

Getting Started with
selling services on 

Introduction

Getting started with Selling Services on Amazon is fast and simple—with just a little effort, you can have your services in front of Amazon.com customers. Set aside thirty minutes to set up your and configure account.

Before your offers go live on Amazon.com, you will need to do the following things:

- Add your coverage areas and/or store locations
- Set prices for the services you want to offer
- Add your technicians that will be fulfilling Amazon orders
- Add your insurance information
- Add your professional license information

Your business will also need to pass a background check, which runs automatically in the background when you set up your account. We will walk through these steps in this guide, to make sure you get set up and live on Amazon.com as quickly as possible.

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Before You Start

Before you get started, make sure you have these items on hand:

1. State/Local Business Registration Number

This is the registration or UBI number on your business license. It isn't your EIN or Tax ID number.

2. Valid credit card

The credit card information is used for identity verification. You will not receive any charges against this card.

3. Insurance information

You are required to have General Liability Insurance, and you may also be required to have workers' compensation insurance and/or automotive insurance, depending on your state and line of work.

4. Names and email addresses of your technicians

You will need to input all of your technicians so that they can complete orders, and so technicians that do in-home services can undergo a background check.

5. Addresses of your stores (if applicable)

If you have stores, you will want to input all of them so customers can find the location closest to them.

6. Licenses

Make sure to have the ID number and expiration date of your relevant licenses.

Setting Up Your Account

Here is what you will need to do to create your login and password for Seller Central.

1. Visit the [account activation page](#), and enter invitation code you received from us via email. If you do not have an invitation code, you will need to [apply for the program](#).
1. On the next screen, select Create new account and enter a username and password. After you have created your account or signed in, you will be taken to the Seller Agreement page.

Important: We recommend using a new account for your business. You cannot use any previous Amazon Seller Account.

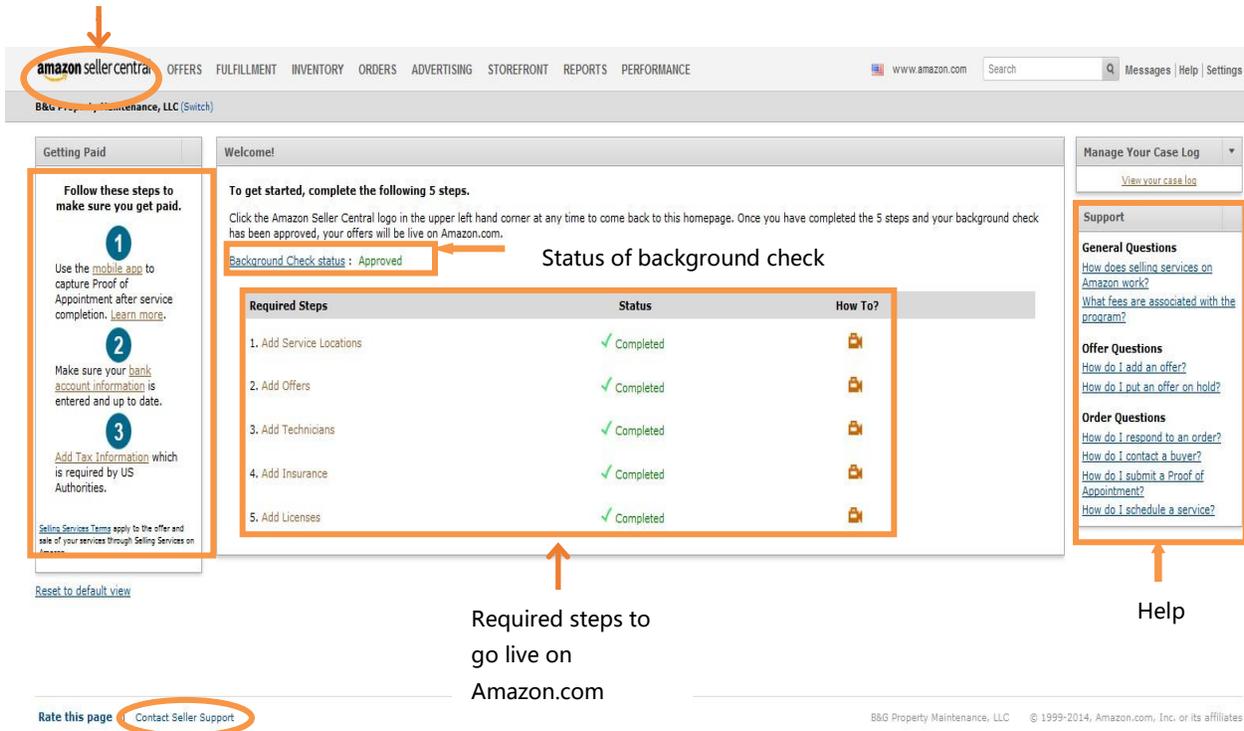
2. Read and accept the terms and conditions of our legal agreements. If you have any questions, contact selling-services-feedback@amazon.com.
3. Enter your business name. This is your legal entity name and is NOT customer-facing.
4. On the Add Seller Information page, enter the display name, address, and phone number for your business. This information will be displayed to customers.
5. Enter your Business Registration Number. You can find this number on your state or local jurisdiction registration certificate. We use this number to verify that your company is a valid entity.
6. Add valid credit card Information.
7. Click Complete Registration.

