amazon
vendor central

A complete guide to Amazon for vendors

01.
INTRODUCTION

INTRODUCTION

Since its 1994 launch as a small online book retailer, Amazon.com has grown to become one of the most well-known websites in the world. Nowadays, it is one of the largest online marketplaces and valued at over 200 billion USD. Only a few decades after its founding, Amazon.com accounts for nearly half of all online US sales and initial product searches.

As these numbers suggest, online shoppers use Amazon at each stage of the purchasing funnel. This means, if your products are not listed there, they simply won't buy from you. For traditional brands and manufacturers, this highlights the increasingly relevant need to embrace digitalization.

The good news is that companies like Amazon are making it easier for brands and manufacturers to take advantage of their massive pool of online shoppers, without having to change their current sales strategies. This is where Amazon Vendor Central comes in.

For brands and manufacturers to get their products listed and maximize their revenue potential on Amazon, a deep understanding of Amazon Vendor Central is key. This white paper will guide you through the ins and outs of Vendor Central and provide you tips, best practices, and an indepth look at how to start selling wholesale to Amazon.

02.
AMAZON VENDOR CENTRAL

AMAZON VENDOR CENTRAL

Amazon Vendor Central (AVC) is the portal used by select brands, manufacturers, and suppliers to sell wholesale to Amazon.

With this system, you will be able to manage your entire vendor account, from receiving purchase orders directly from Amazon and managing shipments to payment handling and initiating your Amazon marketing activities. This should not to be mistaken with Amazon Seller Central, which is the interface used by online retailers and brands (independent sellers) to sell direct-to-consumer (D2C) on Amazon Marketplace.

Companies using AVC are referred to as first-party (1P) sellers or Amazon vendors. Products from vendors are easily identifiable, as they contain the attached tagline "Ships from and sold by Amazon.com" on their Product Details Page.

2.1 THE PROCESS OF SELLING WHOLESALE TO AMAZON

Selling wholesale to Amazon is much like selling to other large retailers.
Here is a simplified version of what this process looks like:

1. Brand or manufacturer is invited to Amazon Vendor Central
2. Amazon and the vendor negotiate exact contract details
3. Vendor imports retail catalog into Amazon Vendor Central
4. Amazon sends Purchase Order

    Amazon usually offers to pay around 50% of retail price for wholesale

    orders, but its offer may differ based on their evaluation of the vendor's products

    and consumer demand.

5. Vendor confirms Purchase Order

    Vendors have a 24 hour window in which they need to confirm a

    purchase order.

6. Vendor processes and ships order
7. Amazon Fulfillment Center receives products
8. Amazon defines the listing price for the product

    Although vendors may submit MAP (minimum advertised price)

    information, Amazon does not always adhere to the request.

9. Customer orders a product labeled "Ships from and sold by Amazon"
10. Amazon ships order to end customer
11. Both Amazon and the vendor measure performance
12. Amazon handles customer support, returns, and exchanges
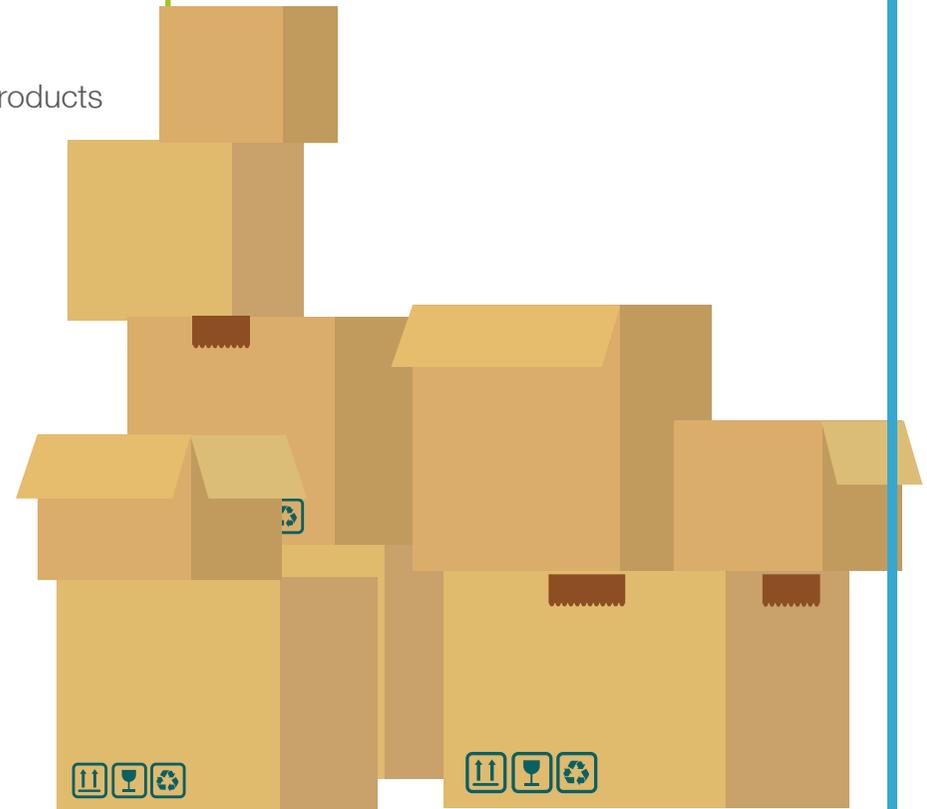
2.2 AVAILABILITY

Amazon Vendor Central is an exclusive, invitation-only program offered to select brands and manufacturers through an Amazon Buyer. An Amazon Buyer is a category-specific representative who seeks out new products for the marketplace to purchase wholesale. Should your products catch their attention, they are likely to extend you an invitation to join AVC.

Amazon Buyers look for the following:

> Products that will perform well for Amazon
> Products they believe will compete with third-party (3P) top sellers using Fulfillment by Amazon (FBA)
> Brands that are well-known or notable

Though it is not possible to join without a formal offer from an official Amazon Buyer, you are able to directly convey interest and therefore indirectly boost your company's chances of receiving an invite.
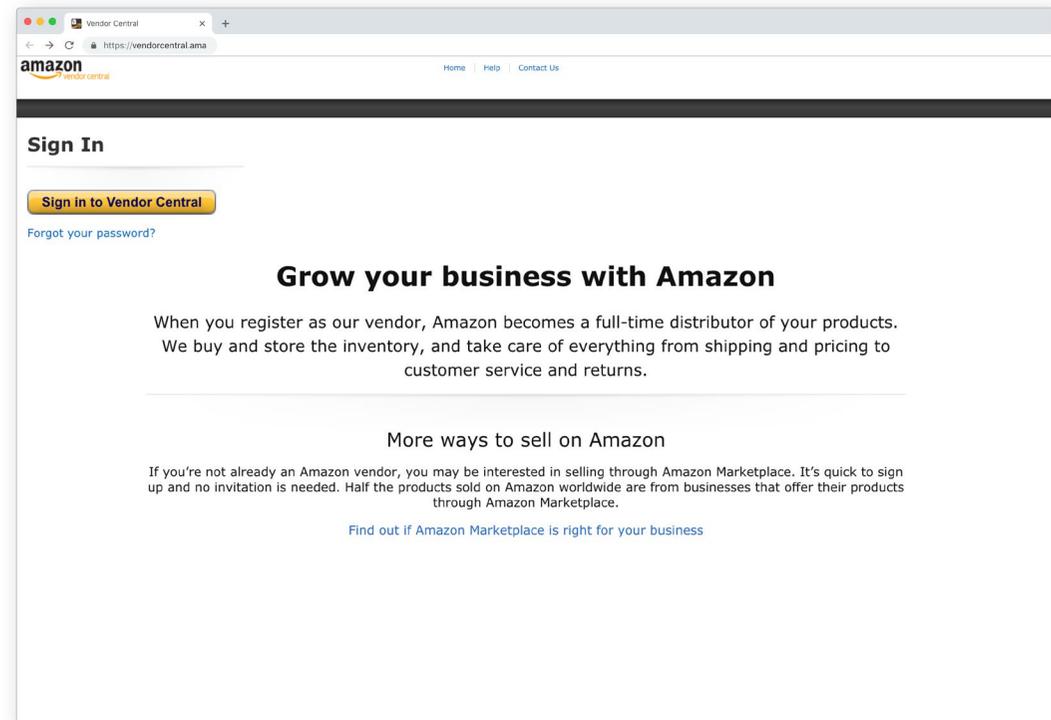
2.2 AVAILABILITY (CONTINUED)

Should you already be a 3P seller on Amazon, you may be able to leverage your existing Amazon Seller Central (ASC) account in order to gain the attention of an Amazon Buyer. In order to do this, you should:

› Maintain a positive track record as a 3P Amazon seller
› Have products listed as top sellers on Amazon
› Ensure your ASC account is in good health

Alternatively, you can write a direct invitation request to the Amazon Buyer relevant to your particular product category. Once received, an Amazon Buyer will review the request. However, the Buyer may not always send a response.

