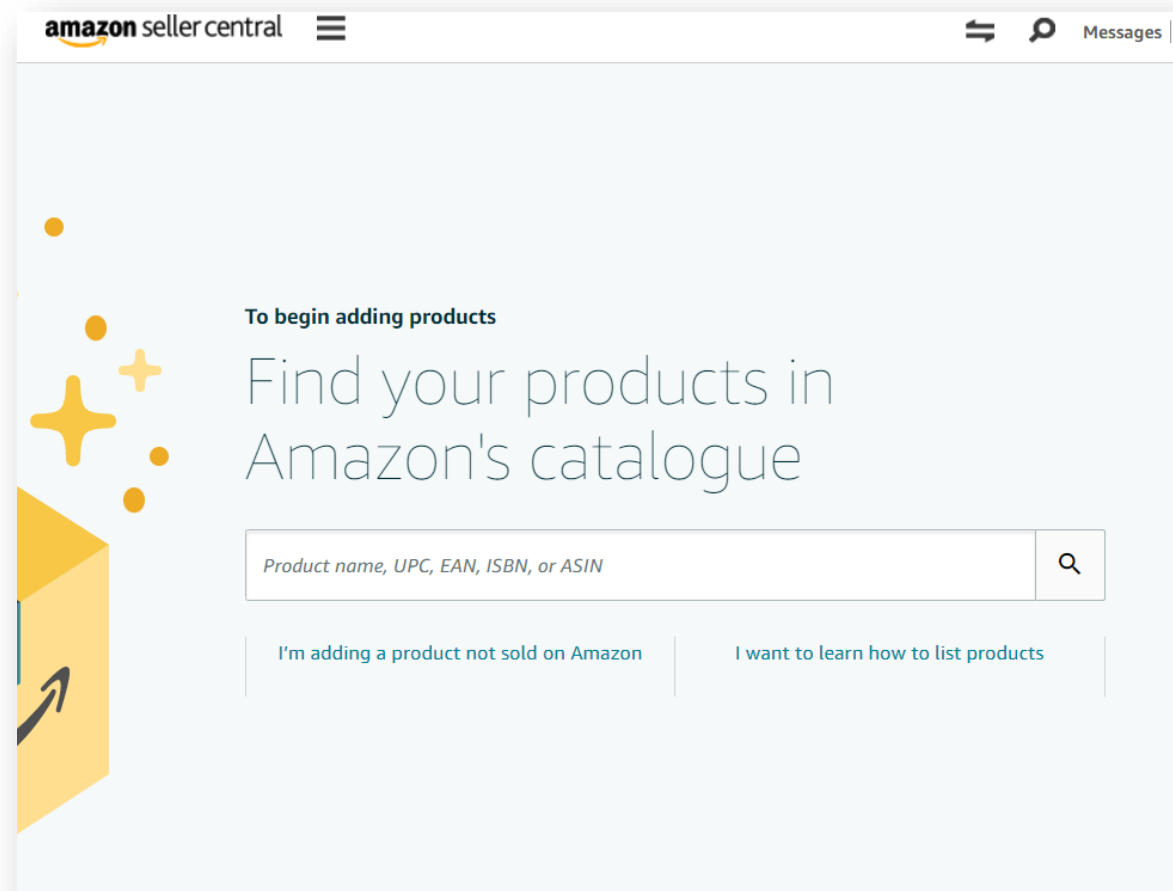
What you need for listing

- Product ID (consistent across all retailers)
- SKU (unique to each retailer)
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords



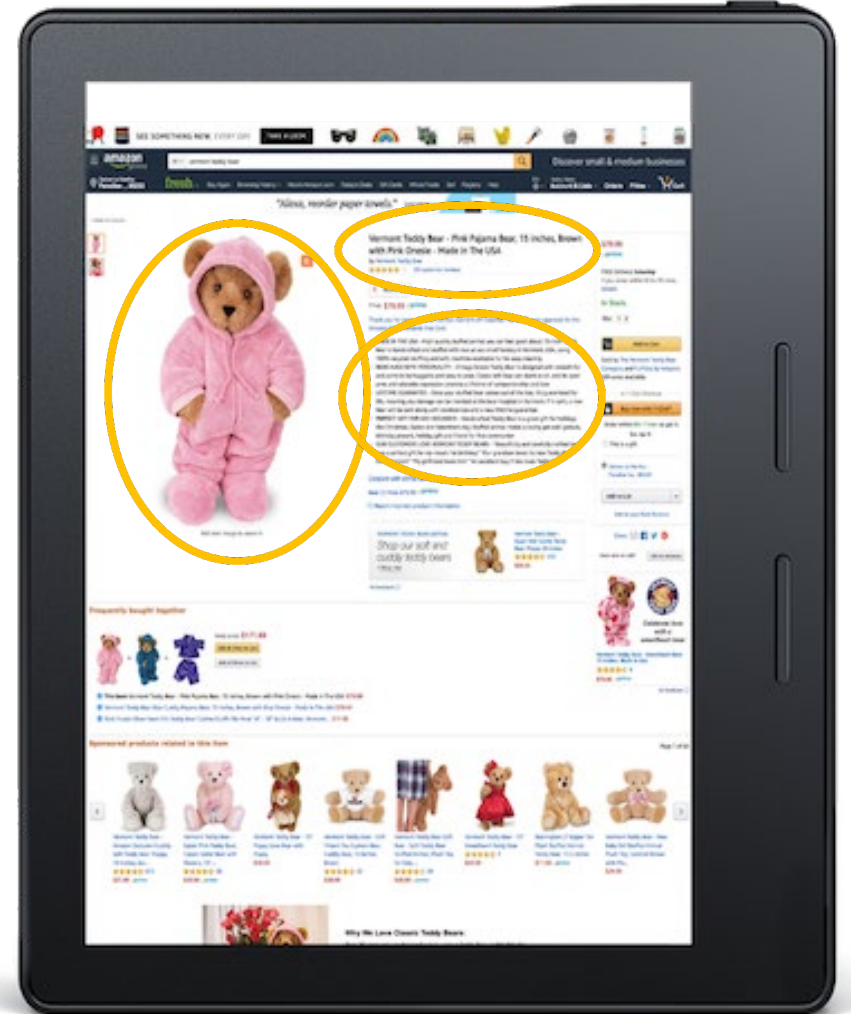
Add your product

- List your product for sale through 'add a product' tab in Seller Central.



Create your product listing

- Clear title
- High-quality, multiple images
- Accurate, detailed product descriptions

