

How to start selling in Amazon's store

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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



Disclaimers

In Scope

- Questions regarding program resources and education
- Links to access resources and education
- Sharing best practices and examples
- Information on future educational opportunities

Out of Scope

- Amazon confidential information
- Amazon account specific questions and one on one consulting
- Guidance on country and state specific taxes or regulations
- Questions about programs not covered in today's presentation
- Sharing our personal contact information



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**

amazon

Hundreds of Millions

Worldwide active* customer accounts

amazon business

6+ million

Worldwide active* customer accounts

Deliver to customers in more than 100 countries and regions

*Active customer accounts represent accounts that have placed an order during the preceding twelve month period.



Amazon customers

- In **2022**, Amazon was ranked the most trusted brand by US consumers¹
- **75%** of customers visit Amazon to discover new products and brands²
- **78%** of Amazon shopping queries are brand agnostic³
- **52%** of shoppers are 'more willing' to buy a brand they're not familiar with on Amazon than they would be at any other store⁴



Amazon stores around the world

Europe

 [Amazon.co.uk](https://www.amazon.co.uk) ↗

 [Amazon.de](https://www.amazon.de) ↗

 [Amazon.es](https://www.amazon.es) ↗

 [Amazon.fr](https://www.amazon.fr) ↗

 [Amazon.it](https://www.amazon.it) ↗

 [Amazon.nl](https://www.amazon.nl) ↗

 [Amazon.pl](https://www.amazon.pl) ↗

 [Amazon.se](https://www.amazon.se) ↗

 [Amazon.com.tr](https://www.amazon.com.tr) ↗

Asia-Pacific

 [Amazon.co.jp](https://www.amazon.co.jp) ↗

 [Amazon.in](https://www.amazon.in) ↗

 [Amazon.com.au](https://www.amazon.com.au) ↗

 [Amazon.sg](https://www.amazon.sg) ↗

Middle East

 [Amazon.ae](https://www.amazon.ae) ↗

 [Amazon.eg](https://www.amazon.eg) ↗

 [Amazon.sa](https://www.amazon.sa) ↗

Americas

 [Amazon.com](https://www.amazon.com) ↗

 [Amazon.ca](https://www.amazon.ca) ↗

 [Amazon.com.mx](https://www.amazon.com.mx) ↗

 [Amazon.com.br](https://www.amazon.com.br) ↗



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 **Independent Sellers**?

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

- and -

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



What to sell and when?



What to **sell** in Amazon's stores

- 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 stores**

- 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

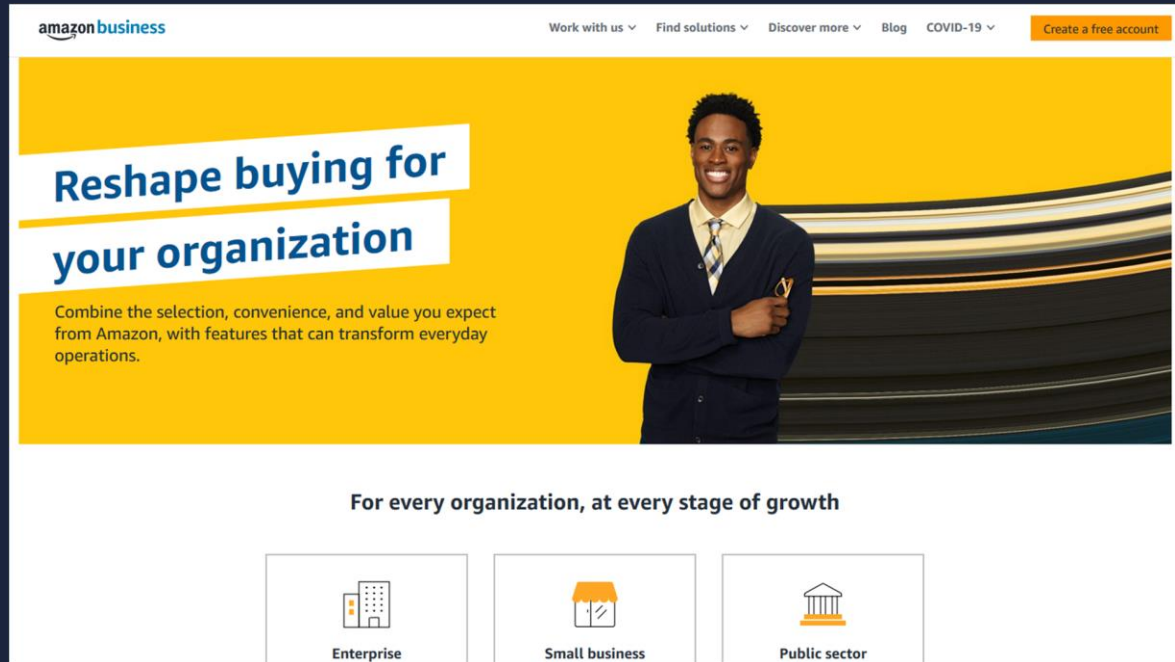
This plan might be right for you if...

