



Preparing to sell Toys successfully for Christmas 2012

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Agenda

- ❑ Toys Selling Eligibility Requirements for Christmas 2012
- ❑ Improve your Seller Performance
- ❑ Advantages of Fulfilment by Amazon
- ❑ Improving your Listings' Quality
- ❑ Optimize your Pricing Strategy
- ❑ Popular Products and Brands
- ❑ Summary
- ❑ Q&A
- ❑ Useful References

Introduction

Are you ready ?



or



- Christmas is the **peak retail period of the year** and preparation should start now.
- Do some **business planning**.
The date for Christmas does not change and so by Friday December 21st your Christmas business will be mostly done. So **plan backwards**:

- ✓How long does it take you to **pick, pack and ship?**
- ✓What are the **peak number of orders** that you can handle each day and still **get the deliveries out?**
- ✓How much **stock** will you need on hand?
- ✓What **product detail changes** do you need for product details?
- ✓What about **pre-Christmas promotions and sales?**
- ✓...

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Toys selling eligibility requirements for Christmas 2012

Amazon wants to protect buyers and avoid mishaps

Only the most **reliable sellers** are allowed to sell Toys from mid November 2012 to beginning of January 2013.

2012 criteria are as follows:

- ❑ Your first sale on Amazon had to be prior to September 17, 2012 (not need to be specific to the Toys & Games store).
- ❑ You must have **processed and shipped at least 25 orders** during the 60 consecutive days preceding November 1, 2012 (orders do not need to be specific to the Toys & Games store).
- ❑ Your **short term order defect rate** must be **no greater than 1%** as of November 1st, 2012.
- ❑ Your **pre-fulfillment cancel rate** must be **no greater than 1.75%** for the 30 days preceding November 1st, 2012.
- ❑ Your **late shipment rate** must be **no greater than 4%** for the 30 days preceding November 1st, 2012.

Start taking the following actions now!



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Improve your Seller Performance

How to monitor your performance?

Check your performance metrics regularly to make sure you will be eligible:

Go to the 'Performance' tab of your Seller Central account and then in '[Customer Metrics](#)':

The screenshot shows the Amazon Seller Central interface. The top navigation bar includes tabs for INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The PERFORMANCE tab is selected, and a dropdown menu shows 'Customer Metrics' as the active option. Below this, the 'Customer Metrics' page is displayed, featuring a 'Performance Checklist' with three metrics: Order Defect Rate, Cancellation Rate, and Late Dispatch Rate, each with a green checkmark and a 'Learn more' link. A callout box points to the 'Order Defect Rate' section, stating: 'The 'ODR' (Order Defect Rate) is the most important, and must stay below 1%'. Another callout box points to the 'Performance Notifications' section, stating: 'You received notifications telling you about your current eligibility status'. The 'Performance Notifications' section shows a notification titled 'Christmas Selling in Toys & Games on Amazon.co.uk' dated 24 Sep 2012, which details the requirements for selling in the Toys & Games store during the festive season.

Performance Checklist

Order Defect Rate	Cancellation Rate	Late Dispatch Rate
Learn more	Learn more	Learn more

Order Defect Rate [?]

Order Defect Rate	Short Term (19 Jul 2012 to 17 Sep 2012) Orders: 0
0% (0/0)	
- Negative Feedback Rate [?]	
- Filed A-to-z Claim Rate [?]	
- Service Chargeback Rate [?]	

Performance notifications

You can check this page for information that indicates how you

Christmas Selling in Toys & Games on Amazon.co.uk

[View notification header](#) 24 Sep 2012 (a week ago)

Dear Seller,

We are writing to let you know that your seller account does not currently meet the Christmas Selling Guidelines for the Toys & Games store this festive season:

- Your first sale on Amazon.co.uk must be prior to 17 September 2012 (sale does not need to be specific to the Toys & Games store): Yes
- You must have processed and dispatched at least 25 orders during the 60 consecutive days preceding 1 November 2012 (orders do not need to be specific to Toys & Games store): Yes
- Your short-term order defect rate must be no greater than 1% as of 1 November 2012: Your current order defect rate: 0.306%
- Your pre-fulfilment cancellation rate must be no greater than 1.75% for the 30 days preceding 1 November 2012. Your current pre-fulfilment cancellation rate: 0.475%
- Your late dispatch rate must be no greater than 4% for the 30 days preceding 1 November 2012. Your current late dispatch rate: 4.171%

