

# The New Seller Guide

## A 90 Day Roadmap for New Seller Success

Speed matters—and for Amazon sellers the first 90 days are especially critical. That's why we invented the New Seller Guide, a set of brand, logistics, pricing, and promotional services designed to fuel the growth of new sellers.

This guide contains high-level information that will help you start your journey selling in the Amazon Store.

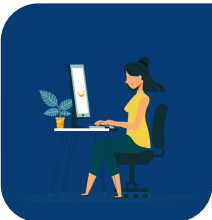


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# Six steps for New Seller Success



**1) Sign up for a Professional selling account**



**2) Register your brand**



**3) List your products in the Amazon Store**



**4) Sign up for Fulfilment by Amazon (FBA)**



**5) Attract customers through deals, coupons and ads**



**6) Manage your Account Health and Automate your Pricing**

# 1) Sign up for your Professional Selling Account

With two selling plans available, 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. Don't worry about making the wrong choice - you can change plans at any time. Also keep in mind that, in both cases, additional [selling fees](#) apply.

## Individual vs Professional Plan

Individual Plan	Professional Plan
<b>\$0.99/item sold</b> (excl.GST) + additional selling fees	<b>\$49.95/ month*</b> (excl.GST) + additional selling fees
<ul style="list-style-type: none"><li>You plan to sell fewer than 50 items a month</li><li>You're still deciding what to sell</li><li>You don't plan to advertise or use advanced selling tools</li></ul>	<ul style="list-style-type: none"><li>You plan to sell more than 50 items a month</li><li>You want to advertise your products</li><li>You want to use advanced selling tools eg. APIs and reports</li></ul> <p><small>*If you expand to sell in other worldwide Amazon Stores using merged accounts, you will pay the equivalent of \$39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see Monthly subscription fee FAQs and Merging Accounts for more details.</small></p>

## Verify your identity

You must complete identity verification to become successfully registered as a seller on the Amazon Australia store. Follow this [step-by-step guide](#) and the tips on each page to help prevent delays in your registration.

Ensure you are ready with the following:

- Business email address or Amazon customer account
- Chargeable credit card
- Government ID (identity verification protects sellers and customers)
- Tax information
- Phone number
- A bank account where Amazon can send you proceeds from your sales

# 2) Register your brand

If you own a brand, Amazon offers tools to help you build, grow, and protect it. After enrolling your brand in [Amazon Brand Registry](#), you can use A+ Content to showcase your products and tell your story on Amazon product detail pages. Use A+ content to add videos, enhanced images, and product comparison charts that inform and inspire customers.

## A+ Content



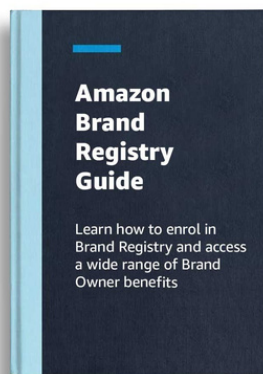
## Storefront



## Eligibility Criteria:

- Pending or Active Trademark
- Trademark must be in the form of a textbased mark (word Mark) or an image based mark

## Educational Resources



[Download](#)



[Watch video](#)



# 3) List your products

To sell a product on Amazon, you must first create a product listing. Either:

1. Match an existing listing (if somebody else is already selling the same product on Amazon)
2. Create a new listing (if you are the first seller).

## 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.

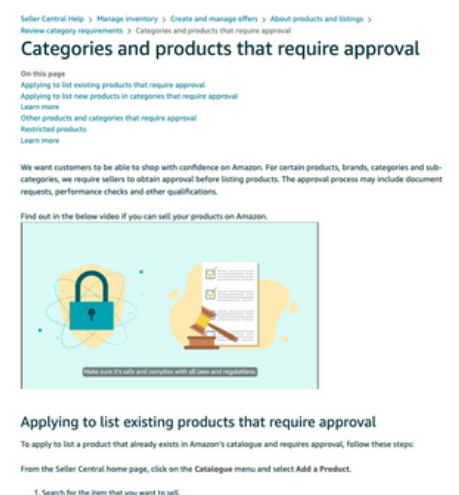
## Listing Guide



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Read



# 4) Enrol in Fulfilment by Amazon

## Solve shipping, returns, and customer service

With [Fulfilment by Amazon \(FBA\)](#), you can store products in Amazon's network of fulfilment centers. When a customer places an order, we pick, pack, ship, and provide customer service and returns. The program can help you reach customers and stay focused on growing your business. You could also be eligible to try FBA with the [FBA New Selection Program](#) in which you can qualify to get free monthly storage and free removals for all eligible, new-to-FBA parent ASINs for a limited time. [T&Cs apply.](#)

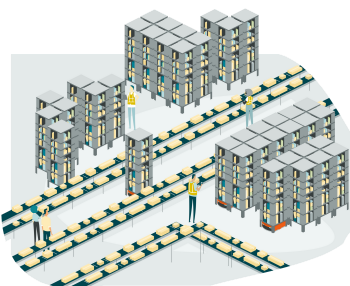
## Why should you use FBA?