Amazon may request product samples before making a final decision of whether or not to extend you an invitation.

Tip: Amazon Buyers are regularly attending industry trade shows, scouting for new products. Use opportunities like these to get your foot in the AVC door.

Waiting for an invitation to Vendor Central?

In the meantime, learn how boost Amazon revenue through Seller Central in our free guide.

Download the full guide [here](#).

2.3 FEES

While exact fees will be discussed during initial contract negotiations between your company and the Amazon Buyer, there are certain costs that you should anticipate.

Co-op Fees:

Contracts between Amazon and its vendors will always contain an amount of co-op fees. These typically include a Marketing Development Fund (MDF) of 3-15 %, along with a freight allowances of 2-3 % and a damage allowance of 1-2 %.

Chargebacks:

Amazon is very particular about its vendor processes. As a vendor, if you do not follow Amazon's strict shipping and packaging guidelines, you are likely to be charged. This could include shipping incorrect products, shipping products that arrive late, or not including the correct shipping labels.

2.4 ORDER FULFILLMENT

As with any wholesale selling structure, there are two layers when it comes to Amazon order fulfillment. First, you need to fulfill the purchase order (PO) from Amazon. Then, Amazon is able to fulfill the product order placed by the consumer through Amazon Marketplace.

VENDOR TO AMAZON

As a vendor, your customer will always be Amazon. Therefore, it's your job to fulfill their PO by sending any requested orders to one of their Fulfilment Centers. An Amazon Fulfillment Center is essentially an Amazon product distribution center where products are stocked, prepped, shipped, and distributed to end consumers. In order to get your products to the Fulfilment Center, you have two options:

Collect:

Amazon collects the items specified in the purchase Order (PO) from your warehouse directly using their own carriers. The costs, up to a previously agreed amount, are covered by Amazon. These are calculated based on size and weight.

Prepaid:

This method requires you to take care of the logistics in-house or through a third-party distributor. Amazon will set a specific time frame in which orders must be delivered to the Amazon Fulfilment Center.

2.4 AMAZON ORDER FULFILLMENT (CONTINUED)

Both of the previously listed options will be presented and discussed during your contract negotiation with Amazon. While some companies may prefer the hands-off approach, others may see greater value in the Prepaid model. Each business is unique and what works for some, may not work for others.

If you sell large, bulky items, Amazon may push you towards the Prepaid model, as they don't like to store and ship these products.

AMAZON TO CONSUMER

Once a PO has been fulfilled, Amazon is the owner of the products. Therefore, when orders are placed in the Amazon Marketplace, the Amazon team is able to take care of the packing, shipping, and handling. Moreover, since a vendor's products are already stored in Amazon's Fulfilment Centers, they are automatically eligible for FBA and Amazon Prime.

VENDOR SHIPPING REQUIREMENTS

Amazon became a global leader in all things commerce, in part, by developing and adhering to strict processes and streamlined workflows. Now, working as a well-oiled-machine, Amazon has the same high expectations for their vendors.

This is why it introduced a 25 page Vendor Shipment Prep and Transportation Manual. It is highly recommended that brands and manufacturers study the ins and outs of this manual before preparing any product shipment for Amazon.

Amazon will typically send POs to its vendors on a weekly basis; however, this is not always the case. As a vendor, you can't control the exact number of products that Amazon orders or the timeframe in which they are to be delivered. In fact, vendors typically have less than 48 hours to confirm, pack, and deliver Amazon's purchase order. This makes organization on the vendor's side essential.

Amazon does not like storing products for long periods of time, so be sure to only prepare ahead of time and send the exact number of products specified in the PO. Otherwise, you may face chargebacks.

Tip: To maximize efficiency and avoid extra fees, all of your warehouse employees should know exactly how to prepare an Amazon purchase order. Print and bind a few copies of the manual to be kept in your shipping warehouse (or distribution center) to ensure proper guidance.

2.5 THE AMAZON RETAIL CATALOG

Although Amazon is responsible for listing your products on its marketplace and facilitating B2C sales, it's your job to make sure both Amazon and its shoppers are well informed about your products. Your retail catalog is your opportunity to ensure this.

Your retail catalog should contain all products that have been sold to Amazon, complete with detailed product information to be used for the construction of the product listing or Product Details Page. Its contents should include things like manufacturing information, size variations, materials, product titles, descriptions, and more.

Tip: While Amazon may request that you send them your entire product inventory, it is not a requirement. A retail catalog should contain only products that you have previously sold or would consider selling to Amazon.
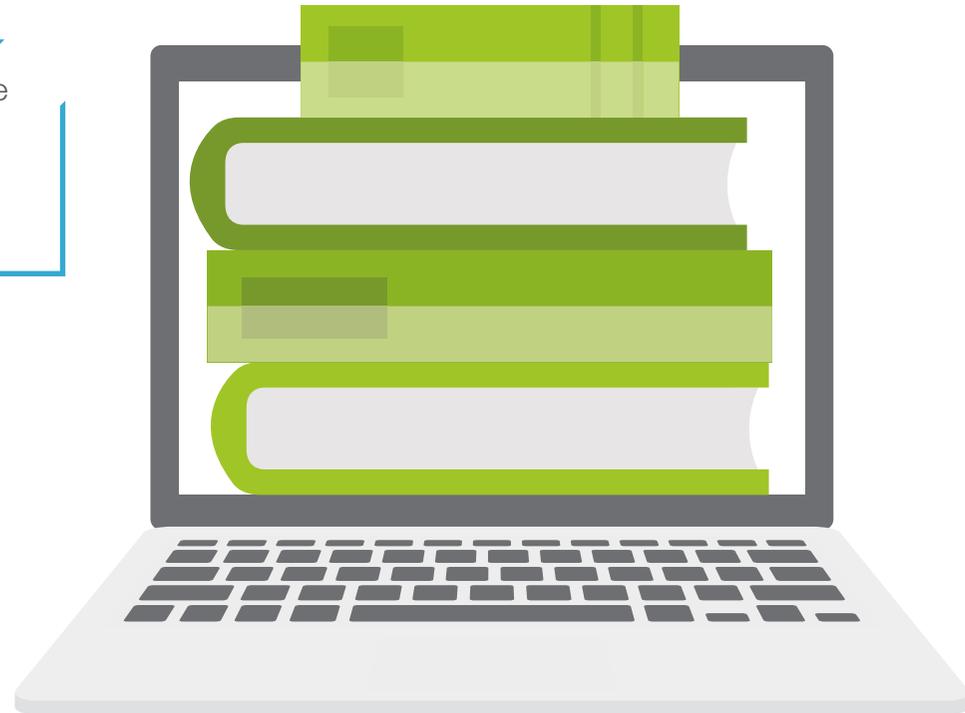
AMAZON PRODUCT DATA GUIDELINES

Amazon is notorious for its strict product data rules and regulations. Though some 3P sellers may find a loophole here and there, these rules are more strongly enforced amongst 1P sellers. In fact, if you provide any form of product information that does not adhere to Amazon's content and style guidelines, the Marketplace will not only change the content themselves but oftentimes without any warning. This is because, at the end of the day, Amazon is selling the vendor's product as their own, and aims to create a clean, consistent, and simple shopping experience for its users. **Every Product Details Page includes:**

I. TITLE
Maximum 200 characters. Try to include 1-3 common keywords in your product titles, but avoid keyword stuffing.

> **Tip:** Keep in mind that only the first 75 characters will appear on mobile; therefore the most relevant keywords should be placed at the beginning of the title.