- 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 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 against a yellow background with the headline 'Reshape buying for your organization'. Below this, it says 'Combine the selection, convenience, and value you expect from Amazon, with features that can transform everyday operations.' Underneath the banner is the text 'For every organization, at every stage of growth' and three icons representing 'Enterprise', 'Small business', and 'Public sector'.

amazonbusiness

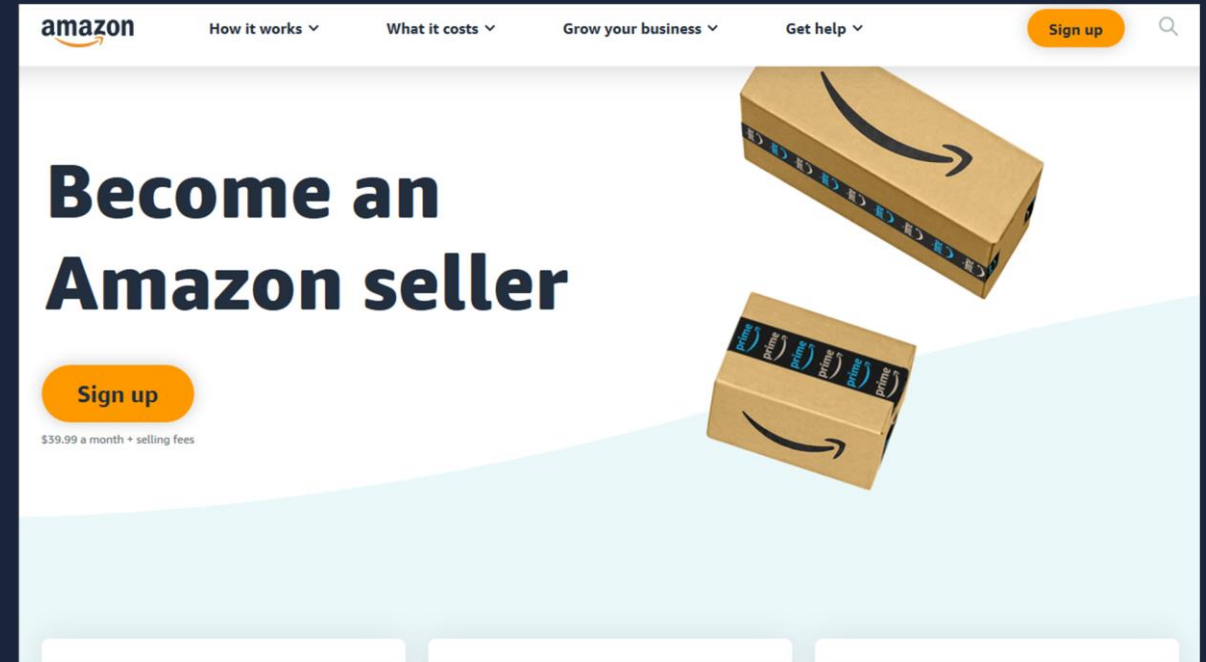
Work with us Find solutions Discover more Blog COVID-19 Create a free account

Reshape buying for your organization

Combine the selection, convenience, and value you expect from Amazon, with features that can transform everyday operations.

For every organization, at every stage of growth

Enterprise Small business 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 Amazon boxes with the headline 'Become an Amazon seller'. Below this, there is a 'Sign up' button and the text '\$39.99 a month + selling fees'. The background is light blue with a white wave-like shape.

amazon

How it works What it costs Grow your business Get help Sign up

Become an Amazon seller

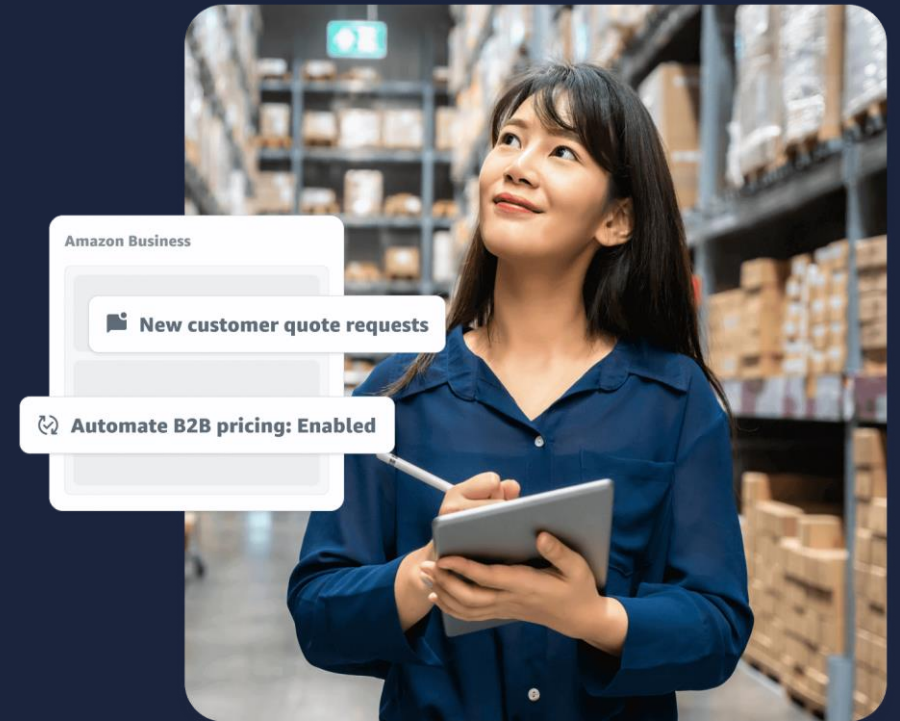
Sign up

\$39.99 a month + selling fees



Amazon Business (AB)

- AB provides a suite of features and tools that can help you sell to B2B customers
- AB is also a procurement solution for businesses
- Benefits from uploading your diversity certification(s)
- Types of supplies sold on AB include: office, janitorial, breakroom, IT, restaurant, etc.
- **Customers of AB include:** Fortune 100 companies, local/state governments, the U.S. military, small businesses, non-profits and more
- To learn more visit: business.amazon.com