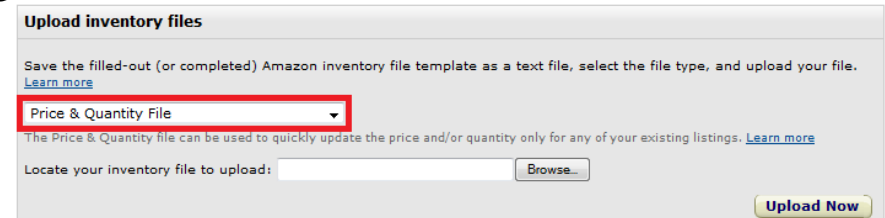
In order for you to be eligible to sell in the Toys & Games store this festive season, we encourage you to evaluate your selling practices and take corrective action immediately to improve your performance.

Improve your Seller Performance

Manage your inventory to avoid fulfilment cancellations and late shipments

1. Inventory updates: don't sell what you don't have

- [Update inventory](#) quantities



Upload inventory files

Save the filled-out (or completed) Amazon inventory file template as a text file, select the file type, and upload your file. [Learn more](#)

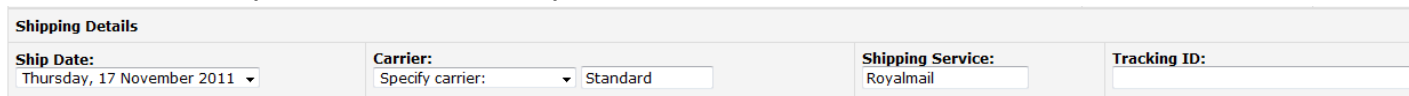
Price & Quantity File

The Price & Quantity file can be used to quickly update the price and/or quantity only for any of your existing listings. [Learn more](#)

Locate your inventory file to upload:

2. Ship on Time:

- Use tracked shipments whenever possible



Shipping Details

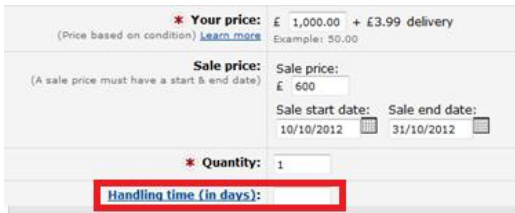
Ship Date: Thursday, 17 November 2011

Carrier: Specify carrier: Standard

Shipping Service: Royalmail

Tracking ID:

- Increase handling time to ship (Manage inventory>Actions>Edit details)



*** Your price:** £ 1,000.00 + £3.99 delivery
(Price based on condition) [Learn more](#) Example: 50.00

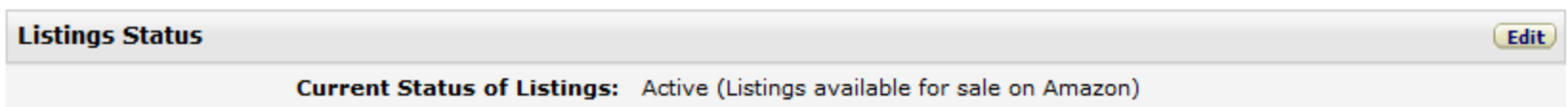
Sale price: £ 600
(A sale price must have a start & end date)

Sale start date: 10/10/2012 **Sale end date:** 31/10/2012

*** Quantity:** 1

Handling time (in days):

- Don't accept orders that you will not be able to ship. Go to [Settings /Account Info](#) in order to change the listings status of your products to "inactive".



Listings Status

Current Status of Listings: Active (Listings available for sale on Amazon)

Improve your Seller Performance

Improve your order defect rate (ODR)

Feedbacks are a key indicator for buyers and for us to know that you are trustworthy.

- Encourage positive feedback (ex: in your packing slips/invoices)
- Address each negative feedback by contacting the buyer
- Ask for removal of negative feedback to the buyer **IF** the issue was resolved or to Amazon if the feedback was inappropriate, such as a product review
- Not reply in a rude way to your buyers (even if they are rude to you!)