II. DESCRIPTIVE BULLET POINTS (BETWEEN 5-8)
Use the bullet points to highlight major product features and benefits, information on usability (i.e. product settings), the exact contents of the product, care instructions, and warranty information.
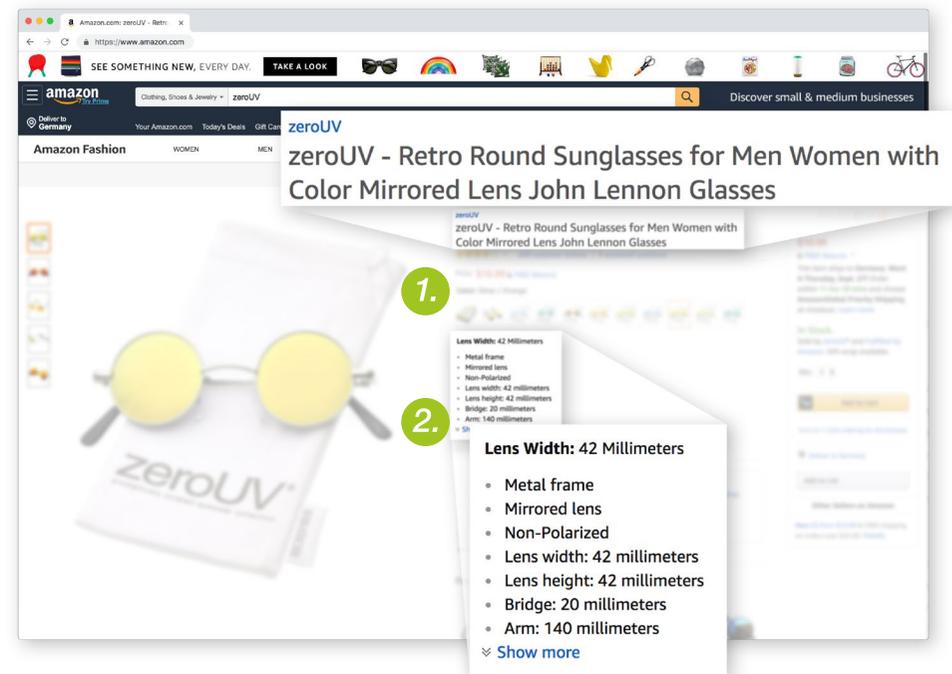
AMAZON PRODUCT DATA GUIDELINES (CONTINUED)

III. UP TO NINE PRODUCT IMAGES

Main image should have plain white background, high resolution (1000px +). The image should not contain promotional text and the product should take up 80 % of the image area. Aim to highlight different product variations, perspectives, special features, unique characteristics, and included accessories.

IV. DESCRIPTION

Maximum 2000 characters

> **Tip:** Make the description easy to skim by using bullet points, strategic spacing, and bold text.

V. BACKEND KEYWORDS

Maximum 250 characters. These will not be displayed to shoppers. Also important to keep in mind is that if this limit is exceeded, you risk not having your search terms indexed.

> **Tip:** It is not necessary to provide the same word twice (e.g. Father's day "gift," birthday "gift").
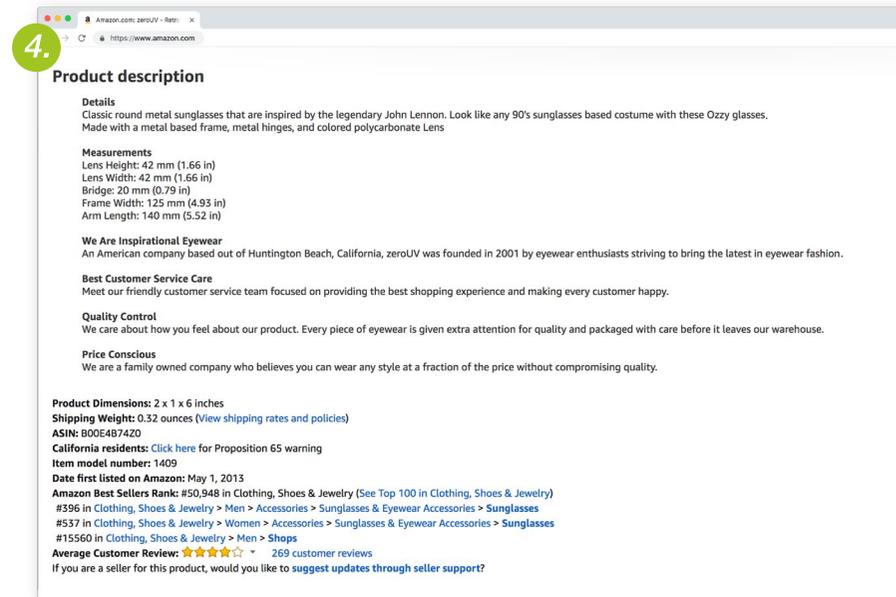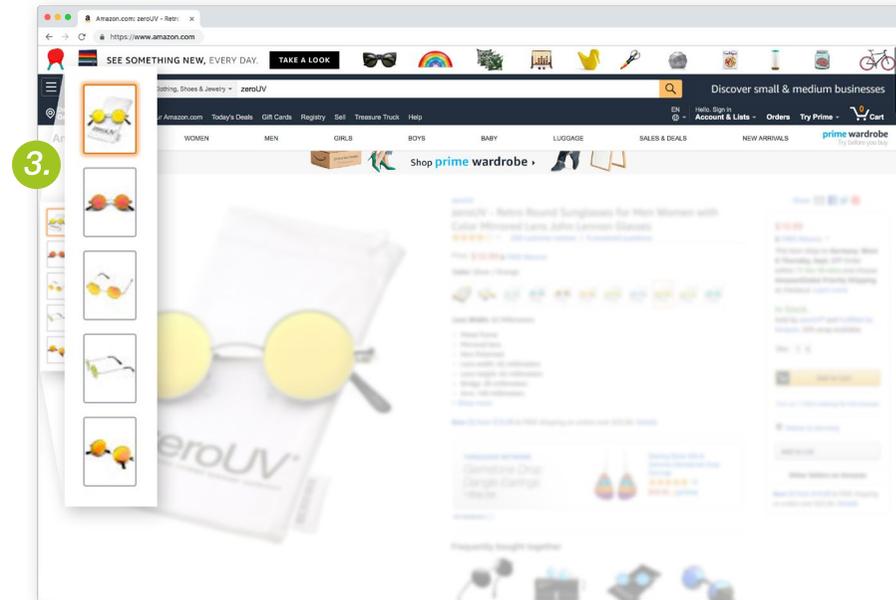
THE ROLE OF PRODUCT CONTENT QUALITY

The best way to avoid Amazon making changes to your product data is to submit the highest quality retail catalog possible. This can be achieved by ensuring the product data you provide is always clean, complete, accurate, and up-to-date, as well as through regular product content optimization.

Moreover, the better the information you provide, the easier it is for Amazon to surface your product during a relevant search and for shoppers to make a purchase decision.

Essentially, high-quality product content can help you fuel demand, resulting in more purchase orders and more products sold.

If you're selling globally, you must translate your entire retail catalog prior to uploading it into Vendor Central.

HOW TO EDIT PRODUCT CONTENT IN VENDOR CENTRAL

There is currently no way for you to make bulk edits to your retail catalog within Vendor Central. Therefore, even the smallest product updates or changes are to be made manually within Excel.

Any change to your retail catalog will need to be formally approved by Amazon. The approval process can take between 24 and 72 hours to complete. There is then an additional day required for the changes to go live.

2.6 AMAZON SALES REPORTING

Though you as a vendor aren't involved in the transactions between Amazon and the end user, you should keep an eye on your product performance in order to ensure that VC is worth your continued effort. One way to facilitate this is by leveraging Amazon's own analytics tools.

To monitor sales, customer behavior, and overall account health, Amazon offers vendors access to the following reports:
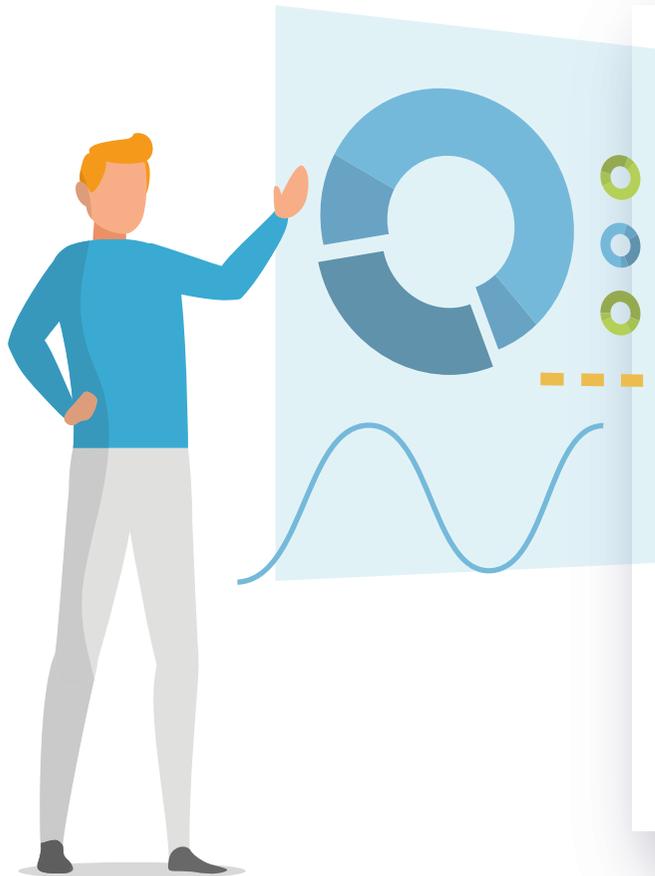
AMAZON RETAIL ANALYTICS BASIC (ARA)

This report is freely available within your VC account under the Reports tab on the main page and is accessible at any time. ARA Basic can give you more insights on inventory and transactional information as well as an overview of your VC account health.

ARA PREMIUM (ARAP)

If you are looking for more detailed performance insights and sales metrics, you can also opt into a paid report offered by Amazon to its vendors. These reports are more data-rich and contain important information about sales, customer engagement, traffic, and more.