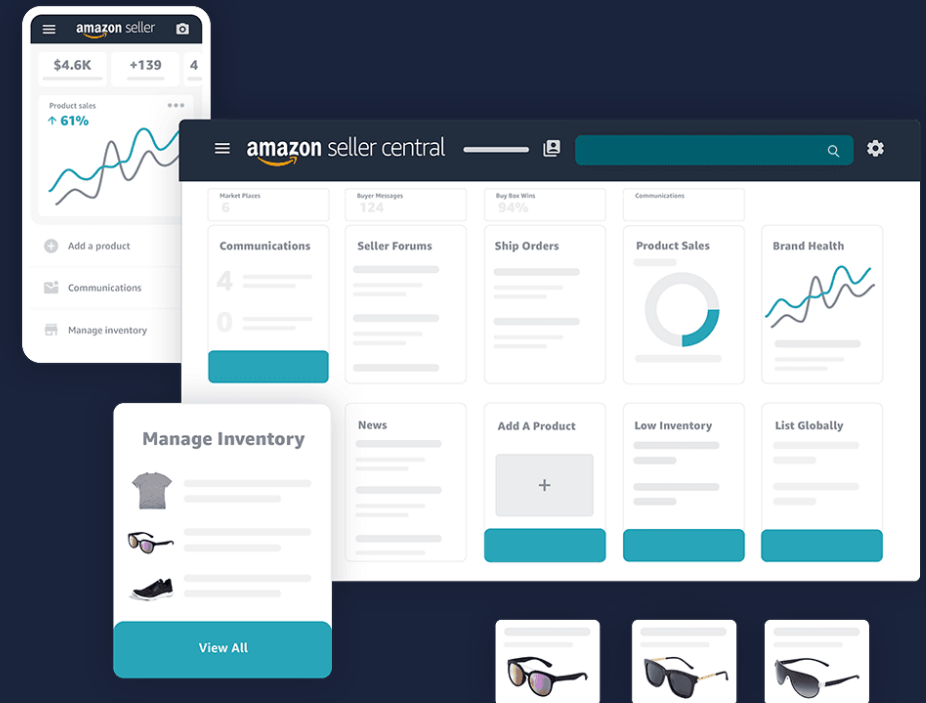
What **you'll need**

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



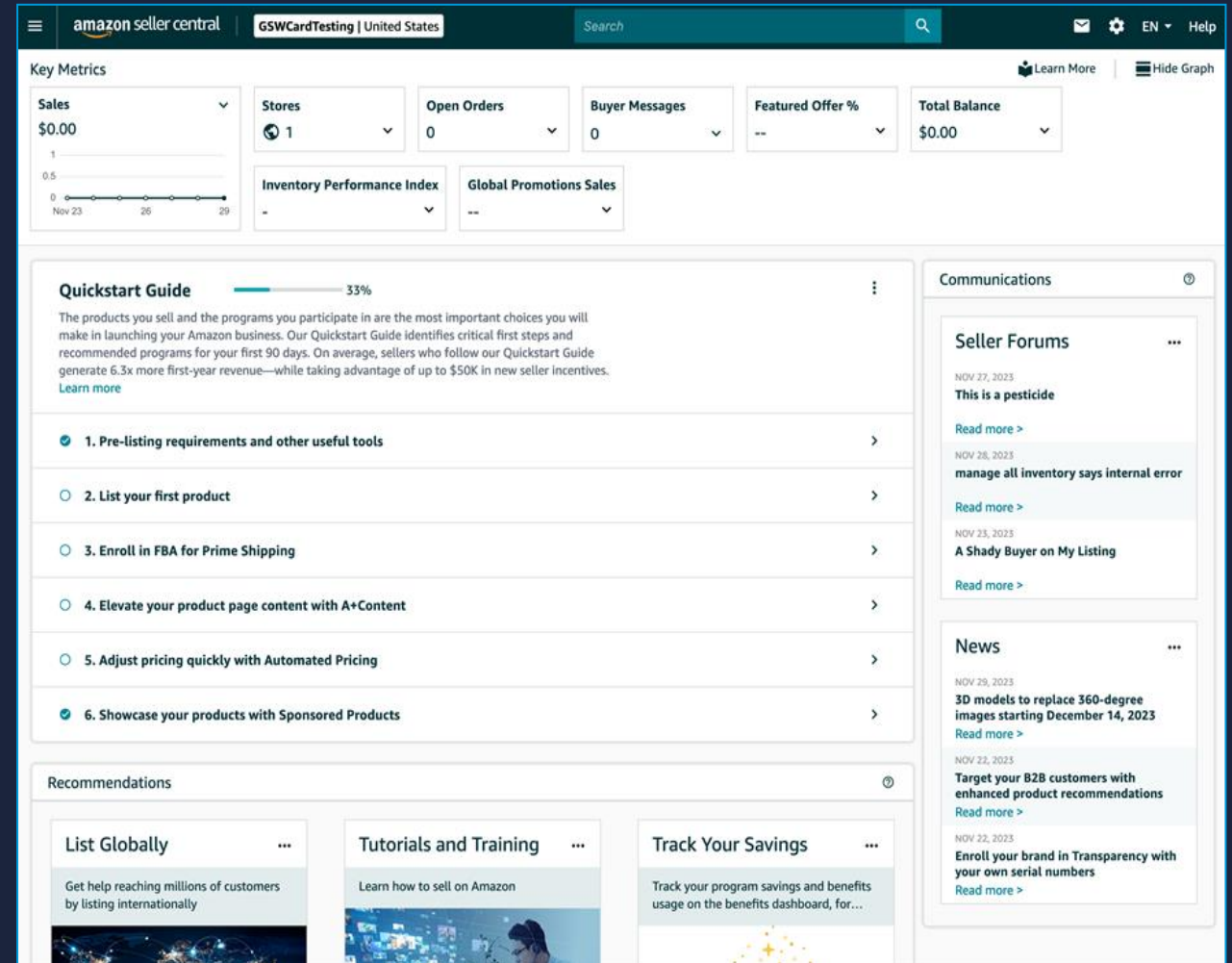
Get to know Seller Central

- 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



Leverage the QuickStart Guide

- The QuickStart guide identifies critical first steps and recommended programs for your first 90 days
- On average, sellers who follow the QuickStart Guide generate 6.3x more first-year revenue



The screenshot displays the Amazon Seller Central dashboard for a user named GSWCardTesting in the United States. The top navigation bar includes the Amazon Seller Central logo, the user's name, a search bar, and utility icons for notifications, settings, and help. Below the navigation bar, the 'Key Metrics' section shows various performance indicators: Sales (\$0.00), Stores (1), Open Orders (0), Buyer Messages (0), Featured Offer % (--), and Total Balance (\$0.00). A 'Quickstart Guide' progress bar is prominently displayed, showing 33% completion. Below this, a list of six steps is provided, with the first and last steps marked as completed. The 'Recommendations' section at the bottom offers personalized