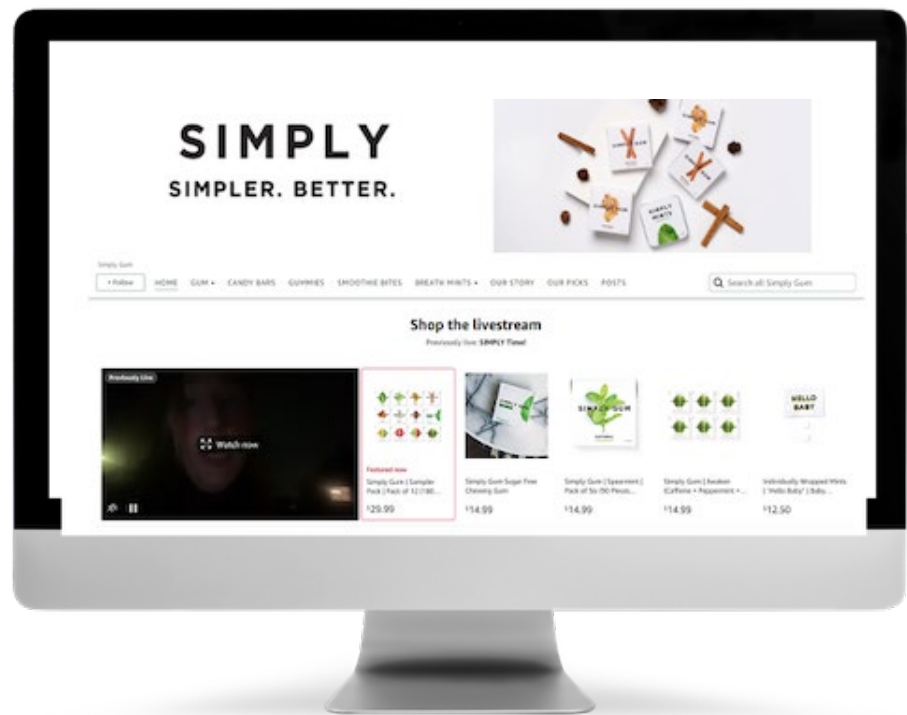


Product listing title

- Capitalize the **first letter** of each word
- Do not use **ALL CAPS**
- Use numerals (**2** instead of two)
- Keep it to **50** characters
- Do not use **special characters** like ©
- Do not include **price**
- Do not include **promotional** or **subjective** commentary (ex. “best seller”, “limited time deal”)







Create a brand store

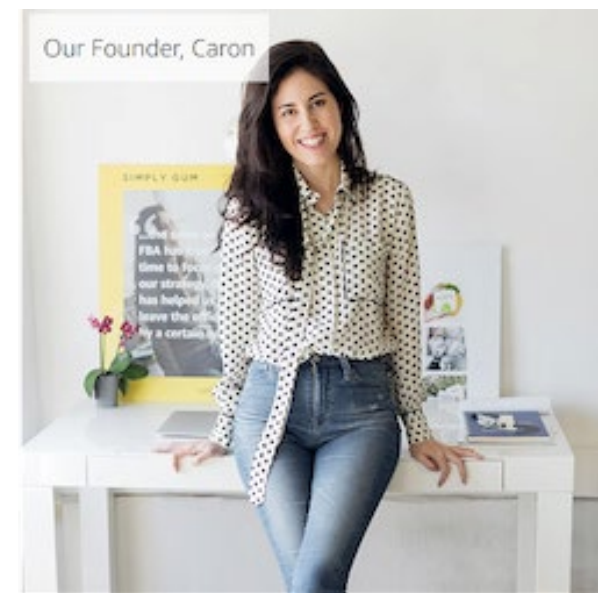


SIMPLY SIMPLER. BETTER.



 <p>SHOP GUM</p>	 <p>SHOP MINTS</p>
 <p>SHOP MINT POUCHES</p>	 <p>SHOP SMOOTHIE BITES</p>

CURATED COLLECTIONS



SHARE YOUR BRAND STORY

Protect your **brand & intellectual property**



amazon brand registry

amazon IP Accelerator

How to deliver products



Choose your fulfillment channel

Fulfillment by *Prime* Amazon (FBA)

For sellers who want to **easily scale**, using Amazon to store their fast-turning inventory and fulfill their orders.



Fulfillment by Merchant (FBM)

For sellers who want to manage their own storage and delivery to customers.



Fulfillment Options

Seller Fulfilled Prime

- Sell products domestically with the Prime badge directly from your warehouse
- The program will be accepting new applications later in 2023
- Trial period to meet requirements
- Best products for the program
- To learn more please visit:
sell.amazon.com/programs/seller-fulfilled-prime



Fulfillment considerations

- Temperature control
- Expiration date control
- Fragile or heavy products
- Location