Now your account is set up! We'll complete a business background check and your approval status will be shown on the Seller Central homepage.

Proceed to the next step to start filling out your profile.

The Seller Central Homepage

Click the logo in the upper left to return to the



The screenshot shows the Amazon Seller Central homepage for B&G Property Maintenance, LLC. The top navigation bar includes links for OFFERS, FULFILLMENT, INVENTORY, ORDERS, ADVERTISING, STOREFRONT, REPORTS, and PERFORMANCE. The main content area is divided into several sections:

- Getting Paid:** A sidebar on the left with three numbered steps: 1. Use the mobile app to capture Proof of Appointment after service completion. 2. Make sure your bank account information is entered and up to date. 3. Add Tax Information which is required by US Authorities.
- Welcome!** A central section with a heading "To get started, complete the following 5 steps." and a sub-heading "Status of background check". Below this is a table of required steps, all of which are marked as "Completed".
- Manage Your Case Log:** A section on the right with a "View your case log" link.
- Support:** A section on the right with "General Questions", "Offer Questions", and "Order Questions" categories, each with several links to help articles.

Annotations include:

- An arrow pointing to the "amazon seller central" logo in the top left corner.
- An arrow pointing to the "Background Check status: Approved" text in the "Status of background check" section.
- An arrow pointing to the "Required Steps" table.
- An arrow pointing to the "Support" section on the right.
- An arrow pointing to the "Contact Seller Support" link in the footer.

Required steps to go live on Amazon.com

Help

Additional help

Adding Service Locations

Your services need to be associated with a service location Area so customers know where your store is located or if their home is in your coverage area.

1. Click Add Service Locations on the Seller Central home page to get started.
2. Click Add to add a coverage area for home visits or add a specific store location if you offer services at a store.

For In-Home Services (services you perform at the customer's home):

1. Click on the Select a State and Select Region drop-downs to select your area.
2. Once you've made your selection, you'll see a list of zip codes that are included in this region. You can remove zip codes from this list, or add additional ones you'd like to cover.
3. Under Operating Hours, select the times and days when you are available. This is the time that will be displayed to customers as your open and closed hours.
4. Click Save, and add any additional coverage areas if needed.

amazon seller central OFFERS FULFILLMENT REPORTS PERFORMANCE

Add In-Home Coverage Area

This represents the geographic area in where you are offer in-home services. Before any service technicians may perform any in-

Select a Coverage Area

My Coverage Area

Select a State: WA | Select a Region: Seattle Region

You agree to serve the following ZIP Codes:

<input checked="" type="checkbox"/> 98012	<input checked="" type="checkbox"/> 98036	<input checked="" type="checkbox"/> 98037	<input checked="" type="checkbox"/> 98048	<input checked="" type="checkbox"/> 98051
<input checked="" type="checkbox"/> 98087	<input checked="" type="checkbox"/> 98089	<input checked="" type="checkbox"/> 98110	<input checked="" type="checkbox"/> 98111	<input checked="" type="checkbox"/> 98113
<input checked="" type="checkbox"/> 98127	<input checked="" type="checkbox"/> 98129	<input checked="" type="checkbox"/> 98131	<input checked="" type="checkbox"/> 98132	<input checked="" type="checkbox"/> 98139
<input checked="" type="checkbox"/> 98141	<input checked="" type="checkbox"/> 98151	<input checked="" type="checkbox"/> 98165	<input checked="" type="checkbox"/> 98170	<input checked="" type="checkbox"/> 98171
<input checked="" type="checkbox"/> 98175	<input checked="" type="checkbox"/> 98184	<input checked="" type="checkbox"/> 98190	<input checked="" type="checkbox"/> 98194	<input checked="" type="checkbox"/> 98201
<input checked="" type="checkbox"/> 98203	<input checked="" type="checkbox"/> 98204	<input checked="" type="checkbox"/> 98206	<input checked="" type="checkbox"/> 98208	<input checked="" type="checkbox"/> 98224
<input checked="" type="checkbox"/> 98238	<input checked="" type="checkbox"/> 98290	<input checked="" type="checkbox"/> 98291	<input checked="" type="checkbox"/> 98101	<input checked="" type="checkbox"/> 98102
<input checked="" type="checkbox"/> 98103	<input checked="" type="checkbox"/> 98104	<input checked="" type="checkbox"/> 98105	<input checked="" type="checkbox"/> 98106	<input checked="" type="checkbox"/> 98107
<input checked="" type="checkbox"/> 98108	<input checked="" type="checkbox"/> 98109	<input checked="" type="checkbox"/> 98112	<input checked="" type="checkbox"/> 98114	<input checked="" type="checkbox"/> 98115

Don't see a ZIP Code you'd like to cover? Enter ZIP codes separated by commas...

Operating Hours

This indicates the times and days that your business is available for in-home services. This will be displayed to buyers on Amazon.com

Days of Week	Closed	Working Hours
Monday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Tuesday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Wednesday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Thursday	<input type="checkbox"/>	09:30 AM - 08:00 PM

For In-Store Services:

1. Add your Store Name and Store Address.
2. Under Operating Hours, select the times and days when your store is open for business.

amazon seller central OFFERS FULFILLMENT REPORTS PERFORMANCE

Add a Store Location

To add a store location to your account, provide the following information. The store location determines which Amazon

Store Name

Example: My Store

Store Address

Address 1

Address 2 (Optional)

City State ZIP

Operating Hours

This indicates the times and days that your business is available for in-store services. This will be displayed to buyers on Amazon.com

Days of Week	Closed	Working Hours
Monday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Tuesday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Wednesday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Thursday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Friday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Saturday	<input type="checkbox"/>	09:30 AM - 08:00 PM
Sunday	<input type="checkbox"/>	09:30 AM - 08:00 PM