advice on listing globally, accessing tutorials, and tracking savings. On the right side, a 'Communications' panel features 'Seller Forums' and 'News' sections with recent updates and links to read more.



How to list products



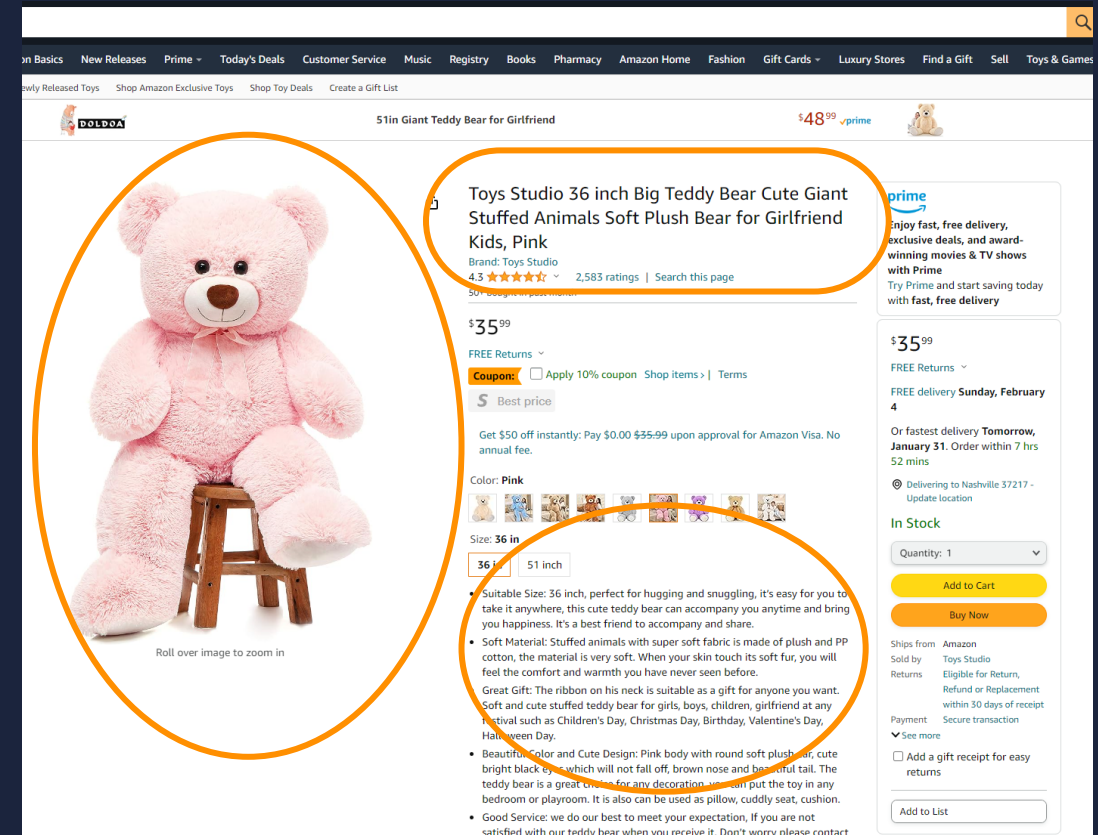
What you need for listing

- 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



Create your product listing

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



The screenshot shows an Amazon product page for a pink teddy bear. The main image is a large, high-quality photo of the bear sitting on a small wooden stool. To the right of the image is the product title: "Toys Studio 36 inch Big Teddy Bear Cute Giant Stuffed Animals Soft Plush Bear for Girlfriend Kids, Pink". Below the title is the brand name "Toys Studio", a 4.3-star rating with 2,583 ratings, and a price of \$35.99. A coupon for 10% off is visible. The product is marked as "In Stock" and has a "Buy Now" button. The description below the image highlights the bear's suitability as a gift, its soft material, and its use as a decorative item or cushion. The page also shows navigation links at the top and a Prime membership badge.