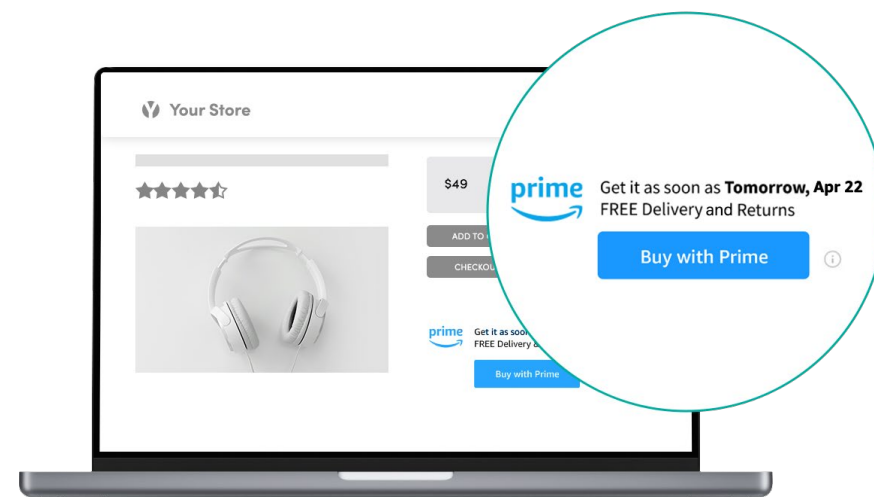
Save time and grow your business with FBA

- Let Amazon pick, pack, and ship your orders
- Your products are eligible for Amazon Prime
- Your customers get Amazon's trusted customer service and returns
- Our services let your business scale quickly
- It's cost effective



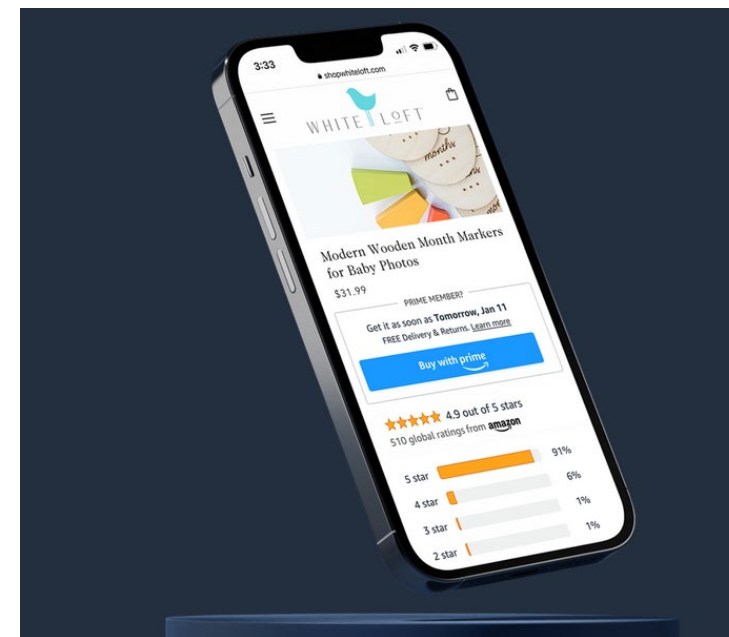
Buy with Prime

- Launched in 2022
- Attract Amazon customers to your site
- Give customers a familiar & trusted shopping experience
- Convert more shoppers with fast, free delivery



Eligibility for the program

- Must be a U.S.-based entity
- Must have your own website where you market and sell your product
- A Professional Seller Central account or an Amazon Supply Chain account
- Amazon Pay account (can be set up during registration)
- To learn more please visit: buywithprime.amazon.com



Opportunities for growth



Optimizing your portfolio in one place

- Product-level growth recommendations customized for your business
- The tool is free of charge, with no enrollment required
- **Recommendations Page** ranks each product-level action by an estimate of the lift in sales for that action

Growth Opportunities [Learn More](#) | [Rate This Page](#)

Top 50 Opportunities

View more opportunities of any type:

- Create FBA Shipment 12
- Create A+ Content 12
- Create A+ Comparison Table 12
- Enroll in Vine 12
- Create Sponsored Products ad 12
- Increase Subscribe & Save Funding 12
- Lower Your Referral Fee 12
- Add Main Image 12
- Add Additional Bullets 12
- Add Video 12