2.7 AMAZON VENDOR SUPPORT

Amazon Vendor Central has notably less support than that of Seller Central. However, depending on the size of your business, there are services and programs set in place to offer assistance when you need it:

STRATEGIC VENDOR SERVICES (SVS)

A paid service available to large vendors (based on number of items sold), SVS offers account-specific support. With it, you will be assigned a dedicated account manager that can assist you according to your business's needs.

VENDOR SUCCESS PROGRAM (VSP)

For small and medium sized vendors, a more general support program is offered. Instead of being assigned a personalized account manager, these vendors are offered a "Contact Us" ticketing system. This support is not account-specific and tends to be most useful for generic questions.
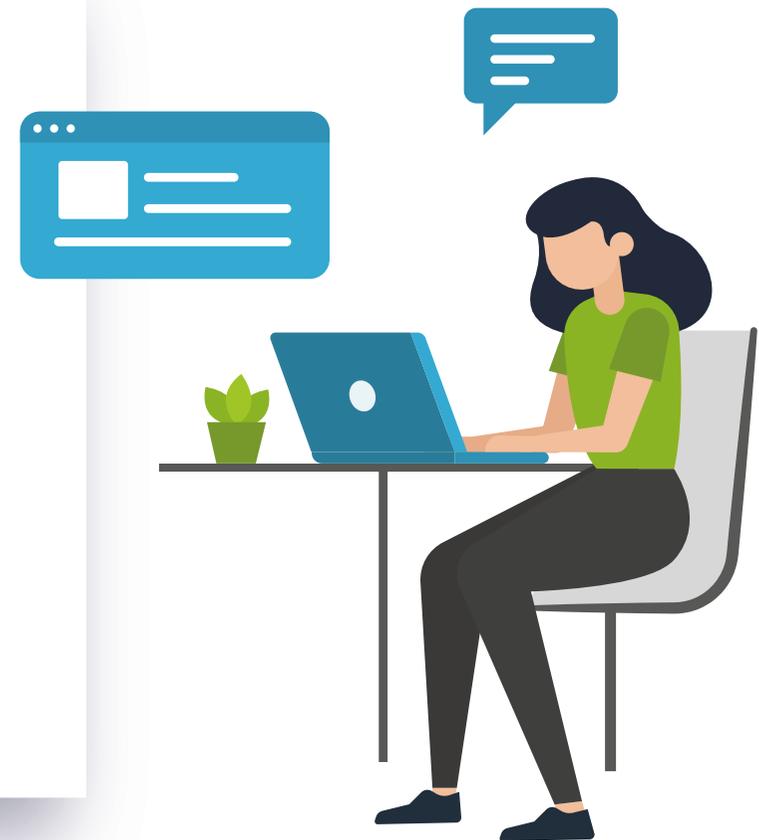
03.
MERCHANDISING OPTIONS

MERCHANDISING OPTIONS

Perhaps one of the most beneficial gains from becoming an Amazon Vendor is the easy access to Amazon's wide variety of powerful merchandising programs. Whether it's conversion or product discoverability, you're able to pick and choose which methods fit into your company's overall marketing approach.

In this section, we'll define the two most common goals and the Amazon merchandising opportunities that are available to help your business reach them:
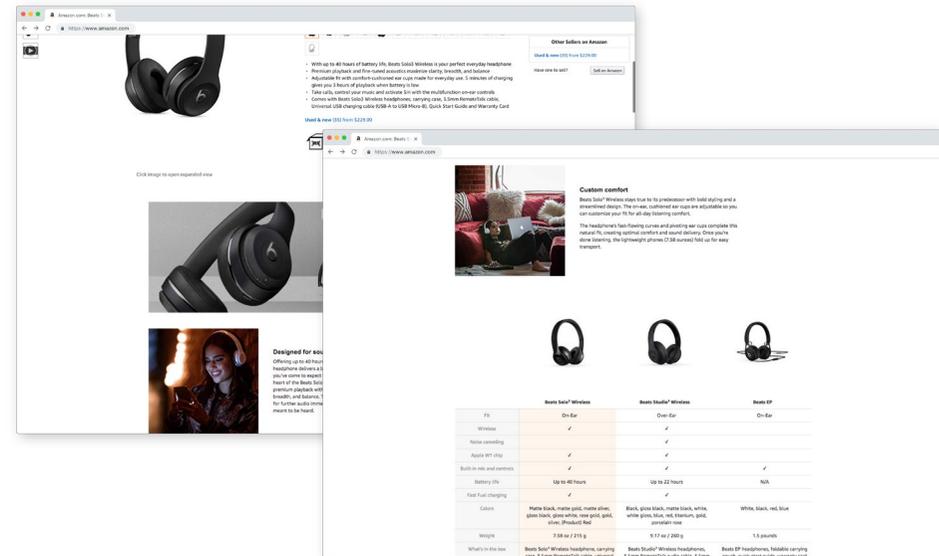
CONVERSION

PRODUCT DISCOVERABILITY

3.1 CONVERSION

In order to convert more browsers into buyers, Amazon has made available the following merchandising methods:

A+ DETAIL PAGES

Vendors are given exclusive access to Amazon A+ Content. Essentially, the program allows you to enrich your Product Details Page with a variety of marketing content and visuals that are not normally available. The enriched content is said to raise brand awareness and support educated buying decisions from shoppers.

Well-constructed
A+ Detail Pages
can increase
conversion
by 3-10%!

A+ DETAIL PAGES (CONTINUED)

A+ Detail Pages can be accessed within your Vendor Central account under the "Merchandising" tab. Up to five pages are allotted per vendor.
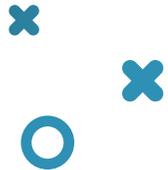
There are **two different routes** you can take to get your pages up and running:

A+ Page

1. Self-service modules:

With this approach, you'll be in charge of the page's content. Should you choose to create the pages yourself, you'll first need to provide Amazon with all of the correct content and copy. Then, you'll need to select your desired number of the twelve available modules offered by Amazon. How many and which ones you select will essentially define the look, feel, and structure of your page. Once your page has been created and submitted, it will be reviewed by Amazon before going live.

2. Amazon builds for you:

This method gives Amazon more control of the page's design. Here, you'll still provide the visuals and text, but Amazon will decide which layout works best for your brand.

A+ Page

With either approach, the pages allow you to include additional images and longer, more detailed descriptions, answer common customer questions, showcase special features, expand on your brand's history, and more.

The total price per page is dependent on the modules selected, time of year, and your chosen creation method.

Placement: A+ Detail Pages are located under the "From the Manufacturer" section on a Product Details Page. However, they are not currently cross-device compatible and won't appear on mobile.

The content on these pages is not indexed and will not impact your product's search rank.

Tip: A+ Detail Pages are the perfect opportunity to address your customer's purchase barriers.
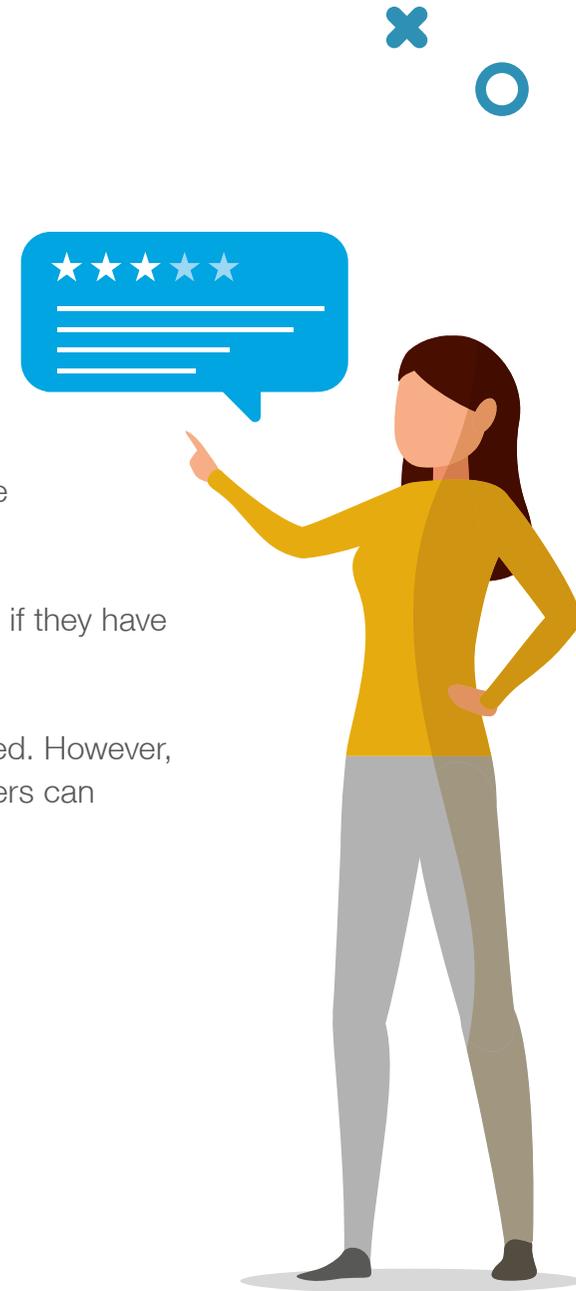
AMAZON VINE PROMOTION PROGRAM

It can be a challenge to launch new products on Amazon, particularly because most of Amazon's shoppers rely on the help of product reviews to make purchase decisions. In an effort to ease this burden for new vendors, Amazon launched the Amazon Vine program.