A-z guarantee claims are a buyers protection if something goes wrong with a Marketplace order and the buyer was not able to find a resolution with you

- Be proactive and prompt when responding to buyers / issuing refunds
- Provide accurate descriptions of your products and tracking numbers



Chargebacks. Amazon is responsible for fraud-related chargebacks (stolen credit cards) but you are responsible for service-related chargebacks

- Never change the shipping address you have been given by Amazon
- Use tracking numbers and recorded delivery for high value items



Improve your Seller Performance

Monitor feedbacks and respond to buyers' emails:

Timely responses to customer e-mails are important to **customer satisfaction**

Buyer-Seller Contact Response Time (NEW) Learn more				
	7 days (Sep 27, 2012 to Oct 4, 2012)	30 days (Sep 4, 2012 to Oct 4, 2012)	90 days (Jul 6, 2012 to Oct 4, 2012)	Target
Response times under 24 hours	97% (406)	70% (536)	75% (1290)	> 90%
Late responses	3% (12)	30% (235) ✖	25% (419) ⚠	≤ 10%
No response for more than 24 hours	0	0	0	--
Response times over 24 hours	12	235	419	--
Average response time	1 hour 32 minutes	17 hours 31 minutes	16 hours 56 minutes	--
You have 1 message that you have not responded to in the past 7 days.				



Date	Rating	Comments	Arrived on Time	Item as Described	Customer Service
03/01/2012	1	No reason was given to why the item didn't arrive and had to get it from PC World for Christmas RESPOND	No	No	No

Remember: Customers who do not receive timely responses are more likely to leave **negative feedback** or file **A-to-z Guarantee claims**, and those impact your performance metrics.

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Advantages of Fulfilment by Amazon

Benefits to Sellers and Customers using FBA

- **FBA offers are automatically eligible for Christmas toys selling**
- Buyers can **combine your FBA products with other Amazon** or **FBA products** in the same order
- FBA offers have a greater chance of winning the **Buy Box**
- **Prime, Express and Free Super Saver Delivery** available



- **Amazon Customer Service:** Amazon handles customer service for FBA-fulfilled orders, including processing returns, which simplifies your festive season selling
- **Amazon's delivery promise for your products:** Amazon lets customers know how late they can order your FBA-fulfilled products on Amazon in order to receive them in time for Christmas
- Buyers can order until the **last minute**
- **Gift-wrap** and gift messages available

✓ 1 item was added to your basket



Christmas Last Order Days

WED 14	British Forces Post Office (BFPO) Delivery Last full day to order	*Example of 2011
SUN 18	FREE Super Saver Delivery Last full day to order	
MON 19	Delivery of Large Items Last full day to order	
WED 21	First Class (Standard Delivery) Last full day to order	
FRI 23	One-Day Delivery* Expedited Delivery* Express Delivery* Order as late as 6 pm GMT	
SAT 24	Evening Delivery (£7.48 per unit with Amazon Prime) Order by 8:30 am GMT	
SUN 25	Christmas Day E-mail and printable gift certificates can be sent immediately, at any time	

FBA = More Sales, Less Stress

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Improving your listing quality

Listing quality drives search and sales

Getting detail pages, attributes and discoverability right is the single most important thing you can do to ensure your products' success on the Amazon platform.

Detail page content helps search

All detail page content feeds into both Amazon's search and external search results.

Product descriptions and features have a direct impact on sales

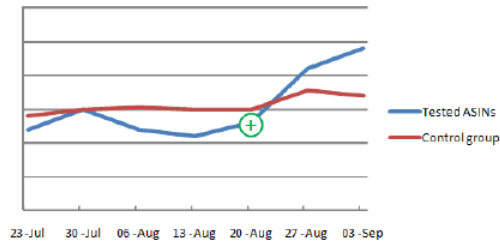
Would you buy an item that didn't have an image, a description, or clearly defined features?

Customers care about product details

An Amazon usability study for non-media products found that when researching products online, customers place most value on product details – particularly specifications, features, and descriptions.

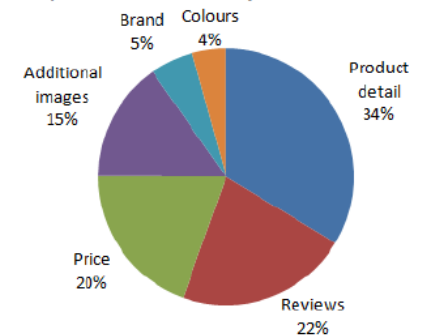
Correct categorization aids discovery

Unit sales after adding descriptions & features



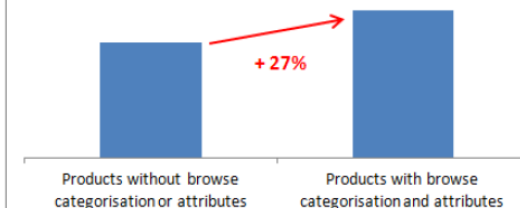
Amazon test. + shows when descriptions & features were added.