Top 50 Opportunities

View: HV High Value HP High Potential

Categories: All selected

Brands: All selected

Opportunities refreshed daily

Title	Impact	Daily Sessions	ASIN Conversion Rate
ASUS ROG Swift PG35VQ 35" Curved HDR Gaming Monitor 200Hz (3440 x 1440) 2ms G-SYNC Ultimate Eye Care DisplayPort HDMI USB Aura Sync HDR10 DisplayHDR 1000 B07VTTZ4TD ASUS Computer Monitors	Potential Sales Lift \$9,833	26,987 ↓ 34.1%	63.3% ↑ 28.7%

Amazon Vine

- Build awareness of your product and boost sales
- Amazon Vine invites the most trusted reviewers on Amazon to provide reviews to new products
- Eligibility criteria to enroll your products in Vine
 - Enroll in Amazon Brand Registry within six months of selling
 - Enroll in Amazon Vine within 90 days of becoming a brand owner




Sponsored Products

- Improve the visibility of individual products
- Cost-per-click
- Appear in shopping results and search pages
- Products are featured in relevant search queries
- To learn more visit: advertising.amazon.com

Results

Amazon's Choice




Sponsored

Bearington Theodore Plush Brown Teddy Bear Stuffed Animal, 17 Inch

★★★★☆ ~ 7,145
50+ bought in past week

\$23⁹⁹ List: \$27.99

✓prime
FREE delivery **Sat, Jun 24** on \$25 of items shipped by Amazon
Or fastest delivery **Wed, Jun 21**
Ages: 3 years and up



Sponsored


GUND Philbin Classic Teddy Bear, Premium Stuffed Animal for Ages 1 and Up, Chocolate Brown, 12"

★★★★★ ~ 13,728

\$25⁰⁰

90 days FREE Amazon Music. Terms apply.

✓prime
FREE delivery **Sat, Jun 24**
Or fastest delivery **Fri, Jun 23**
Small Business
Ages: 12 months and up



Bearington Baby Shaggy Plush Teddy Bear Stuffed Animal, 11 Inch

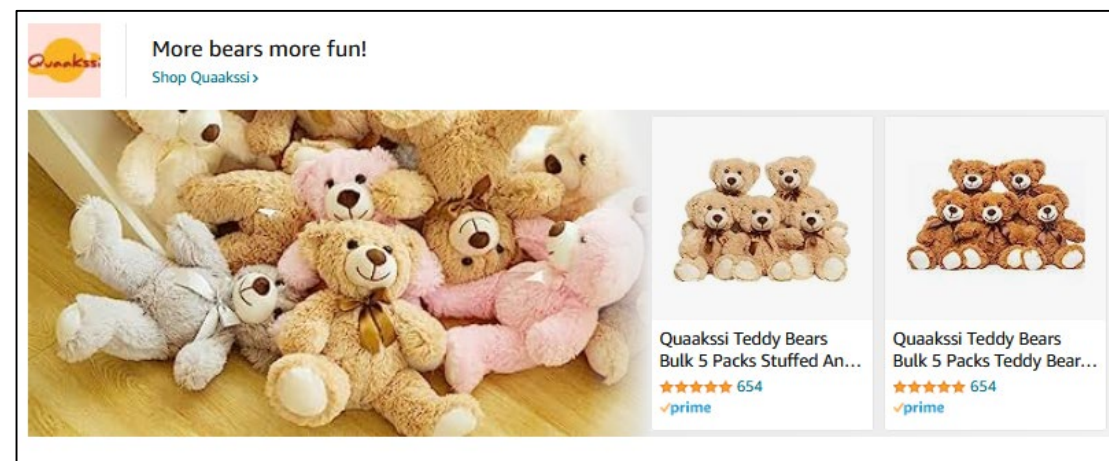
★★★★☆ ~ 7,145
50+ bought in past week

\$11⁷⁹ List: \$16.99

✓prime
FREE delivery **Sat, Jun 24** on \$25 of items shipped by Amazon
Or fastest delivery **Wed, Jun 21**
Ages: 3 years and up