### Fast and convenient delivery choices



- Amazon Prime members love free expedited shipping on Prime-eligible orders
- Amazon.com.au customers enjoy free Australian shipping on eligible orders over \$59
- Customers can also combine your orders with other products fulfilled by Amazon to qualify for free shipping
- FBA listings are eligible to display the Prime shipping badge

### Flexibility to help you scale quickly



- No minimum for the number of products you send
- Multi-Channel Fulfilment allows you to sell from your own site or third-party e-commerce sites with Amazon picking, packing, and shipping to your customers



## Cost-effective pricing

Pay as you go and simplify your fulfilment costs. With FBA, you're charged for storage space and each order we fulfil. [Fees for Selling on Amazon](#) and [optional services](#) may apply.



## Trusted customer service and returns

- Provide world-class, 24/7 customer support to your customers
- FBA customer support: Our customer support is available 24/7 via phone and email
- FBA returns: Our customer service also manages product returns for FBA products sold on Amazon.com.au

## Educational Resources



Download



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# 5) Attract customers through deals, coupons and ads

## Advertising

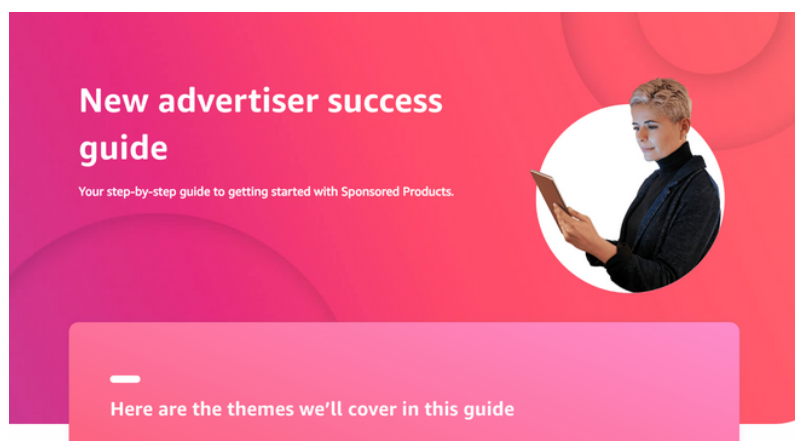
### Turn browsers into buyers

[Sponsored Products](#) are cost-per-click (CPC) ads that promote individual product listings on Amazon and select premium apps and websites. You can create a campaign in just a few minutes, even if you've never advertised before.

### Benefits of Sponsored Products:

- Help drive sales with a few clicks
- Encourage informed buying decision
- Manage ads for your specific needs
- Optimise for your budget
- Advertise smarter with informative insights
- Reach consumers with relevant messaging

### New advertiser success guide



Complete

# Deals

Deals help to increase the visibility of your eligible ASINs to customers and are set up from the Coupons dashboard in Seller Central.

## Benefits of Deals

- Participate in Amazon Marketing Events
- Help increase sales across your brand
- Highlight products in Amazon.com.au search results
- Help improve discoverability of your brand and products

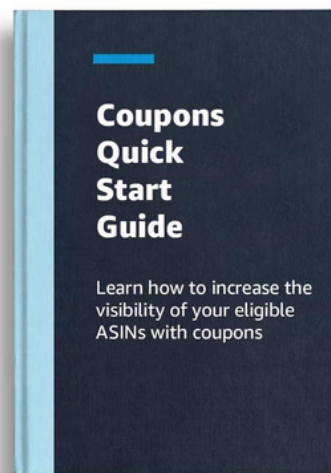
# Coupons

Coupons help to increase the visibility of your eligible ASINs to customers and are set up from the Coupons dashboard in Seller Central.