Essentially, the program invites reputable category-specific Amazon reviewers or "Vine Voices" to write their thoughts on new or not-yet-released products from Amazon vendors. Though participants aren't paid for the review, they do receive the products to be reviewed free-of-charge.

Not just any shopper can be invited to participate. Reviewers are only asked to participate if they have a certain number of previous reviews marked at "helpful" by other buyers.

Amazon recommends submitting at least 5, with a maximum of 30 products to be reviewed. However, it is not a given that all products will be reviewed a certain number of times, as the reviewers can decide which products they would like to recieve.

AMAZON VINE PROMOTION PROGRAM (CONTINUED)

Once a reviewer receives the product, they are required to complete a product review within a time period of 30 days. Such reviews are then labeled with a "Vine Voice" tag, which is visible to the public. To ensure that the reviews remain unbiased opinions and useful to other shoppers, the reviewers are not required to leave only positive reviews.

To maximize the chances of a positive Vine Review, ensure all of your product information, including images, title, description, and bullet points, are as accurate, clear, and complete as possible. This will maximize the chances of the product meeting the reviewer's expectations.

Placement: Vine Voice reviews appear among all other organic product reviews in the customer review section, towards the bottom of the Product Details Page.
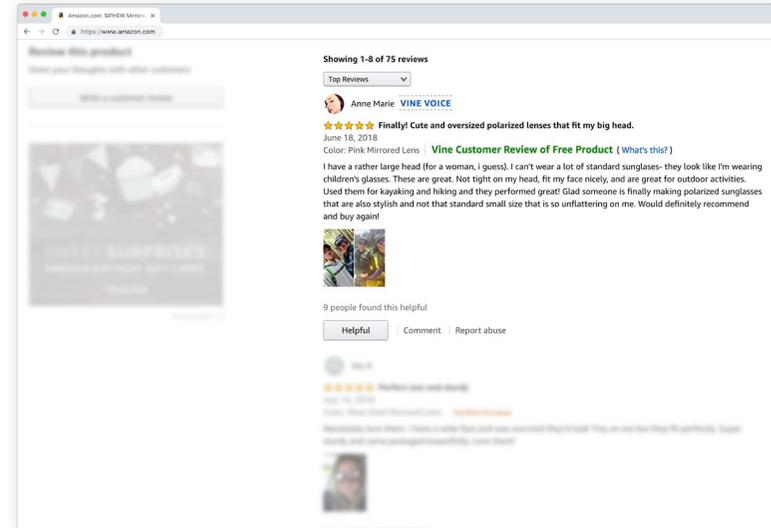

SUBSCRIBE & SAVE

Amazon's subscription service, Subscribe & Save, allows its buyers to sign up for the regular delivery of consumer goods (i.e. dish soap or laundry detergent) in exchange for a discount of 5%, 10%, 15%, or 20% off.

Placement: The option to subscribe to a particular product appears in the Buy Box of each product. Shoppers can then schedule when and how many products they would like delivered on a regular basis.
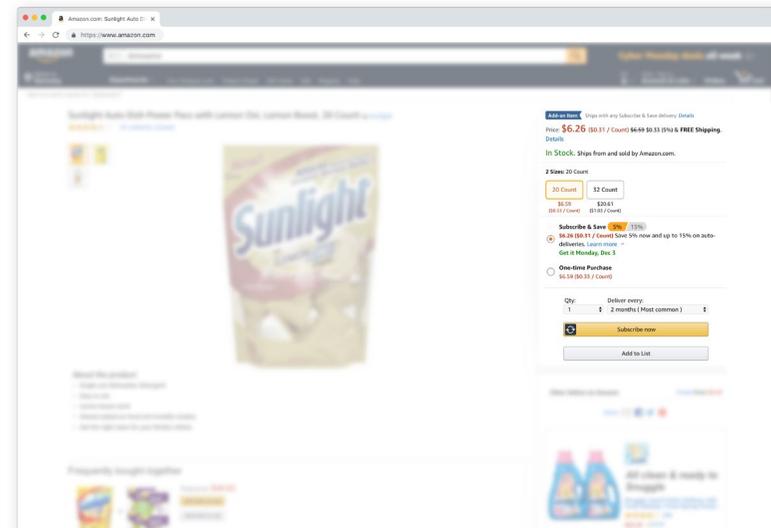
3.2 PRODUCT DISCOVERABILITY

As an Amazon vendor, you'll also have access to a variety of different promotion types directly from your VC account. Promotions are a great way to generate demand for your products, promote urgency, and boost product discoverability. As a result, many vendors see an increase in the number of purchase orders from Amazon, and thus, an increase in overall sales.
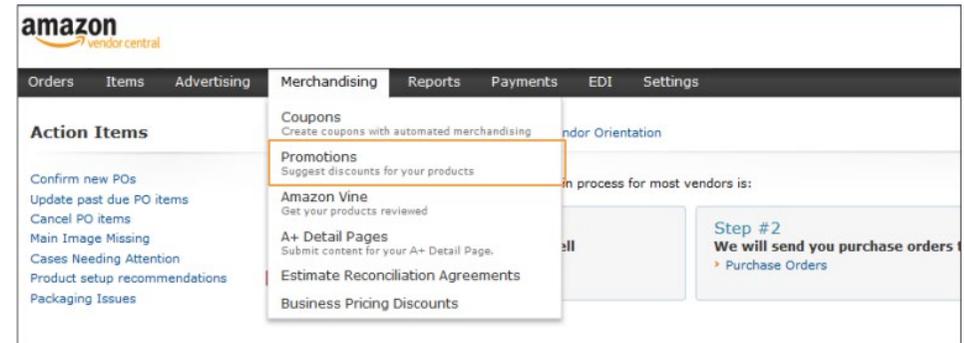

PROMO CODE

With Promo Codes, you can offer product-specific discounts to Amazon shoppers. Once a code is created in VC, it can be used in promotional emails and social media campaigns or even shared with influencers. Promo Codes can last up to 30 days but will not appear directly on Amazon's website.

Amazon shoppers can redeem the promotion in multiple ways:

> Through a direct link to a product-specific landing page
> Running a search query on Amazon for the exact code
> Manually entering the code during checkout

Keep in mind the product-specific landing page will only be live during the time of the promotion.
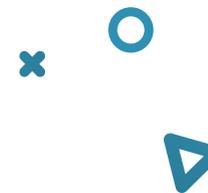
3.2 PRODUCT DISCOVERABILITY (CONTINUED)

BEST DEAL PROMOTIONS

Best Deal Promotions allow you to offer a discount on one or multiple products for up to two weeks.

Placement: Best Deal's can be found on the prominent "Today's Deals" page within Amazon.com. When a single product is being promoted, its title will automatically be displayed underneath the product image (the main image defined for that product). If the promotion includes discounts on multiple products, you can define an image for the promotion.

Once a shopper clicks on a single-product Best Deal, they are lead to its Product Details Page. If a multi-product deal is clicked, they're taken to a page featuring all products included in the promotion.

LIGHTNING DEAL PROMOTIONS

Lightning Deals are temporary discounts on products and, with a lifespan of only 6 hours, are a great way to promote urgency in the buying process.

While you can select an exact date to run your Lightning promotion, you are not able to select the time. Instead, Amazon decides when it is best to promote which products.

Placement: Lightning Deals appear within the highly-trafficked "Today's Deals" page on Amazon.com. They are complete with a real-time countdown until the deal ends as well as a percentage of how many items have already been claimed throughout the duration of the promotion. From there, Shoppers can either add the product to their cart directly or click on the image to be taken to its Product Details Page.

Tip: On popular shopping days like Black Friday, Amazon is highly selective on which products it promotes with Lightning Deals. For the highest chance of being selected on this day, submit your most popular items and at the largest discount possible.

PRICE DISCOUNT PROMOTIONS

In this promotion, you can allow Amazon to sell your products at a discounted rate. These can be initiated by either the vendor or the Amazon Deals team. This can be useful for getting rid of overstocked items or fuelling demand.

These promotions have the longest lifespan and can last up to 12 months.

Amazon recommends submitting Price Discount Promotions 4 weeks before your desired start date. This is to ensure they have time to stock their warehouse with the relevant products.

Placement: Price Discounts appear directly on the Product Details Page and are made up of three elements. A struck-through list price (original price), the promotional price, and the total savings through the promotion.