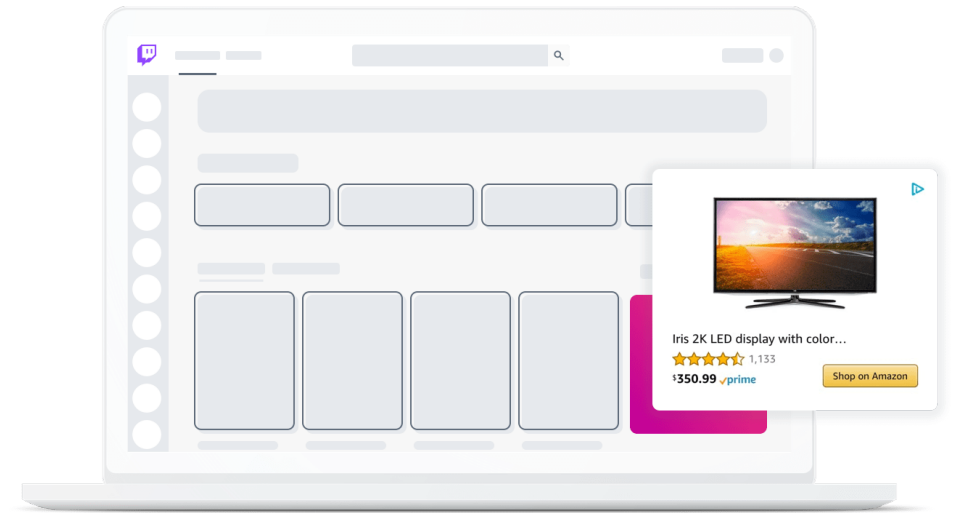
Sponsored Brands

- Boost brand awareness
- Cost-per-click
- Appear in shopping results and search pages
- Feature custom headlines, images and videos
- To learn more visit: advertising.amazon.com



Sponsored Display

- Reach audiences on and off Amazon
- Cost-per-click and cost per thousand viewable impressions (vCPM)
- Targets customers based off interests and shopping behaviors
- To learn more visit:
advertising.amazon.com



Invest in **discoverability**

- High-quality images
- Customer reviews
- Seasonal events and promotions
- Strategic, measurable marketing



Small Business badge





- Launched in 2022, the badge identifies products from U.S.-based small business brands
- Helps customers find small businesses throughout Amazon's store
- Visit amazon.com/SupportSmall to discover products from SMBs



Small Business

Small Business Search filter

- Launched just this Prime Day, you can now filter your searches in our store to find products from small businesses
- The filter can be found under the “Business Type” category in the search filter options when a customer’s search results include eligible products from small business brands

	
<p>Jolitee My First Bear Stuffed Animal - Pink Teddy Bear for Baby for Newborn, 10"</p> <p>★★★★☆ ~ 43 50+ bought in past month</p> <p>\$19⁹⁹</p> <p>FREE delivery Mon, Jul 17 on \$25 of items shipped by Amazon Or fastest delivery Fri, Jul 14</p> <p> Small Business ▾ Ages: 12 months - 5 years</p>	<p>Lambs & Ivy Sierra Sky Brown Plush Bear Stuffed Animal Toy Plushie - Wally</p> <p>★★★★☆ ~ 533 200+ bought in past month</p> <p>\$24⁹⁹</p> <p>FREE delivery Mon, Jul 17 on \$25 of items shipped by Amazon Or fastest delivery Fri, Jul 14</p> <p> Small Business ▾ Ages: 0 - 5 years</p>

Business Type

< Clear

Small Business

Additional resources



Amazon Handmade

- Artisan-only community of sellers
- Eligibility criteria
- Benefits of the Program
- To learn more please visit:
<https://sell.amazon.com/programs/handmade>



Amazon Small Business Academy (ASBA)