## Educational Resources



[Download](#)



[Download](#)



# 6) Manage your account health and automate your pricing

## Account Health

The Account Health page provides an overview of your selling account's adherence to the performance targets and policies required to sell on Amazon. To ensure that we are delivering a great experience for our customers, action may be taken if sellers do not comply with these targets.

**Account Health** Leave Feedback  
To sell on Amazon, you must adhere to the below performance targets and policies. Help us reach you in the instance a critical event occurs that affects your ability to sell by entering your emergency contact number here.  
[Report abuse of Amazon policies.](#)

**Account Health Assurance**  
A new benefit for selling partners who consistently achieve a high Account Health Rating.  
[See what it takes to qualify >](#)

**Need help?**  
Speak to an Account Health Specialist.  
To learn more about the Account Health Support Team, click here  
[Call me now](#)

**Customer Service Performance**

	Seller Fulfilled	Fulfilled by Amazon
Order Defect Rate Target: under 1%	N/A	N/A
Order Defect Rate consists of three different metrics:		
• Negative feedback	N/A	N/A
• A-to-z Guarantee (claims)	N/A	N/A
• Chargeback (claims)	N/A	N/A

[View details](#)

**Policy Compliance** Healthy

**Account Health Rating**  
This rating reflects your adherence to Amazon's selling policies. [Learn more.](#)

200 / 0 100 200 1000

Suspected Intellectual Property Violations	0
Received Intellectual Property Complaints	0
Product Authenticity Customer Complaints	0
Product Condition Customer Complaints	0
Food and Product Safety Issues	0
Listing Policy Violations	0
Restricted product policy violations	0
Customer Product Reviews Policy Violations	0
Other Policy Violations	0
<a href="#">View all (0)</a>	
Policy Violation Warning	0

**Account Health News**

Make sure your third-party app is vetted by Amazon	20 January 2024
Set up account holiday settings over the festive season	23 December 2023

[More news](#)

**Shipping Performance**

	Seller Fulfilled
Late Shipment Rate Target: under 4%	N/A
Cancellation Rate Target: under 2.5%	N/A
Valid Tracking Rate Target: over 95%	N/A

[View shipping eligibilities here](#)

[View details](#)

**Manage your compliance**

Product compliance requests	0
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[View all \(0\)](#)

## What is Account Health Rating?

The Account Health Rating (AHR) is a new feature that helps you monitor your account health based on your adherence to Amazon's selling policies. To maintain 'Good' account health, address all the policy violations in a timely manner. If your AHR is 'At Risk' or 'Critical', your account may be at risk of deactivation. To learn more about the AHR, visit [Account Health Rating: Frequently asked questions](#).

# Automate Pricing

Did you know that you can use Amazon's free Automate Pricing tool to adjust your prices quickly and automatically to help your pricing remain competitive?

[Automate Pricing](#) allows you to automatically adjust prices on SKUs in your catalogue in response to events such as the Featured Offer (Buy Box) price, without having to revisit the SKU every time you want to change your price. Choose the listings you want to enrol, set price limits, and let Amazon help keep your prices sharp 24 hours a day, 7 days a week—while you focus on other aspects of your business.

## Benefits

- Move Fast - Automatically change your prices in response to the events you choose
- Price Competitive - Potentially increase your likelihood of becoming the Featured Offer
- Stay in Control - Safely price between the minimum and maximum price guardrails you set
- Do More - Automation gives you more time to focus on other aspect of your business

Automated Pricing Rules

Automated pricing is undergoing updates. We're working on upgrading your automated pricing experience.

Automatically update prices across your entire catalogue based on rules you manage. Try a pre-defined rule to start pricing right away, or create a custom pricing rule to meet your specific business need.

Select marketplace: Australia (AU)

Rule name	Rule type	Rule summary	Marketplace	Number of SKUs	Rule status	Action
Competitive Price Rule by Amazon	Competitive featured offer rule	Match the Featured Offer price, on all offers for the same ASIN and condition. Also compare with prices from retailers outside Amazon. Continue automated pricing after updating prices elsewhere.	Australia	0	Active	Edit SKUs

25 results per page

## Educational Resources

Automate pricing > Create a pricing rule

Automate Pricing [Learn more](#)

Create a new pricing rule

1 Choose rule type and name

Select the type of rule logic that you want to create and the name of the rule.

What type of rule do you want to create?

Select a rule

How do you want to name this rule?

Proceed to marketplace(s) selection

2 Marketplaces

amazon seller university

Automate pricing - Create custom rule

Watch now

