amazon

Here are ten tips that can help you be successful selling on Amazon.com

1. Provide accurate product data

Use unique standard identifiers (UPC/EAN/ISBN) when creating or matching to product detail pages. Make sure your product description and condition notes are clear and helpful to buyers. It's important that buyers get exactly the product described on the detail page where you place your listing.

2. Check for orders daily

To ship quickly you need to find out about orders promptly. If you have signed up for order notifications, we will e-mail you when you have a sale, but e-mails are unreliable and can be caught by spam filters. That is why we recommend checking for orders daily on Seller Central. Under the Orders link you can view a list of orders and set up automatic order reports.

Learn more about checking orders →

3. Confirm when you ship

Amazon charges the buyer's credit card only after shipment is Confirmed. Once an order is placed, you are responsible for confirming shipment within the time that you specified in your shipping settings. (The default is two business days.) To do this, on the Orders link click the Confirm Shipment button.

Learn more about confirming shipment →

4. Check your inventory regularly

Keep an eye on quantity of inventory you have in stock, especially if you sell in multiple channels. Customers who submit orders for products that turn out not to be in stock are likely to leave negative feedback. If you get into this situation, the best move is to quickly inform the buyer and, if appropriate, offer to compensate them for their trouble.

Learn more about managing inventory →

5. Keep pricing accurate at all times

The More Buying Choices page displays the lowest priced items first. Amazon shoppers are always looking for the best deals and are more inclined to purchase items that appear at the top of the More Buying Choices page.

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6. Be sure to align your shipping & fulfillment policies

The best way to avoid disappointing buyers is to set expectations and then meet them. When creating your shipping policy clearly let customers know how often orders are processed, how frequently you ship, the carriers you use, and how to contact you with shipping related questions. Buyers will be disappointed if their item arrives late or the item is damaged; this can lead to negative feedback, refunds, or A-to-z Guarantee claims, all of which may have negative consequences for your account.

7. Be accessible to customers

Nothing is more frustrating to a buyer than not knowing the status of their order. Respond quickly to buyer contacts and notify them when an order's shipment is delayed. Make it easy for customers to know how to reach you so that they trust that you will make their sales experience go smoothly.

8. Build a good feedback rating

Customers pay close attention to feedback, and so do we as we monitor your performance. We've found that the keys to good feedback are accurately describing your items, getting items to buyers quickly, and being prompt in responding to buyer questions. You may also want to solicit feedback on your packing slips.

Learn more about feedback →

9. Handle returns & refunds gracefully

No one looks forward to taking returns and making refunds, but it is part of selling and a requirement of the Amazon sales process. Taking returns gracefully can lead to better feedback about your customer service. You are required to take returns of most items up to 30 days after delivery and your policy must be at least as favorable as Amazon's current policy (for more information see your seller agreement).

10. Know where to look for answers

Take time to examine all the tools on Seller Central as well as your legal agreement and our other policies. If you have questions, a good place to begin is the Help link in the upper right corner of any Seller Central page.

Go to Help →