3.2 PRODUCT DISCOVERABILITY (CONTINUED)

BEST DEAL PROMOTIONS

LIGHTNING DEAL PROMOTIONS

PRICE DISCOUNT PROMOTIONS
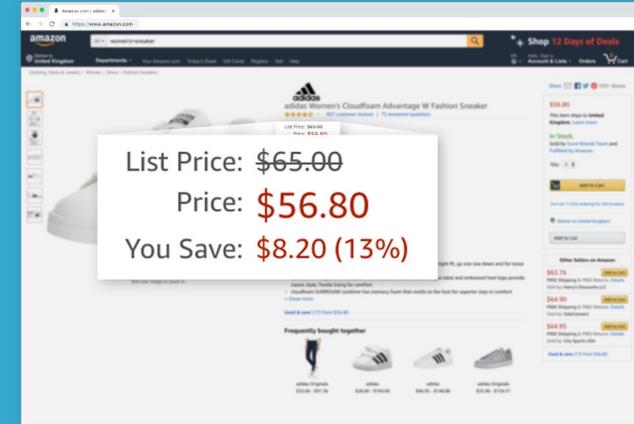
3.3 THE PROMOTIONS PROCESS ON AMAZON VENDOR CENTRAL

1. Vendor submits promotion in Vendor Central
2. Amazon reviews the request (it aims to respond within 7 days)
3. Once approved, Amazon may purchase more stock from vendor in preparation for the promotion
4. Promotion goes live on Amazon
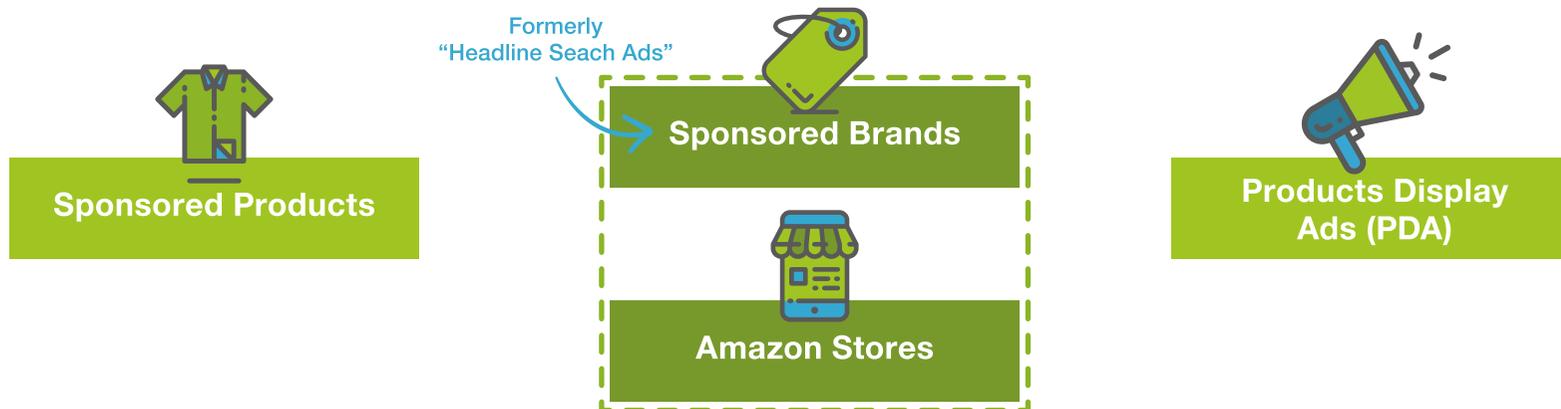5. Results are analyzed (expected increase in conversion, traffic, and sales)
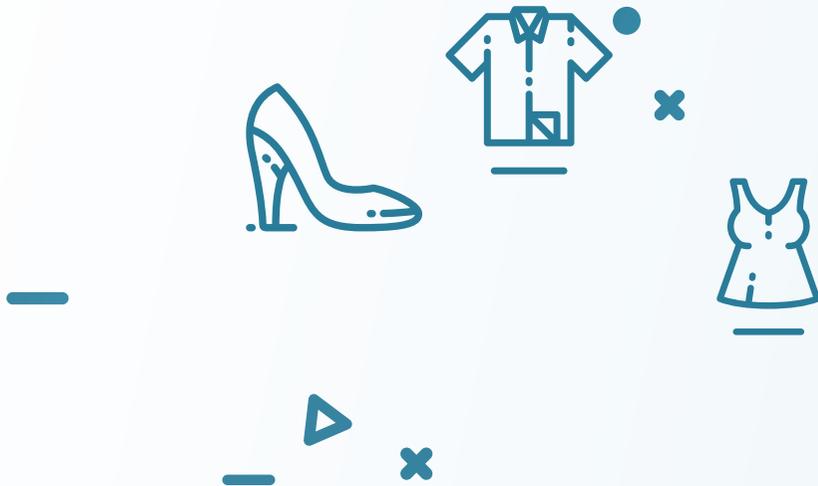
04.
AMAZON ADVERTISING

AMAZON ADVERTISING

Amazon vendors have access to a variety of advertising opportunities that can help to increase sales and grow brand awareness, even though their products are essentially sold by Amazon. As a result, leveraging these ads can fuel demand, which will help entice Amazon to continue sending you purchase orders, effectively driving your product sales.

While there are different advertising opportunities both on and off Amazon, it's common practice to test advertising on Amazon Marketplace first. These options include:

Sponsored Products

Formerly "Headline Seach Ads"

Sponsored Brands

Amazon Stores

Products Display Ads (PDA)

4.1 SPONSORED PRODUCTS

Sharing the same functionality as Google Search Ads, Sponsored Products allows you to target customer search terms with individual product listings, helping you to boost product discoverability.

Amazon recommends starting with Sponsored Products before using a mixture of advertising options to strengthen your strategy.

FEES

Sponsored Products run on a cost-per-click (CPC) pricing model. Thus, the overall cost is dependent on how much you bid for each click. Because of this, payment only takes place once a shopper clicks on the ad.

This auction-style model means that the higher a bid, the better the chances an ad has of being surfaced upon a given search. However, product relevance remains crucial here. No matter how high the bid, a hat will never surface under a search for a kitchen appliance.

Amazon recommends setting a daily budget of at least $10.
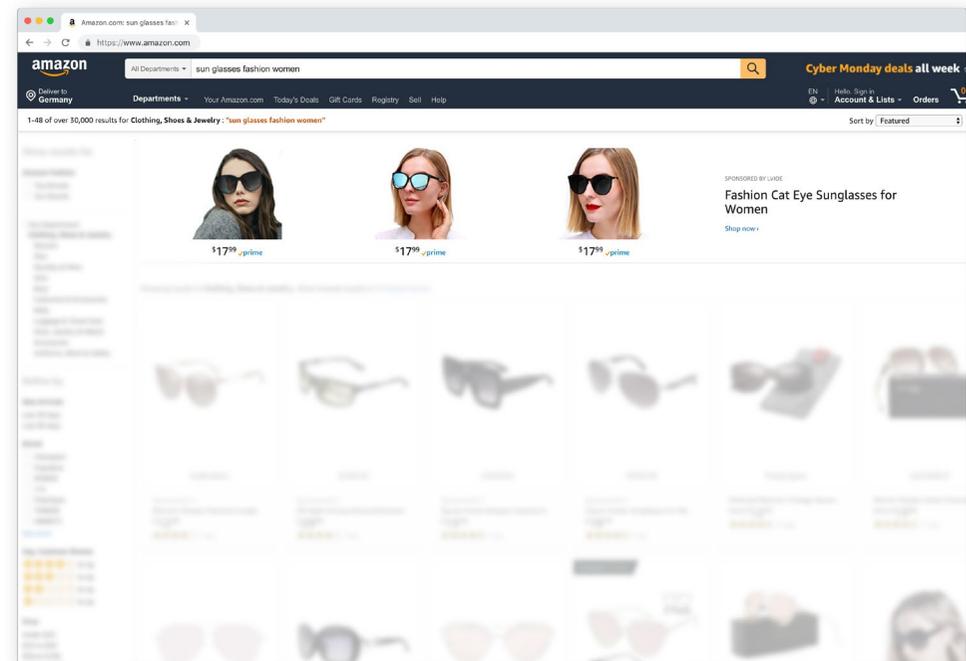
4.1 SPONSORED PRODUCTS (CONTINUED)

PLACEMENT

Sponsored Products are cross-device compatible and can appear in several placements on Amazon. Potential placements include:

> › The top, middle, or bottom of search result pages
> › Underneath "product information" on the Product Details Page
> › The last two rows of the SERP on mobile and tablet browsers

In order to run Sponsored Product Ads, Amazon requires that your product have ownership of the Buy Box. Otherwise, your ads would essentially be providing complementary marketing for your competition and potentially giving away the sale.