- **Live webinars**

Topic-specific sessions led by business coaches

- **On-demand webinars and videos**

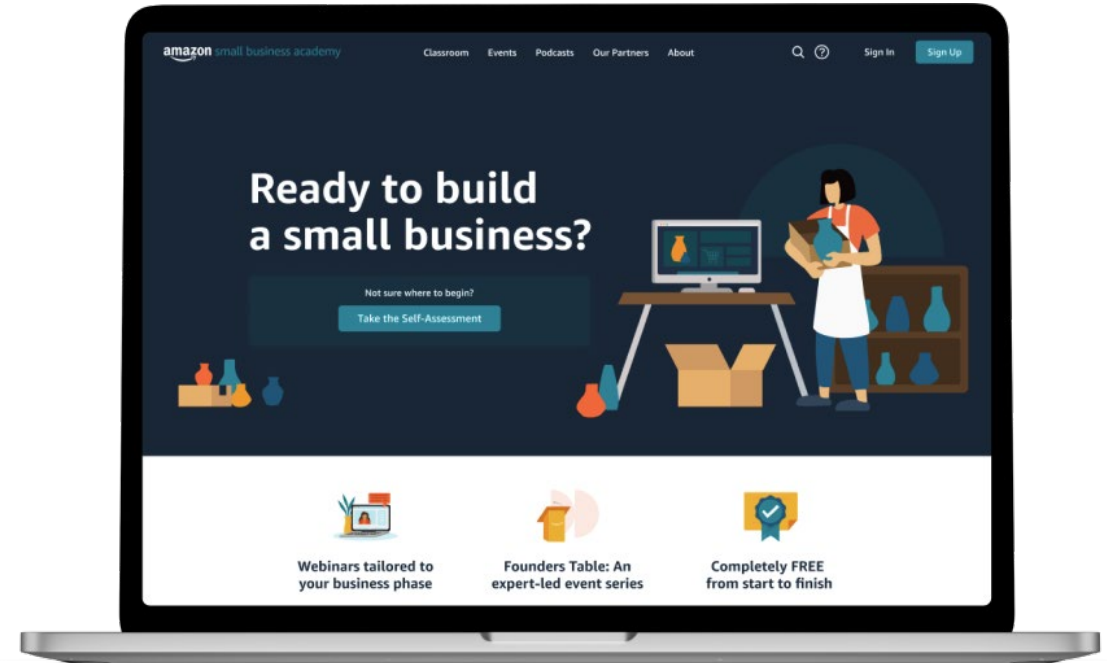
Educational content on your own time

- **Live office hours**

Q&A with a subject matter expert

- **To learn more please visit:**

[smallbusiness.amazon](https://smallbusiness.amazon.com)



ASBA: Founder's Table

- A new, live event series for small businesses and entrepreneurs
- Explore different topics with business experts and small business owners
- Each event features expert AMAs (Ask Me Anything) and topic-driven networking sessions

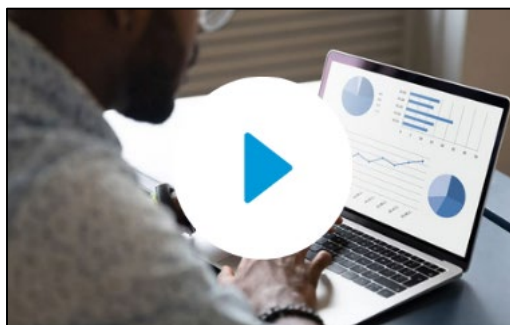


“This is Small Business” podcast

- A podcast for small business owners and aspiring entrepreneurs
- Episodes feature small business owners and industry experts who offer trends analysis, life lessons, and a different point of view



Seller University & Seller Forums



Video 4:13

Seller payment process

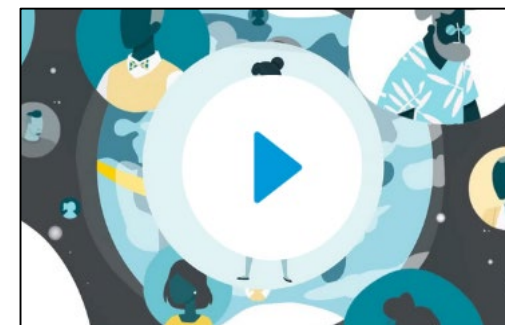
Learn how Amazon transfers sales proceeds to your bank account.