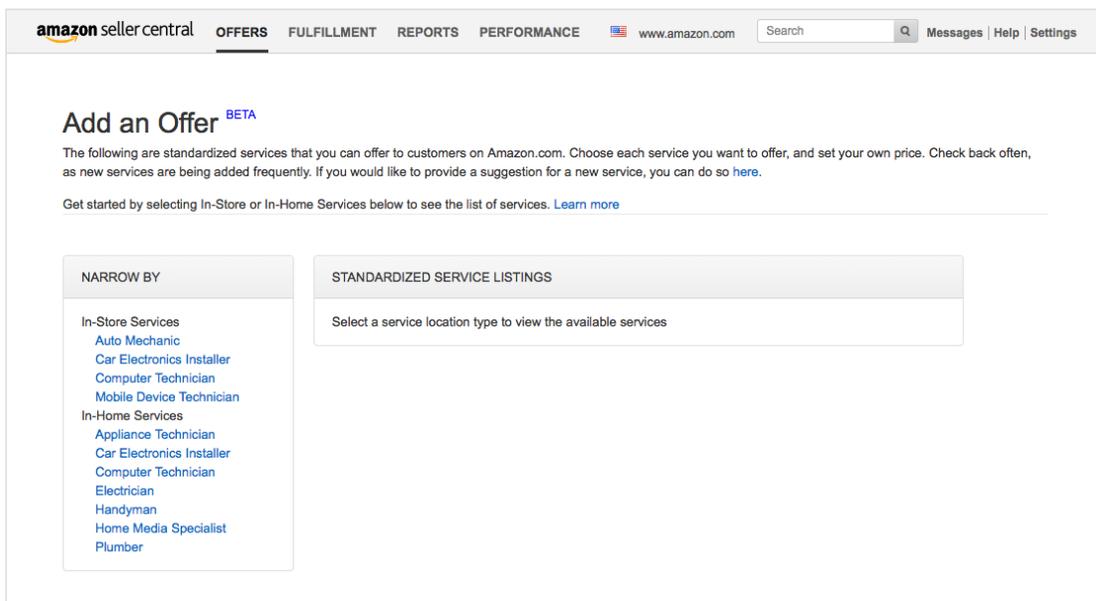
Cancel Save

Otherwise, 9:30 am–6:00 pm, 7 days a week will show up by default.

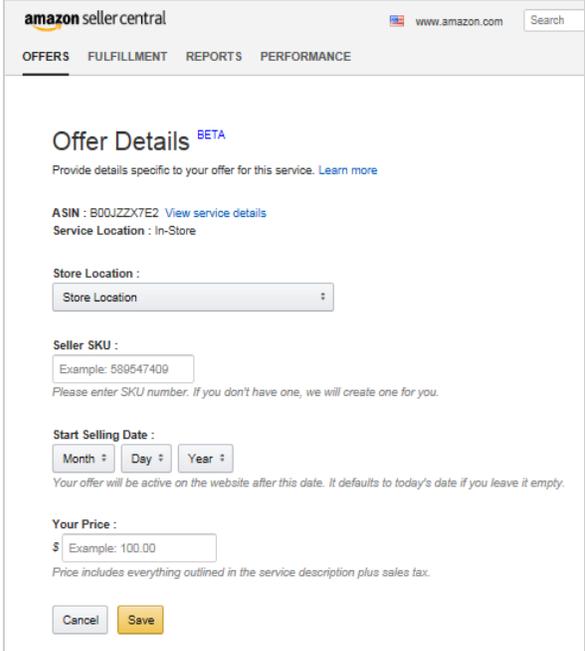
3. Click Save and add any additional store locations if available.
4. Return to the [Seller Central homepage](#), by clicking the Amazon Seller Central logo in the top left corner of the page, to proceed to the next step.

Adding Offers

An offer is your service listing—a service that customers will be able to see and buy from you on Amazon.com. From the home screen, click Add Offers. You should see the screen below:



1. To select the services you want to offer, first click a profession listed under In-Store Services or In-Home Services.
2. Find a service you' d like to offer and click Offer This Service. To see the service detail page that customers will see, click on View Service Details.
3. Click the Store Location or Coverage Area drop-down and select the store or coverage area.
4. Enter a Seller SKU. This is optional—it could be your inventory number or accounting number to help you track fulfilled services on your side.
5. Enter the Start Selling Date. This allows you to list services in advance.
6. Enter Your Price. Review the service details for scope and set your price. Be sure to include tax in this price.
7. Repeat the process, and add as many offers as you' d like!