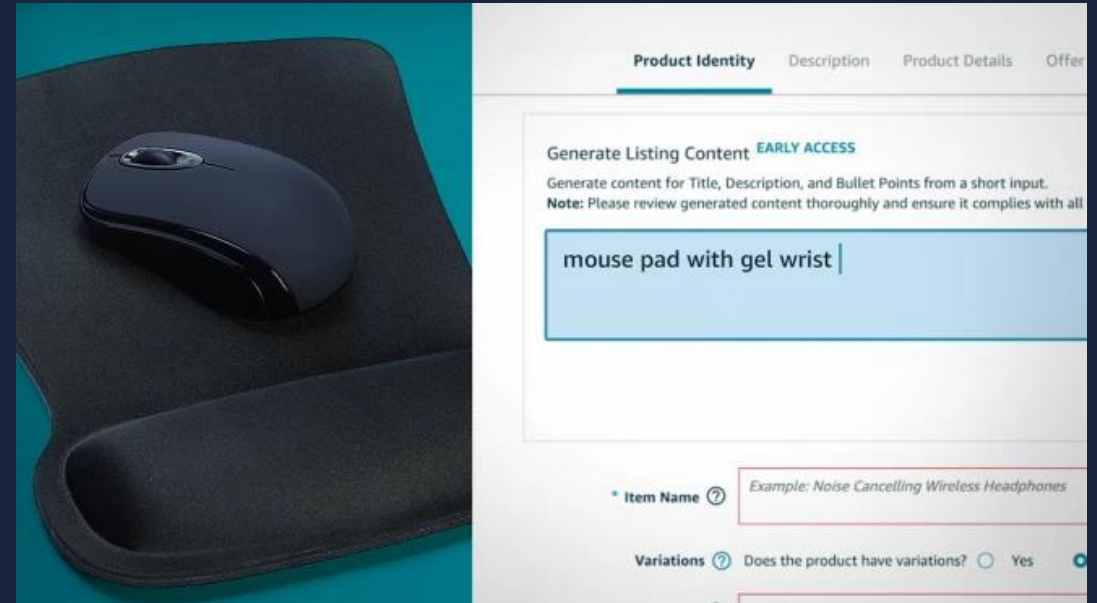
Product listing **title**

- 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”)



Use AI to write engaging, effective product listings

- AI capabilities to simplify how Amazon sellers create product listings details
- Creating compelling product titles, bullet points, and descriptions
- Only need to provide a brief description
- Customers will find more complete product information



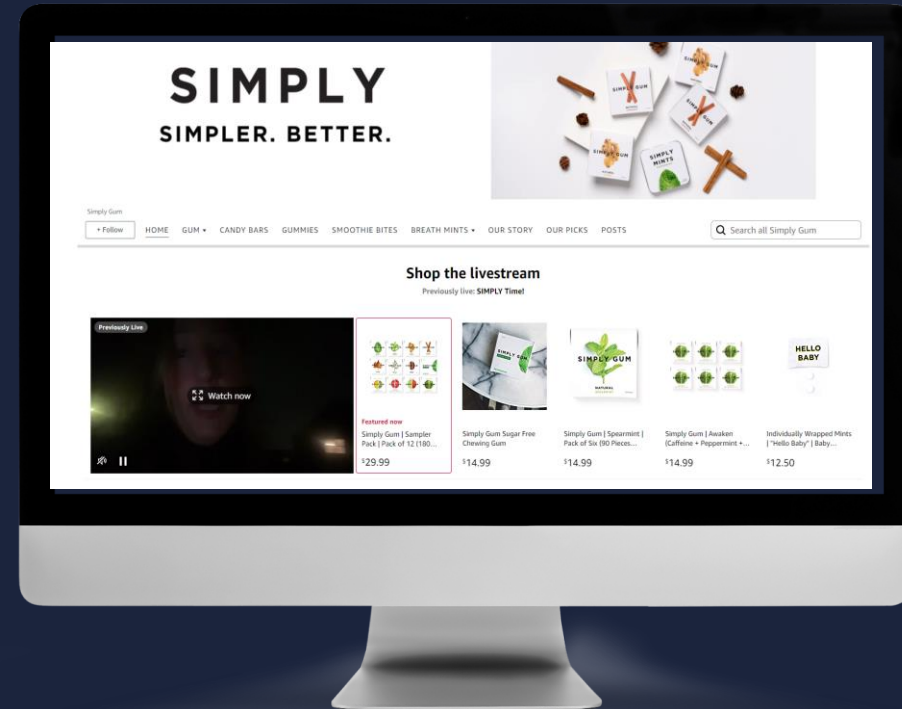
Protect your **brand & intellectual property**

- **Amazon Brand Registry** helps you protect your IP, manage your listings, and grow your business with brand building tools
- **Amazon IP Accelerator** connects businesses to trusted IP law firms to quickly obtain IP rights and brand protection in Amazon's store
- To learn more visit: brandservices.amazon.com



Create a **Brand Store**

- Amazon Stores allow you to showcase your brand and products in a multipage, immersive shopping experience



How to deliver products



Choose your fulfillment channel

- Fulfillment by Merchant (FBM)
- Fulfillment by Amazon (FBA)
- Seller Fulfilled Prime



Save **time** & **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
- **70% less expensive** than other fulfillment services, on average*



Amazon Shipping

- A new option in ground delivery for Amazon selling partners
- Reliable pickup and delivery - 7 days a week – for orders placed on Amazon, your own website, and other sales channels
- Packages delivered to your customers in two to five days*
- Competitive prices, including no residential surcharge and weekend delivery fees
- Dedicated support available seven days a week with email, chat and callback options
- To learn more visit: shipping.amazon.com