When leveraging both a VC and SC account, do not run Sponsored Product Ads for the same products. This will only be competing against yourself.

To learn more about Amazon's infamous Buy Box, make sure you read our guide:

How to get your products in front of Amazon's 310+ million shoppers
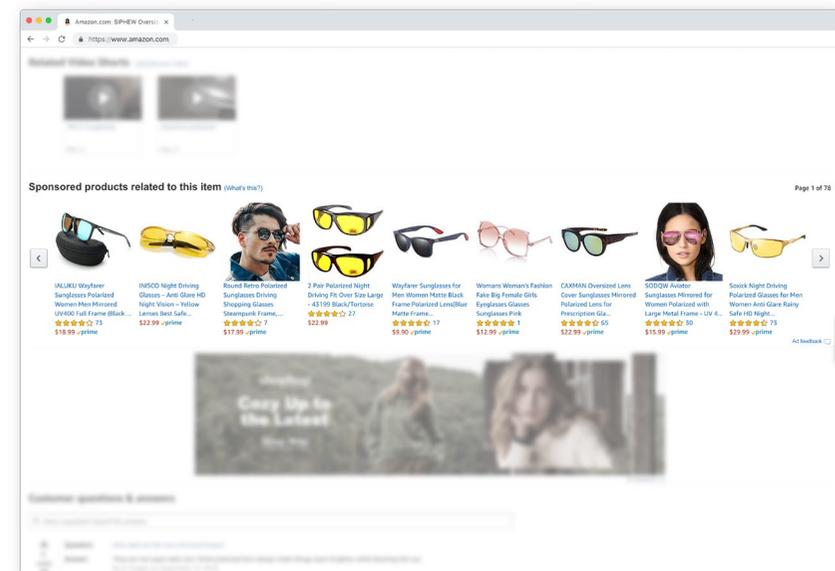
4.2 SPONSORED BRANDS

Also similar to the functionality of Google Search Ads, Sponsored Brands (formerly known as Headline Search Ads) allows vendors who are also registered brand owners to showcase their brand or portfolio within search results through keyword targeting. Complete with up to three unique product listings, a brand logo, and a custom headline, these ads are a great opportunity to build brand awareness. Once clicked, shoppers are redirected to either a Product Details Page or to a registered brand owner's customized Amazon Store.

FEES

Just like Sponsored Products, Sponsored Brands runs on a cost-per-click pricing model. Therefore, the cost is based on how much you decide to bid for each click. You are only subject to the fee once a shopper clicks on your ad.

The minimum bid for a single click is $0.10 (which varies slightly by country), while the minimum budget for an entire campaign is $100 and $1 for daily budgets.

> To increase relevance during auction, make sure all of the products showcased in a single ad are from the same category.

PLACEMENT

Sponsored Brands are displayed as a headline banner on the top, left, or bottom of the search results page and within search results on the Amazon app.

> While Sponsored Brands have less placement possibilities than Sponsored Products, they will surface regardless of whether or not a vendor's product owns the Buy Box as long as the redirect is to your Amazon Store.
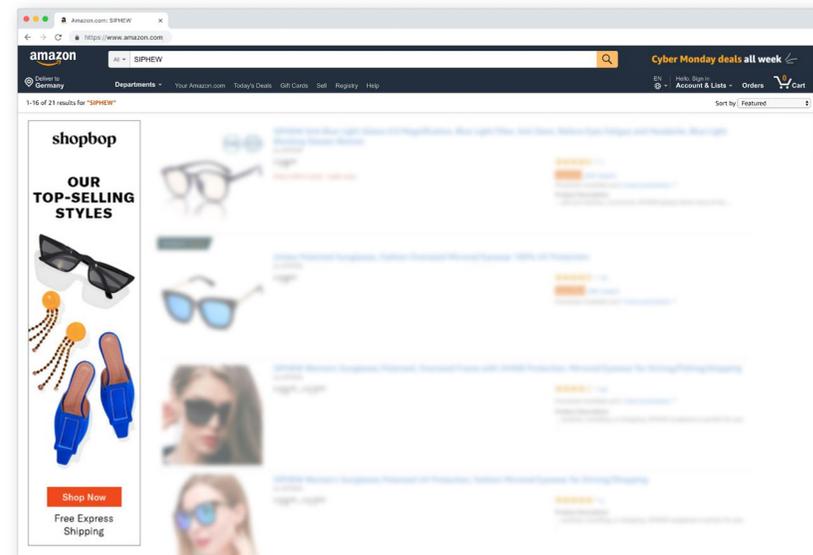
4.3 AMAZON STORES

An Amazon store is a multipage destination within Amazon.com that allows vendors and registered brand owners to showcase their products and tell their brand's story. Stores have shown to increase brand awareness and engagement.

With various designs and layouts to choose from, along with a unique URL (www.amazon.com/brandname), Stores gives you the chance to build a true-to-brand storefront.

When deciding which products to showcase, you can choose between dynamic or handpicked curation. Should you choose the dynamic option, a selection of dynamic widgets will auto-populate predefined areas of the store based on on keyword search, best-selling product, or recommendation history.

To get started, log in to your Amazon Advertising Account (formerly Amazon Marketing Services.)
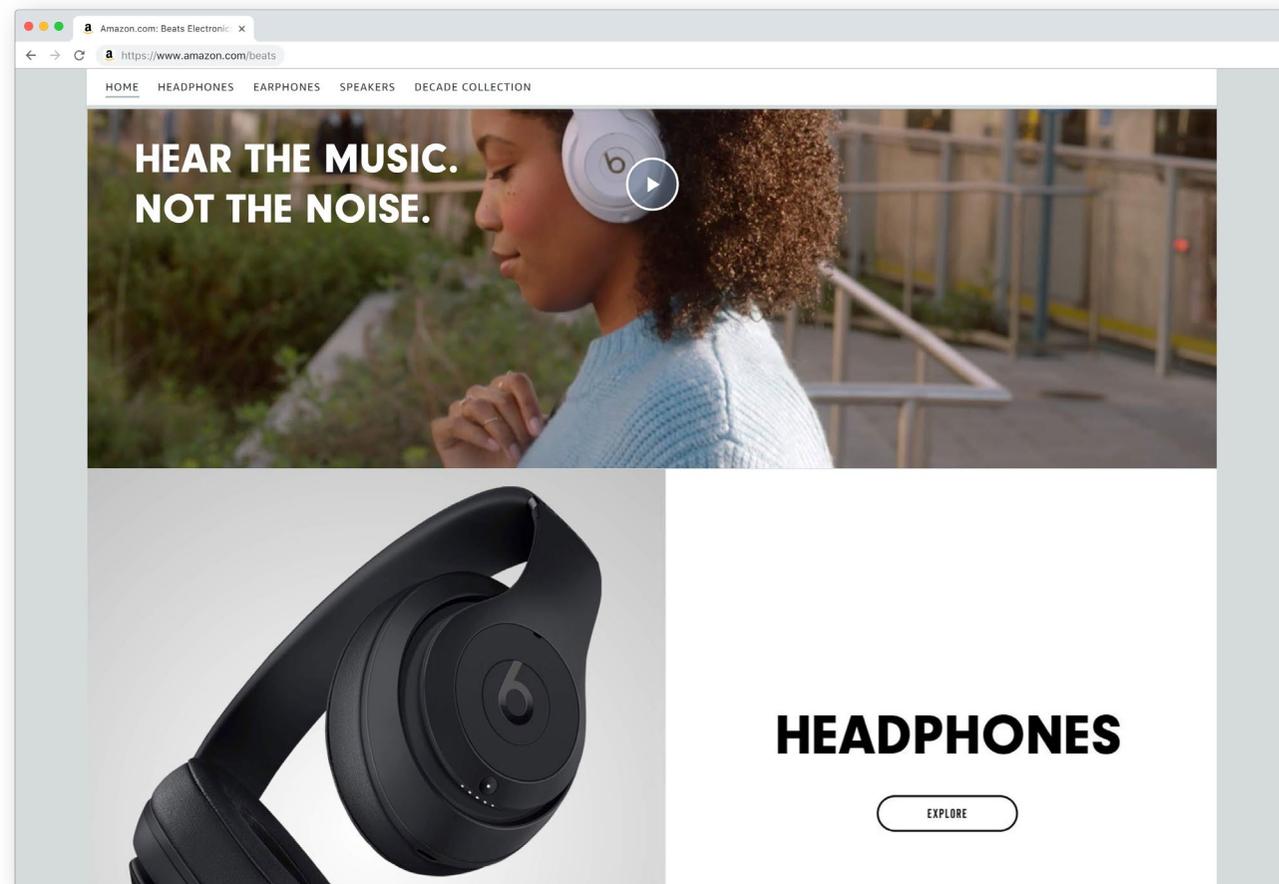
4.4 PRODUCT DISPLAY ADS (PDA)

Product Display Ads differ from both Sponsored Products and Sponsored Brands. Here, you have two unique targeting options. You can choose to either target specific products or target related categories.

