

"Selling on Amazon" Webinar

A woman with long brown hair, wearing a denim jacket over a white top, is holding a white shopping bag. She is standing in front of a large window with a white grid pattern. The scene is brightly lit, suggesting an indoor setting like a store or a home.

HOW TO INCREASE YOUR SALES ON AMAZON?

amazon services
Europe

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Introduction

How to increase my sales?



No magic trick sadly, but work across several areas can help you get there...

Product Listing
quality

Pricing

Seller
Performance
metrics

Delivery
experience

Sell internationally

Customer
experience

Tools

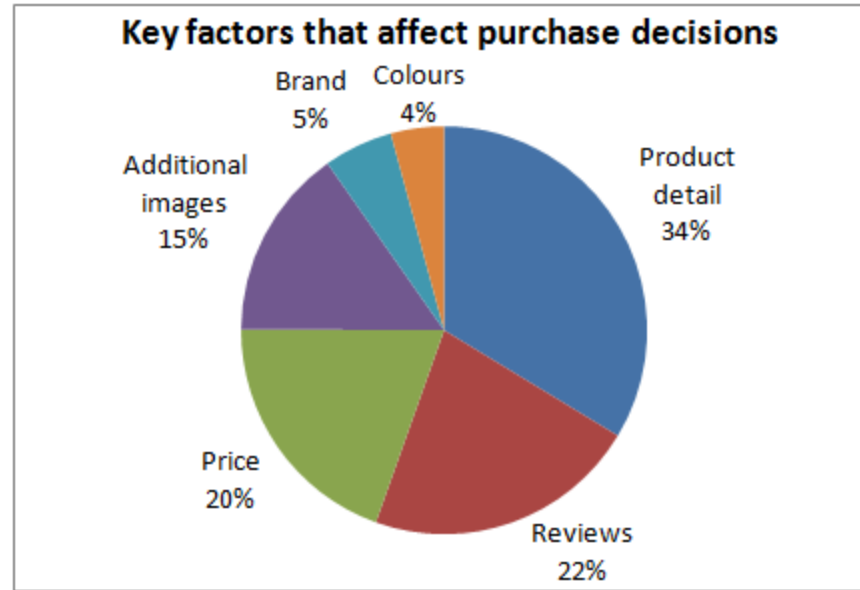
How to increase my sales?

Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Expanding your horizon
- Introduction to Fulfilment by Amazon
- Q&A
- References

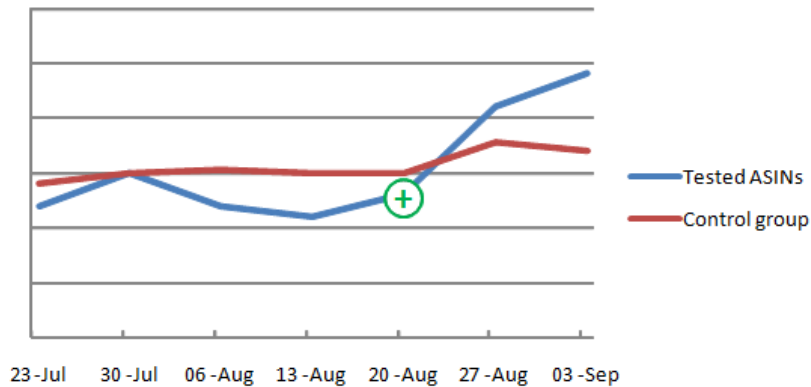
How to increase my sales?

Optimising the quality of your listings – why should you bother?

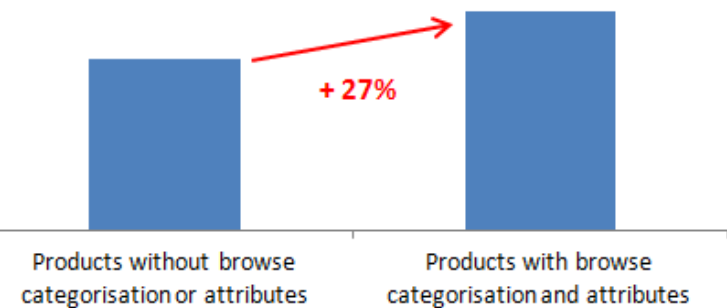


Amazon Customer Experience Study

Unit sales after adding descriptions & features



Impact of browse & attributes on glance views



How to increase my sales?