Webinar 16:18

Fulfillment by Amazon

Learn how to outsource your logistics with Amazon in this in-depth presentation.



Video 4:27

Listing process intro

Learn how sellers add products to Amazon stores.

Black Business Accelerator

Programs

Black Business Accelerator

Amazon's Black Business Accelerator is dedicated to helping build sustainable diversity and provide growth opportunities for Black-owned businesses. Grow your business with access to financial support, strategic business guidance and mentorship, and marketing and promotional support.

Get started



Service Provider Network

- Verified peer reviews
- Qualified service providers
- Global reach
1000+ service providers across 20 market segments
- To learn more visit: amazon.com/spn



Amazon Lending

- Business financing for eligible U.S. small and medium-sized businesses
- Simple application with no lengthy paperwork
- Flexibility to access more than one financing option
- Free up cash flow to cover inventory costs and more

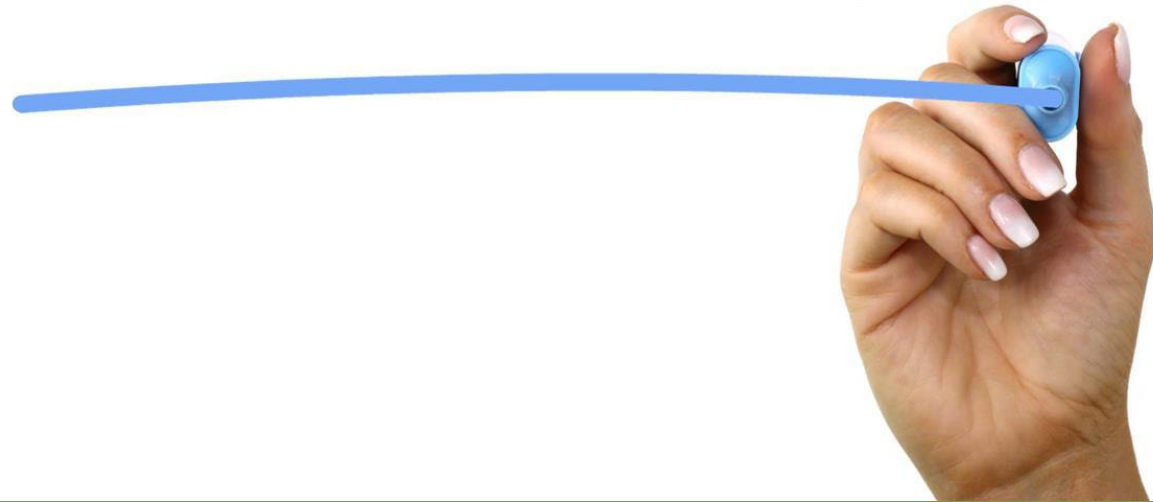


Our Partners

- Institute for Veterans and Military Families (IVMF)
- Ladies Who Launch (LWL)
- Collegiate Entrepreneurs Organization (CEO)
- Hello Alice
- SCORE Greater Chesapeake & Potomac District
- Small Business Digital Alliance



QUESTIONS



Next Steps / More Information

- For more information about the Amazon Small Business Academy visit: amazon.com/smallbusinessacademy
- To subscribe to the “This is Small Business” Podcast and listen to episodes visit: smallbusiness.amazon/podcast
- To create an Amazon Seller account visit: sell.amazon.com
- To create an Amazon Business Seller account visit: business.amazon.com
- Book your next, *or first*, appointment with a SCORE mentor today at www.score.org/find-mentor



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