The screenshot shows the 'Offer Details' page in Amazon Seller Central. At the top, there are navigation tabs: OFFERS, FULFILLMENT, REPORTS, and PERFORMANCE. The main heading is 'Offer Details' with a 'BETA' tag. Below the heading, there is a sub-heading 'Provide details specific to your offer for this service. Learn more'. The form contains the following fields and information:

- ASIN:** B00JZZX7E2 (with a 'View service details' link)
- Service Location:** In-Store
- Store Location:** A dropdown menu with 'Store Location' selected.
- Seller SKU:** A text input field with 'Example: 589547409' and a note: 'Please enter SKU number. If you don't have one, we will create one for you.'
- Start Selling Date:** Three dropdown menus for 'Month', 'Day', and 'Year'. A note below reads: 'Your offer will be active on the website after this date. It defaults to today's date if you leave it empty.'
- Your Price:** A text input field with '\$ Example: 100.00' and a note: 'Price includes everything outlined in the service description plus sales tax.'

At the bottom of the form, there are two buttons: 'Cancel' and 'Save'.

Adding Technicians

Click Add Technicians on the Seller Central homepage and you'll see this page:

The screenshot shows the 'Add a Technician' page in Amazon Seller Central. The page header includes 'amazon sellercentral' and navigation links for 'OFFERS', 'FULFILLMENT', 'REPORTS', and 'PERFORMANCE'. The main heading is 'Add a Technician'. Below the heading, there is a brief instruction: 'You need Technicians in order to fulfill jobs and get paid. Add every Technician below that will be fulfilling orders from Amazon.com.' This is followed by two bullet points: 'Technicians that will be performing In-Home services are each required to pass a personal background check. Adding a Technician below and selecting a coverage area will automatically trigger a background check, and the technician will be contacted at the email address provided.' and 'Technicians that will be performing In-Store services, with only a store location specified, do not need a background check.' A note states: 'Every Technician will be provided with a Technician User Account, which enables a Technician to collect the Proof of Service which marks the completion of a job. Proof of Service is required in order to get paid. [Learn more](#)'. The form itself is titled 'Technician Information' and contains the following fields: 'Legal First Name', 'Legal Last Name', 'Display Name', 'Email', 'Select a Coverage Area' (dropdown), 'and/or...', 'Select a Store Location' (dropdown), and 'Cancel' and 'Save' buttons.

We require background checks for anyone entering customers' homes. Each in-home technician entered will receive an email from our background check vendor to begin the background check. Tell your technician to look for an email with the subject, "Selling Services on Amazon Beta Screening Information Form". The technician needs to supply this information within 10 days or you will have to resubmit their information.

You must also submit any employees or contractors who will need to access to the mobile app to have customers sign the proof of service (this is the service agreement between you and the customer and is required for you to get paid).

To add your technicians:

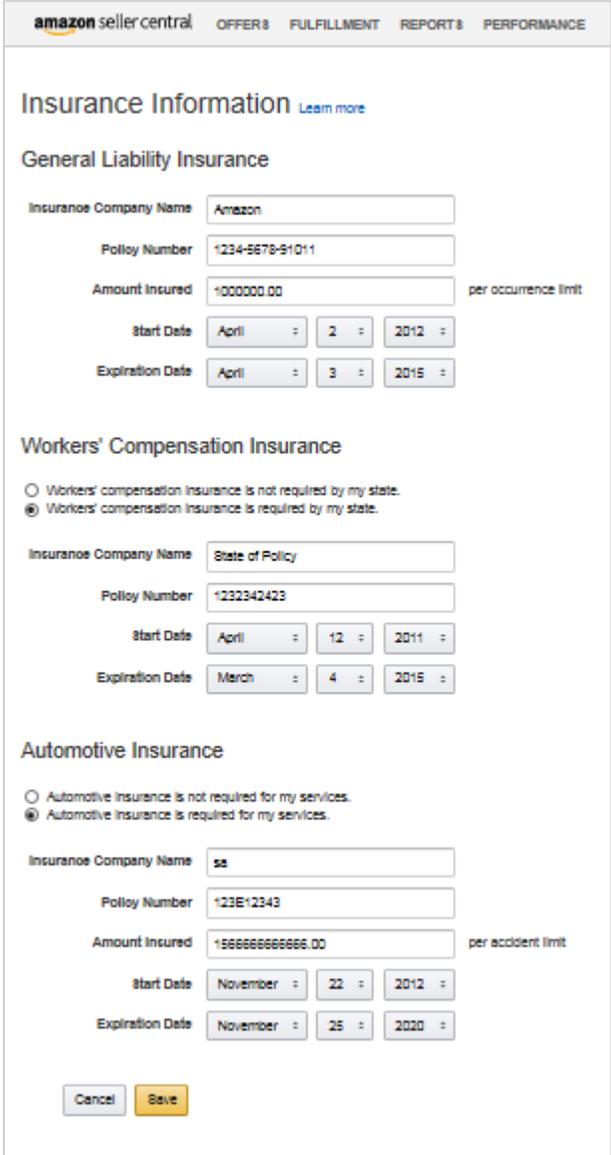
1. Fill out information for each technician that you will be sending out for Amazon orders here. Start by entering the technician's Legal First and Last Name.
2. Enter the Display Name, which is the name that will be visible to customers, and the technician's email address.

3. Finally, select either the Coverage Area where the technician will work or the Store Location they will work in, or both.
4. Add all of your technicians, and when you' re done, click Save.
5. Return to the [Seller Central homepage](#) by clicking the "Amazon Seller Central" logo in the top left corner of the page, and move on to the next step.

Adding Insurance

Click Add Insurance on the home screen and you' ll see the page to the right.

1. Enter in your company' s General Liability Insurance information. We require a minimum of \$1,000,000 per occurrence coverage.
2. Enter in your Worker' s Compensation Insurance (if required by your state for your service).
3. Enter Automotive Insurance (if required for the services you offer).
4. Click Save and return to the Seller Central Homepage to complete the final step : Add Licenses



amazon seller central OFFER 8 FULFILLMENT REPORT 8 PERFORMANCE

Insurance Information [Learn more](#)

General Liability Insurance

Insurance Company Name: Amazon

Policy Number: 1234-5678-91011

Amount Insured: 1000000.00 per occurrence limit

Start Date: April 2 2012

Expiration Date: April 3 2015

Workers' Compensation Insurance

Workers' compensation insurance is not required by my state.
 Workers' compensation insurance is required by my state.

Insurance Company Name: State of Policy

Policy Number: 1232342423

Start Date: April 12 2011

Expiration Date: March 4 2015

Automotive Insurance

Automotive insurance is not required for my services.
 Automotive insurance is required for my services.