Amazon **Shipping** (continued)

How it works



Sell via your website,
Amazon.com, and other
channels



Purchase labels and
schedule a pickup from
your warehouse



Track your packages from
your warehouse to your
customers



Delight your customers
with fast and reliable
delivery



Opportunities for growth



Amazon Vine

- Receive insightful reviews from the most trusted reviewers in Amazon's store
- Enroll in the Amazon Vine program to get as many as 30 high-quality customer reviews per product page
- Vine reviews have been shown to boost sales by up to 30%
- 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 brand registered




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

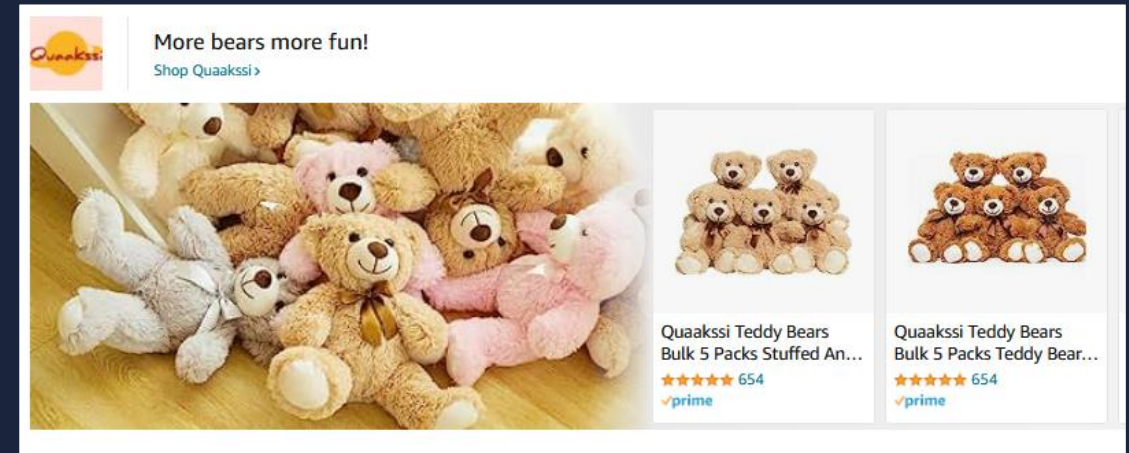
GUND Philbin Classic Teddy Bear, Premium Stuffed Animal for Ages 1 and Up, Chocolate Brown, 12"
★★★★☆ ~ 13,728
\$25⁰⁰
90 days FREE Amazon Music. Terms apply.
✓prime
FREE delivery **Sat, Jun 24**
Or fastest delivery **Fri, Jun 23**
Small Business
Ages: 12 months and up

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



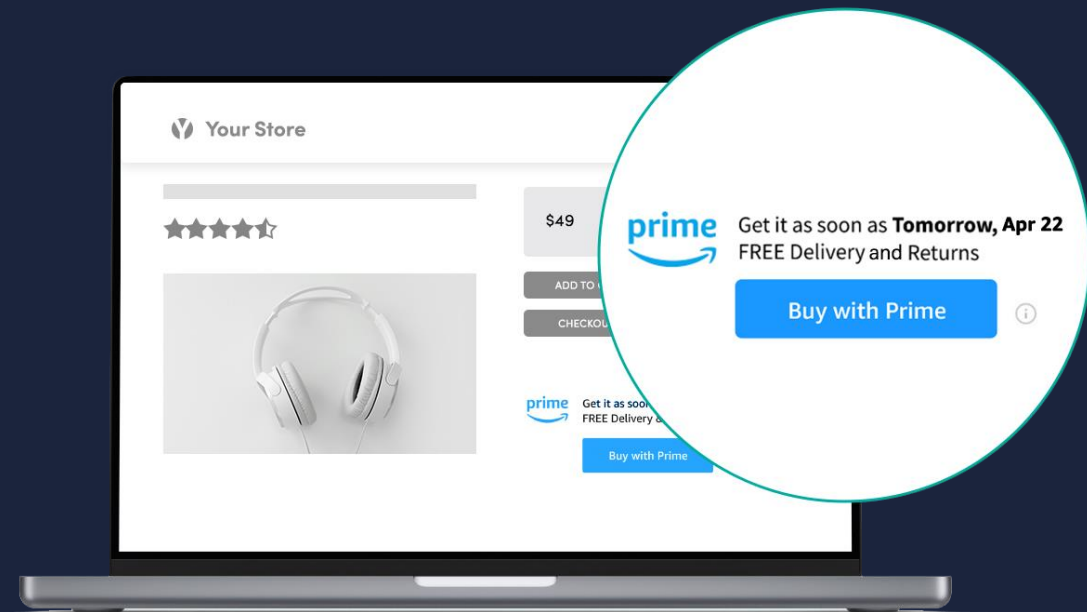
Sponsored Display

- 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

The screenshot shows an Amazon product page for a pair of headphones. The main product is a pair of black and blue headphones with a carrying case. The price is 20,99 € with a 'GRATIS-Versand' offer. The page includes a list of similar products, a 'Jetzt kaufen' button, and a 'Werbe-Feedback' button. A red box highlights a sponsored display advertisement for Bose QuietComfort 35 Wireless Kopfhörer II (mit Amazon Alexa), schwarz, priced at 259,00 € with Prime. Another red box highlights a sponsored display advertisement for KabelDirekt 4K HDMI Kabel, priced at EUR 7,99 with Prime. The page also features a 'Siehe Details' link, 'Auf Lager' status, and a 'Menge: 1' dropdown menu.