Key factors that affect purchase decisions



Amazon Customer Experience Study

Impact of browse & attributes on glance views



Source: Amazon test

Amazon Services Europe

Improving your listing quality

From the [Inventory View](#), access the '[Listings Quality Alerts](#)' summary:

Show:

► **My Inventory**

▼ **Improve Listing Quality**
All Quality Alerts
Image
Description and Bullets
Brand Name

Improve listing quality Listing Quality Alerts highlight opportunities for you to improve the quality of your listings by adding or changing information. Fix an alert now by selecting Edit Details from the Actions dropdown next to the SKU or learn more about fixing alerts using an [inventory file or XML](#). You can also [download a report](#) showing listing quality alerts.

✓ = Low Price for all listings

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	
	▼									
	Actions ▼	Active (with quality alert)	074677506	B006BYTYP	WWE Mattel Series 14 John Morrison Wrestling Action Figure	10/04/2012 16:45:05	109	New	£ 10.89	

Incomplete information will make buyers hesitant about purchasing your products

Click 'Actions' and 'Edit Details' to fill in missing details highlighted in yellow:

Vital Info	Offer	Images	 Description	Keywords	More Details
Key Product Features: (Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)				 Product features highlight important facts about the product and are displayed on t	

Missing information can include: product description, bullet points, etc.

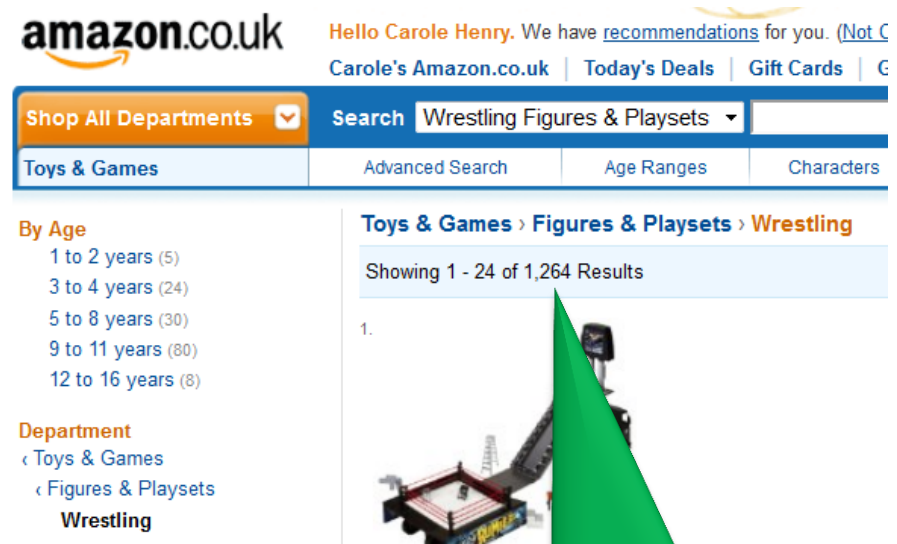
Improving your listing quality

Add browse nodes to increase discoverability (1)

Having a correct [Browse Node](#) makes it easier for buyers to find your products when they browse through the Amazon navigation tree structure:



No browse node or a very high level browse node means your product might get lost in the crowd



A precise browse node means people looking for your type of products are more likely to see your item in their search results

Improving your listing quality

Add browse nodes to increase discoverability (2)

- Add the browse nodes one by one with 'Edit Details' in 'Manage inventory':

The screenshot shows the 'Manage inventory' page with the 'Vital Info' tab selected. An orange arrow points from the 'Vital Info' tab to the 'Recommended Browse Nodes' section. The 'Recommended Browse Nodes' section displays a list of nodes, with 'Toys & Games > Toy Types > Dressing Up > Costumes' selected. A 'Change' button is visible at the bottom of the section.