Insurance Company Name: sa

Policy Number: 123E12343

Amount Insured: 156666666666.00 per accident limit

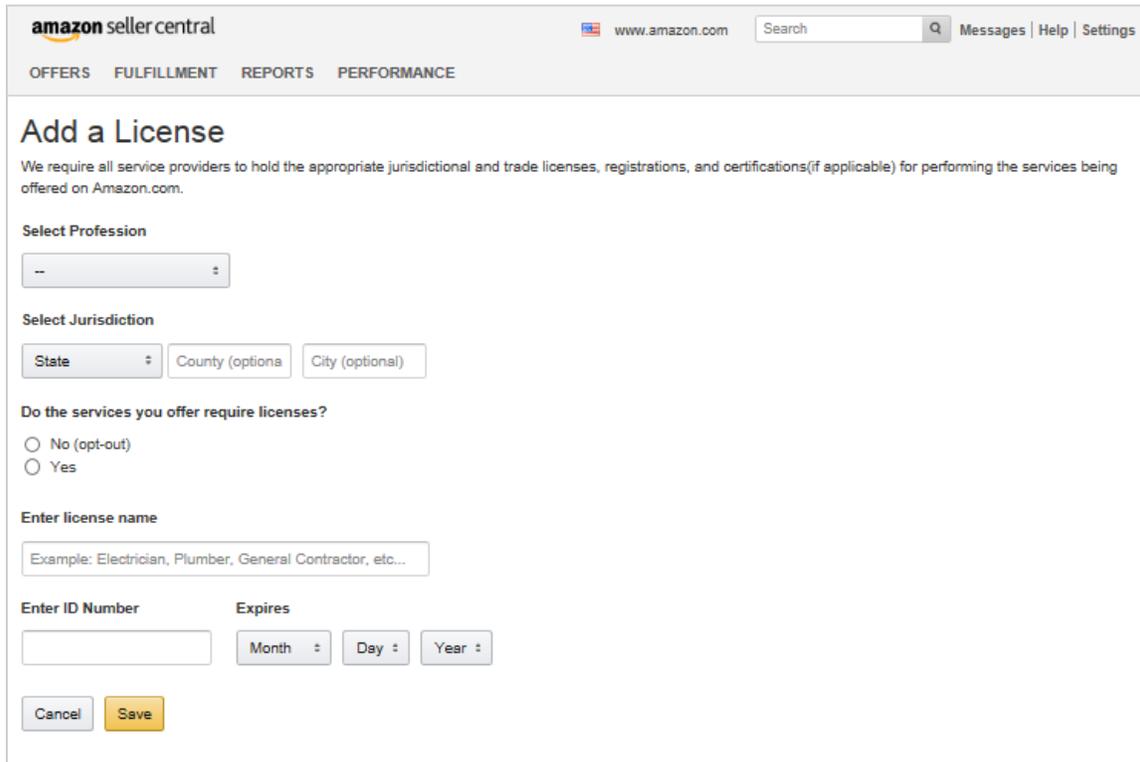
Start Date: November 22 2012

Expiration Date: November 25 2020

Cancel Save

Adding Licenses

Click on Add Licenses from the home screen and you'll see the page below.



The screenshot shows the 'Add a License' form in the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central', 'www.amazon.com', a search bar, and links for 'Messages', 'Help', and 'Settings'. Below this is a menu with 'OFFERS', 'FULFILLMENT', 'REPORTS', and 'PERFORMANCE'. The main heading is 'Add a License', followed by a note: 'We require all service providers to hold the appropriate jurisdictional and trade licenses, registrations, and certifications (if applicable) for performing the services being offered on Amazon.com.' The form includes a 'Select Profession' dropdown menu, a 'Select Jurisdiction' section with 'State', 'County (optional)', and 'City (optional)' dropdowns, a question 'Do the services you offer require licenses?' with radio buttons for 'No (opt-out)' and 'Yes', an 'Enter license name' text field with an example 'Example: Electrician, Plumber, General Contractor, etc...', an 'Enter ID Number' text field, and an 'Expires' section with 'Month', 'Day', and 'Year' dropdowns. At the bottom are 'Cancel' and 'Save' buttons.

1. If your profession requires a trade license, select your profession in the drop-down and enter in the license information for your company. We trust that you have validated your employee's licenses and do not require license information for each technician.
2. If your profession doesn't require a trade license, select No (opt-out) under the question "Do the services you offer require licenses?"

Finishing Up

That' s it! You' re all set.

The business background check will take up to 2 business days and any technician background check(s) will take up to 5 business days, starting after the business background check has been completed.

Your offer will go live automatically on Amazon (unless you set it for a future date), and we' ll work hard to ensure your services are visible to millions of potential customers.

Need more help? Try the following links:

- [Contact Seller Support](#)
- [Selling Services on Amazon](#) homepage
- Feedback? Email us [here](#).