Buy with Prime

- Bring the trusted experience of Prime delivery to your brand website
- Offer an easy checkout experience, plus the benefit of fast, free delivery to prime members
- Retain customer info and market to them directly
- Growth tool: increase shopper conversion by an average of 25%* with fast, free delivery and a checkout experience shoppers love
- To learn more visit: buywithprime.amazon.com



* This data point measures the average increase in shoppers who placed an order when Buy with Prime was an available purchase option versus when it was not, during the same time period.



Small Business badge

- 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
- Adding a diverse business certification to your Seller Central account



Big Teddy Bear - Fluffy Fur, Ribbon & Bow Signature Footprints- Huggable & Lovable Joy - Ideal Gift for Baby Showers, Loved On...

★★★★★ 861

\$39⁹⁹

Save \$3.00 with coupon

FREE delivery **Sun, Feb 18**

Or **Prime members** get FREE delivery **Thu, Feb 15**

 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

Business Type

< Clear

Small Business





Jolitee My First Bear Stuffed Animal - Pink Teddy Bear for Baby for Newborn, 10"

★★★★☆ ~ 43
50+ bought in past month

\$19⁹⁹

FREE delivery **Mon, Jul 17** on \$25 of items shipped by Amazon
Or fastest delivery **Fri, Jul 14**

 Small Business ▾
Ages: 12 months - 5 years




Lambs & Ivy Sierra Sky Brown Plush Bear Stuffed Animal Toy Plushie - Wally

★★★★☆ ~ 533
200+ bought in past month

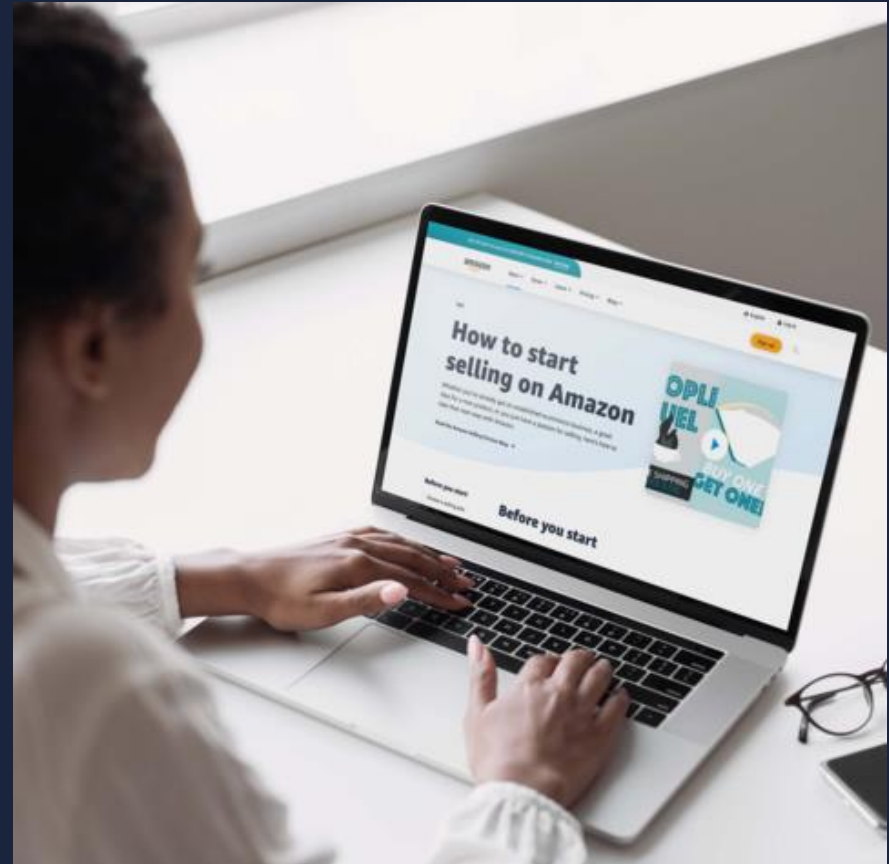
\$24⁹⁹

FREE delivery **Mon, Jul 17** on \$25 of items shipped by Amazon
Or fastest delivery **Fri, Jul 14**