- Or add them in bulk when uploading your products with inventory files:

- Download the [Browse Tree Guide](#) for your product category
- Find the best node for your product (avoid grey 'high level' nodes)

364108031	Toys & Games/Toy Types/Dressing Up
364109031	Toys & Games/Toy Types/Dressing Up/Accessories
364110031	Toys & Games/Toy Types/Dressing Up/Costumes
366064031	Toys & Games/Toy Types/Dressing Up/Face Paints
364111031	Toys & Games/Toy Types/Dressing Up/Hats

- Paste the corresponding node number into your inventory file

TemplateType			
SKU	BulletPoint5	RecommendedBrowseNode1	RecommendedBrowseNode2
KidsCostume1		364110031	

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Optimize your pricing strategy

Propose a compelling pricing offer

- Research the **competition** as you develop a compelling price point.
- Do not forget to take **delivery costs into account** as well:
 - Offering free shipping might increase your sales.
 - Clearly communicate your shipping policy. Use the Your [Info & Policies](#) feature to add to the information you provide in your Shipping Settings.
- You can see the current **Buy Box price** for listings in “New” condition in the [Manage Inventory page](#).

Quantity	Condition	Your Price +Delivery	Low Price +Delivery	Buy Box Price +Delivery NEW	Fulfilled By
▼		▼			
AFN	New	£500.00 -	£2.35 + £0.00	£5.59 + £0.00	Amazon
1	New	£ 789.00 -	£10.23 + £0.00	£11.78 + £0.00	Merchant

- ✓ **Price**
- ✓ **Product Availability**
- ✓ **Customer Metrics**
- ✓ **Fulfilment Channel (FBA)**

can increase your chances of winning the Buy Box. More info [here](#).

You can manage your price by going into Actions>*Edit Details*>*Offer* in [Manage Inventory](#).

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Popular products and brands

Identify best sellers in Business Reports

Check your [Business Reports](#) to identify best-sellers from last Christmas and from this year:

amazon services europe
seller central

www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | **REPORTS** | PERFORMANCE | SETTINGS

Search

From: 04/09/2012 To: 04/10/2012

Business Reports

By Date
Sales and Traffic
Detail Page Sales and Traffic
Seller Performance

By ASIN
Detail Page Sales and Traffic
Detail Page Sales and Traffic by Parent Item
Detail Page Sales and Traffic by Child Item

Other
Listings with Missing Information

Amazon Selling Coach

Product Opportunities

Popular Products with no Seller Listings
Popular Products that Are Frequently Sold Out
More Products in Brands That You Sell
Popular Out-of-Stock Products

Detail Page Sales and Traffic

Download

	(Parent) ASIN	(Child) ASIN	Title	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
	B000	B00024JRM6	Swingball All Su	402016	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B001	B0015WODVE	Little Tikes Roc	431734	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B001	B001AAQH24	Ocean Life Fill 'r	470385	2	0.00%	2	0.00%	100%	0	0.00%	£0.00	0
	B001	B001PTGOI2	Playmobil - 468	372367	2	0.00%	2	0.00%	100%	0	0.00%	£0.00	0
	B002	B002CZPR2W	Nail Art	378687	126	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002HXH02E	Nerf N-Strike Wl	388611	90	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002LE8D0C	Chicco 21.5 cm	415125	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002VXO8MK	With Me (GB/FR)	405670	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002VZXV5	Moxie Girlz Atti	446443	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002DZ11CU	Lexa	475921	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002DZ11CU	Halo Mongoose	503714	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002DZ11CU	Tink's Secret C	430686	72	0.03%	100	0.03%	0%	0	0.00%	£0.00	0
	B002	B002DZ11CU	Vtech Secret Sa	428342	6	0.00%	7	0.00%	14%	0	0.00%	£0.00	0
	B002	B002DZ11CU	LeapFrog Tag R	423806	0	0.00%	0	0.00%	0%	0	0.00%	£0.00	0
	B002	B002DZ11CU	32 MB (Green)										
	B002	B002DZ11CU	Moon Dough Par										
	B002	B002DZ11CU	Ben 10 Ultimate										
	B002	B002DZ11CU	Humungosaur										

Check your improvement opportunities

How competitive is your offer?

What is your sales conversion?

These reports give you an indication of :

- The **increased volume and peak days** you might have to deal with in the festive season
- Your **current competitiveness and popularity of your products** by updating the date range of the reports.