The format gives you the opportunity to promote your product on the Product Details Page of competitors or complementary products (i.e. an ad for your phone case could be promoted on an iphone product page).

PLACEMENT

PDAs are cross-device compatible and can appear anywhere from:

> › Product Details Pages
>   (right below the "Buy Now" button)
> › The right rail
> › The bottom of the SERP
> › "Read all reviews" pages
> › Amazon generated marketing emails
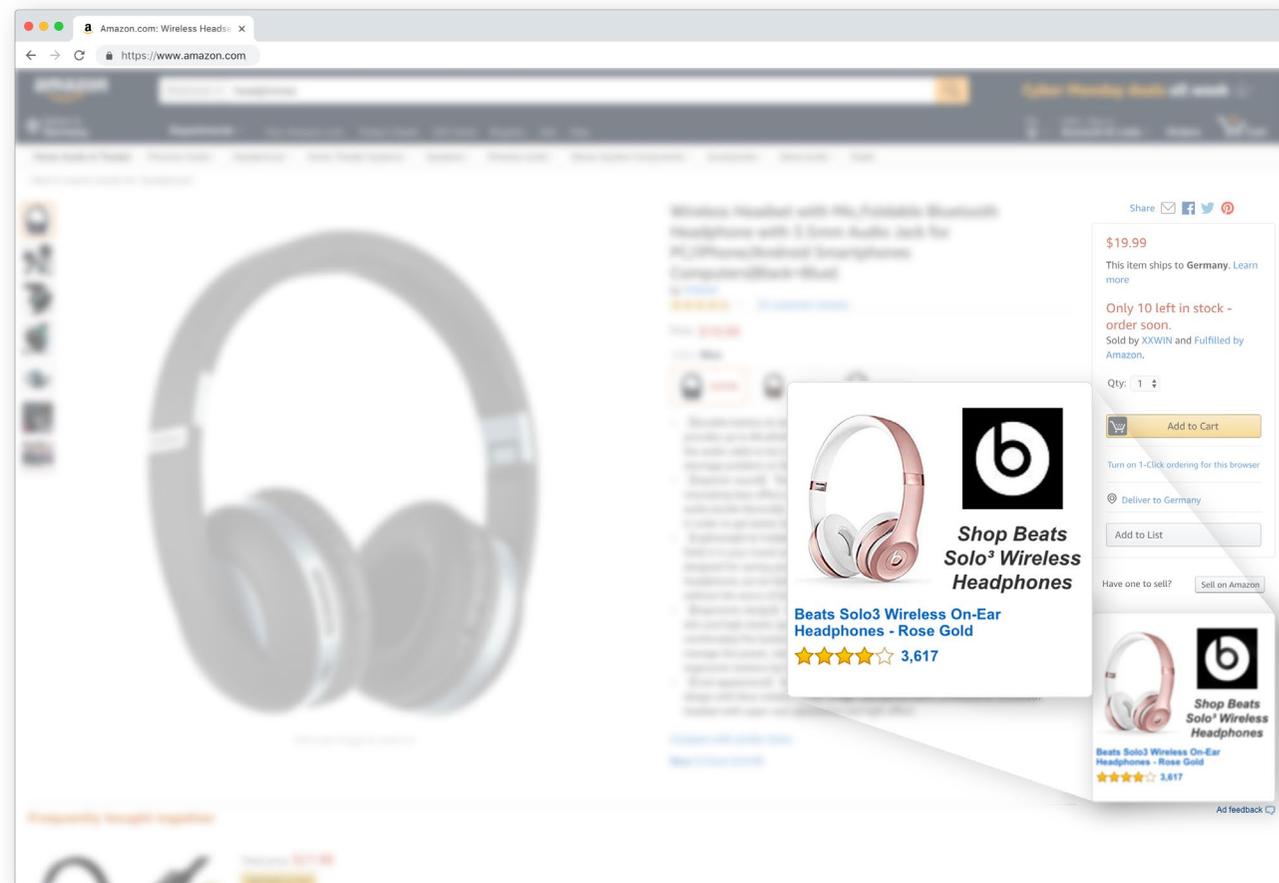
4.5 AMAZON BRAND REGISTRY

As previously mentioned, one of Amazon's most unique features is that multiple sellers must list their individual offers under a single Product Details Page. While this doesn't always present issues among sellers, it can be difficult for brands to maintain accurate and consistent product information. This is why Amazon created the Amazon Brand Registry.

Product content from brand owners and original product manufacturers takes priority over other sellers on Amazon. The Amazon Brand Registry allows brands to register, essentially giving their product content, including descriptions, bullet points, product titles, and keywords, preference over other sellers. This way, both brands and Amazon can ensure that shoppers only see the most up-to-date, accurate, and complete product information.

THE HYBRID APPROACH: AMAZON VENDOR + SELLER

THE HYBRID APPROACH: AMAZON VENDOR + SELLER

Many brands and manufacturers benefit from maintaining both a Vendor Central and Seller Central account, making them simultaneously 1P and 3P Amazon sellers.

This can work to your advantage in many scenarios, including:

> When Amazon doesn't purchase all of your stock
> For listing CRaP (Can't Realize any Profit) ASINs – these are products that don't generate enough profit for Amazon to sell on its retail channel
> Products that are out of season
> When Amazon sells more than what they have in stock, so you can fulfill the order yourself
> For product types that Amazon doesn't carry on its retail channel

THE HYBRID APPROACH:
AMAZON VENDOR + SELLER

Vendors adding Seller Central:

Talk to your vendor manager to make sure it is okay with them that you start a SC account. If you don't get the permission required, you may end up having your Seller Central account suspended.

Sellers adding Vendor Central:

During your initial contract negotiations with the Amazon Buyer, let them know that you intend on keeping your SC account active.

Amazon is a highly lucrative channel that helps brand and manufacturers stay competitive in an increasingly digitized commerce ecosystem. By getting your products listed here, you are meeting customers where they are looking, without having to dive full force into ecommerce and B2C relationship building.

If you've already received an invitation from Amazon Vendor Central, consider obtaining product content syndication and optimization software to help you quickly and easily tailor your product catalog to Amazon's unique specifications.

Tip: Avoid getting into price wars with Amazon or fighting with them over the Buy Box. At the end of the day, they are selling your products and it would only be competing against yourself.

06.
WHY USE PRODUCTSUP AS AN AMAZON ENABLER?

WHY USE PRODUCTSUP AS AN AMAZON ENABLER?

Productsup provides an easy-to-use, centralized platform for you to easily create the perfect retail catalog for Amazon Vendor Central.

Using the SaaS solution, you as a vendor can:

- Increase revenue with channel-ready Amazon catalogs
- Create, push, and update product inventories in a fraction of the time
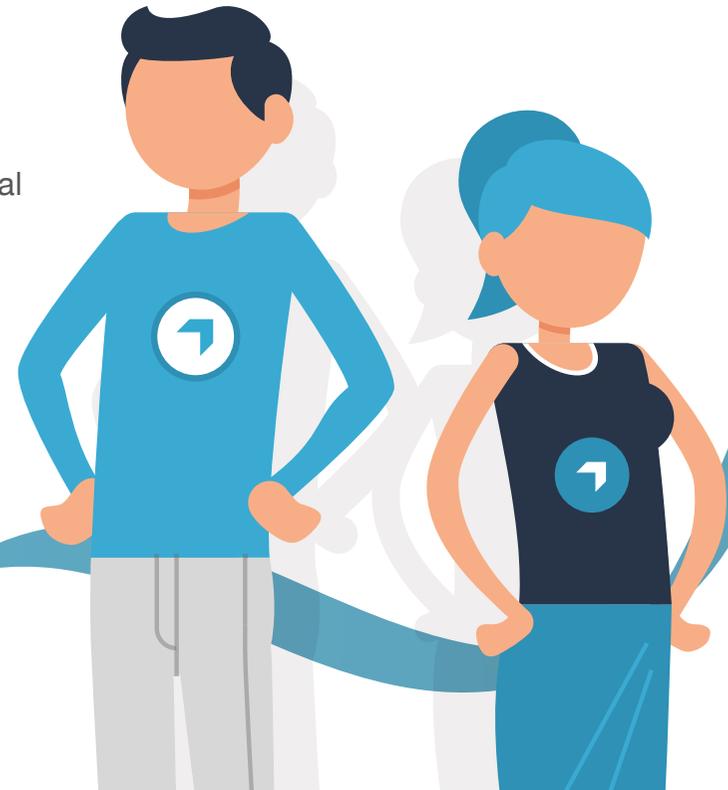- Drastically reduce the amount of manual work required within Vendor Central
- Boost ad performance with high-quality product content

Want to maximize your revenue potential as an Amazon Vendor with a perfect retail catalog?
Try Productsup! Get in touch with us.