 Small Business ▾
Ages: 0 - 5 years

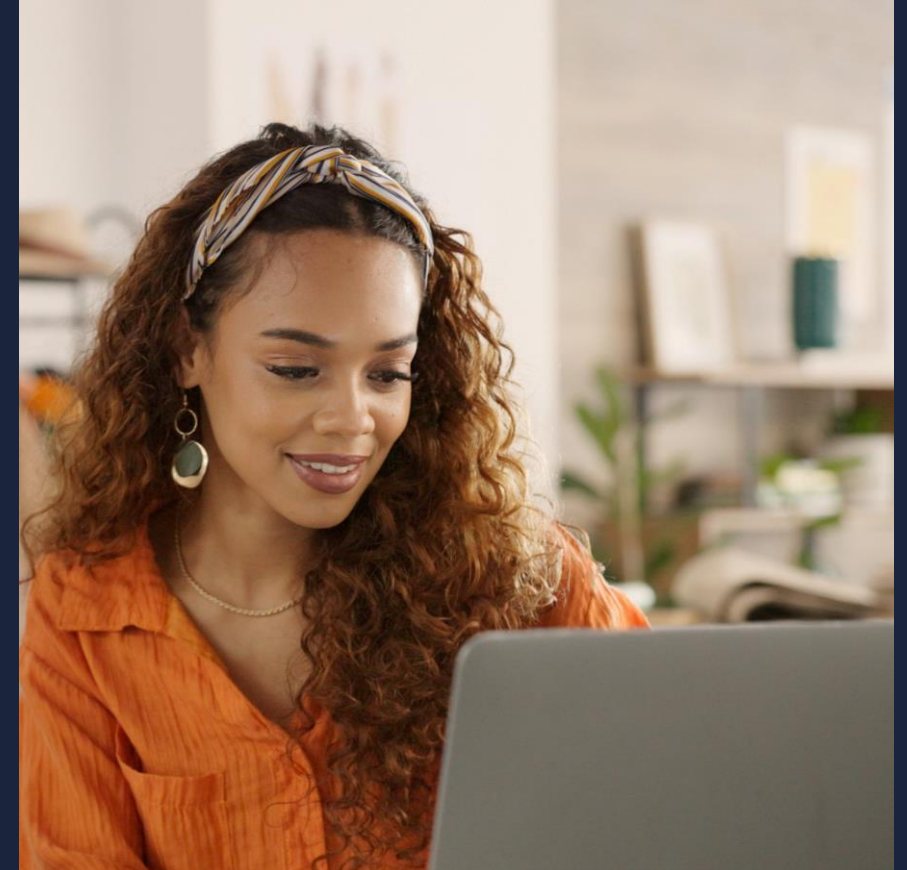


Additional resources



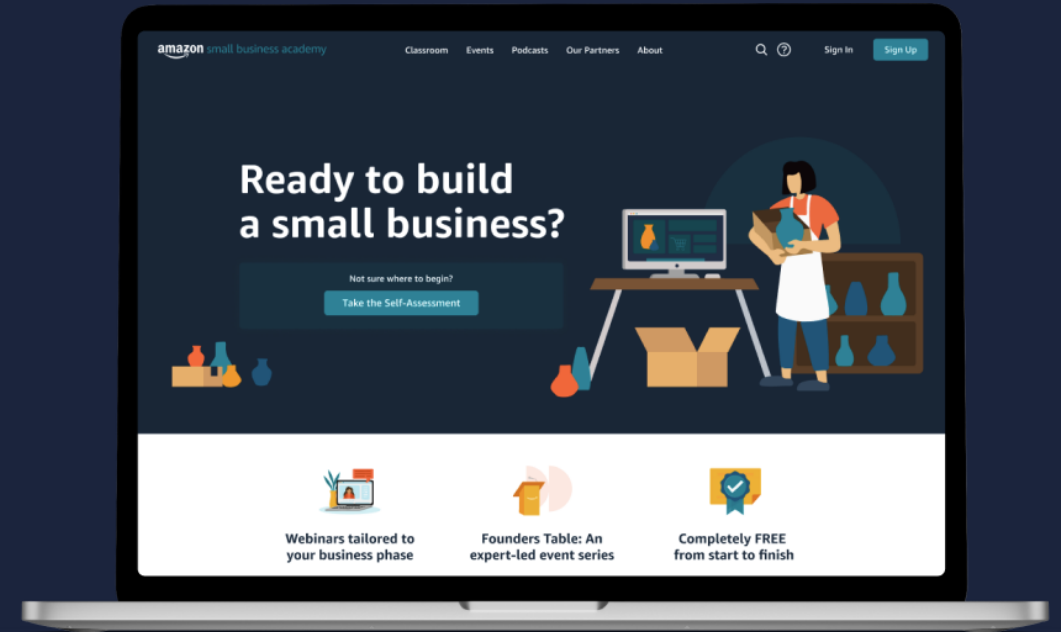
Connect and Learn

- **Seller University (SU):** educational resources to help brands, businesses, and entrepreneurs learn how to succeed as Amazon selling partners
- **Seller Forums:** Amazon community space for selling partners to build connections with other Amazon selling partners, share information and experiences, and discuss topics related to selling in Amazon's store
- Find SU on YouTube: [@AmazonSellerUniversity](#)



Amazon Small Business Academy (ASBA)

- ASBA offers free educational resources to entrepreneurs
- Live and on-demand webinars
- **Founders Table** event series
- **This is Small Business** podcast
- To learn more please visit: [smallbusiness.amazon](https://smallbusiness.amazon.com)



Amazon Handmade

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



Black Business Accelerator

What is it?

A dedicated program to help build and provide growth opportunities for Black-owned businesses

Why was it created?

Black entrepreneurs have less access to capital, mentorship, and growth opportunities. They are also significantly underrepresented in retail, according to the U.S. Census Bureau

Program benefits:

- Receive business education and marketing support
- Leverage advertising and promotion credits
- To learn more visit: sell.amazon.com/bba



Black Business Accelerator: **Eligibility Criteria**

- Have a Amazon professional sellers account and be a certified U.S. Black-owned product based business
- Small business and minority owned certifications can be obtained through the following sources:
 - U.S. System for Award Management (SAM)
 - [SAM.gov](https://sam.gov)
 - U.S. Small Business Administration (SBA)
 - [Certify.sba.gov](https://certify.sba.gov)
 - National Minority Supplier Development Council (NMSDC)
 - [NMSDC.org](https://nmsdc.org)
 - SupplierGATEWAY
 - [Suppliergateway.com](https://suppliergateway.com)



Some of our partners

- Institute for Veterans and Military Families (IVMF)
- SCORE
- Small Business Development Centers (SBDC)
- Small Business Digital Alliance (SBDA)
- U.S. Small Business Administration
- And more...



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Thank you!