Popular products and brands

Identify Selling Coach Opportunities

Check popular products that are currently or frequently sold out

amazon services europe seller central

www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY ORDERS STOREFRONT REPORTS PERFORMANCE SETTINGS

Search GO

Dashboards

Sales Dashboard (New)

Business Reports

By Date

Sales and Traffic

Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic by Parent Item

Detail Page Sales and Traffic by Child Item

Other

Listings with Missing Information

Amazon Selling Coach

Product Opportunities

Popular Products with no Seller Listings

Popular Products that Are Frequently Sold Out

More Products in Brands That You Sell

Popular Out-of-Stock Products

Popular Products that Are Frequently Sold Out [Learn more](#)

We are always looking for opportunities to help you sell on Amazon and want to make you aware of products that currently have high customer interest but limited or no listings.

Download

ASIN	SKU	UPC	Item Name	Brand Name	Category	Sales Rank	Buybox Price	Number of offers	Average Customer Review	Number of Customer Reviews
B004L		090727	Disney Cars 2 Movie Game & Damage Pack	Mattel	Toys	78470	17.95	3	5	1
B003S			Ravenst puzzleba	Ravensburger	Toys	157136	14.84	4	0	0
B003E		778988	New Mig	Fever	Toys	70185	8.75	4	4	2
B004A			Sambro	The Sales Partnership	Toys	140583	7.79	1	0	0
B0048			Sambro	The Sales Partnership	Toys	180277	3.49	2	0	0
B003L			Disney 7 Activity	The Sales Partnership	Toys	138431	.25	2	3	1
B004C		778988	Zoobles Collectible styles m	Fever	Toys	20608	24	2	4.33	3
B006N			Ben 10	Bandai	Toys			4	0	0
B0038			Ravenst 2x20 Pi	Ravensburger	Toys				4.5	4
B0054		746775	Disney 1 Surprise	Mattel	Toys				5	3
B003S			Ravenst Wicked 1 (1000-P	Ravensburger	Toys				5	1

Check per Brand or per Item Name

Popular products and brands

Most popular brands on Amazon

These are some of the currently most popular toys brands among Amazon.co.uk buyers:
http://www.amazon.co.uk/gp/bestsellers/kids/ref=sv_k_h_b_cs_4

[Carole's Amazon](#) | [Today's Deals](#) | [Gift Cards](#) | [Help](#)

Shop by
Department ▼

Search **Go**

[Toys & Games](#) | [Advanced Search](#) | [Age Ranges](#) | [Characters](#) | [Brands](#) | [Bestsellers](#) | [New Releases](#) | [Special Offers](#) | [Baby](#) | [Outdoor T](#)

[Bestsellers](#) | [Hot New Releases](#) | [Movers and Shakers](#) | [Most Wished For](#) | [Most Gifted](#)

< Any Category

Toys & Games

- Advent Calendars
- Arts & Crafts
- Bikes, Trikes & Ride-ons
- Building & Construction Toys
- Dolls & Accessories
- Dressing Up
- Education & Science
- Electronic Toys
- Figures & Playsets
- Fingerboards, Finger Bikes & Accessories
- Games
- Jigsaws & Puzzles
- Keyrings

Bestsellers in Toys & Games

The most popular items in Toys & Games. ([Learn more](#))

1. 
5 days in the top 100



Nerf Dart Tag 2 Player Starter Set
by Nerf
★★★★★ (2)
RRP: £31.27
Price: **£11.94**
You Save: £19.33 (62%)
43 new from **£11.94**

2. 
9 days in the top 100



Moshi Monsters Moshi Advent Calender
by Vivid Imaginations
★★★★★ (1)
RRP: £24.99

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Summary

Key points to remember



- **Maintain a good performance** well ahead of Christmas to pass the eligibility requirements
- **Use Fulfilment by Amazon** to provide the best Christmas shopping experience to your buyers, and reduce your burden
- **Complete your listings'** details to provide accurate information to buyers. This should increase your sales conversion and reduce claims
- **Check your sales trends** and popular products in your stock
- **Be on the look out for best-sellers and opportunities**
- **And...prepare your infrastructure** well ahead of the festive season to avoid any breakdown that could affect your buyers, your sales, and your seller status on Amazon!

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- ❑ [Toys Christmas Selling Guidelines](#)
- ❑ [Toys EU Safety Directive](#)
- ❑ [Sales Success Using Business Reports](#)
- ❑ [Fix Listings with Missing Information](#)
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Thank you!

We wish you successful Christmas sales!

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