Optimising the quality of your listings: Listing alerts

- **Improve Listing Quality**: complete product pages which are missing key information affecting the buyers' purchasing decisions.

Show: ⚠ 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.

My Inventory ✔ = Low Price for all listings

Improve Listing Quality

- All Quality Alerts
- Image
- Description and Bullets
- Brand Name
- Camera Details
- Computer Details
- DVD Details

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	Low Price	Fulfilled By
<input type="checkbox"/>	▼		▼		▼	▼	▼		▼		
<input type="checkbox"/>	Actions ▼	Inactive	UM-UAD7	B000NY	The Da Vinci [Jan 01, 20	20/07/2012 12:26:08	AFN	Used - Good	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive	32-NZ70-	842163	El traje de Suit: Juega with J (El Z the Zoo of 2009) Dour	20/07/2012 12:25:17	AFN	New	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	FD-4G9C-	B008FK	Lamy Clear	28/06/2012 08:47:00	<input type="text" value="0"/>	New	£ <input type="text" value="1"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	RZ-HWJC	B0081G	Love to dre Pink Large	27/06/2012 09:26:46	<input type="text" value="0"/>	New	£ <input type="text" value="1"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	6B-SGBN-	B0081G	Love to dre Pink Medium	27/06/2012 09:26:01	<input type="text" value="0"/>	New	£ <input type="text" value="1"/>	✔	Merchant
<input type="checkbox"/>	Actions ▼	Inactive	JI-OYWL-	B001B1	Tim Vine - I This Bloke I	06/06/2012 01:00:01	AFN	New	£:	£2.11	Amazon
<input type="checkbox"/>	Actions ▼	Active (with quality alert)	LR-9BD6-	B000OZ	Tartan Nots 76 mm	21/05/2012 10:52:14	AFN	New	£ <input type="text" value="10"/>	£8.14	Amazon

- In these fields, provide only information regarding the product in general, not your particular item or commercial offer.
- Product detail pages may be used by any other seller to list the same product.
- Videos, Images and complex HTML, are currently not possible in Descriptions. But the basic tags (<P>, </BR>, , , , <U>) are allowed.

How to increase my sales?

Optimising the quality of your listings: Product images

- **Do's and Don'ts**

Good main images:



- ✓ Clear images of main item only
- ✓ On white background

Bad main images:



- ✗ Text, logos, and inset images are not allowed
- ✗ Multiple shots of the same product are not allowed



- ✗ The main image should have a white background
- ✗ Main images shouldn't show items not included with the product, or people

These are OK as other images, but not as the main image

How to increase my sales?

Optimising the quality of your listings: Product titles and bullet points

• Do's and Don'ts

Good product titles:

Toshiba 32BV501B 32-inch Widescreen HD Ready LCD TV with Freeview

Pampers New Baby Size 1 (4-11 lbs/2-5 kg) Nappies - 2 x Economy Packs of 54 (108 Nappies)

Acer Aspire 5742Z 15.6 inch Laptop (Intel Pentium P6200 Processor, 6 GB RAM , 640 GB HDD, DVD-Super Multi DL drive, Windows 7 Home Premium 64-bit) – Black

TASSIMO Kenco Colombian Coffee 16 T DISCs (Pack of 5, Total 80 T DISCs)

- ✓ Factual descriptions of items
- ✓ Include key features

Good bullet points:

- Compact charger dock for iPhone/iPod
- LCD clock display
- Sleek matte finish
- FM radio built in
- Aux in, for any 3.5mm jack device

- ✓ Key features clearly described

A bad product title:

16 Compatible T0711 Black Epson Ink Cartridge for Epson Stylus B40w BX300f BX310fn BX410 BX510 BX600fw BX610fw D78 D92 D120 DX400 DX4000 DX4050 DX4400 DX 4400 DX4450 DX5000 DX5050 DX6000 DX6050 DX7000f DX7400 DX7450 DX8400 DX8450 DX9400f S20 S21 SX100 SX105 SX110 SX115 SX200 SX205 SX209 SX210 SX212 SX215 SX218 SX 218 SX400 SX405 SX405wfi SX410 SX415 SX510w SX515w SX600fw SX610fw Printers - Compatible Epson Cheetah Inks T0711 Black TO711 E-711 ***by Company XYZ***

- ✗ Too long – hard to pick out key info
- ✗ Includes all compatible model numbers
- ✗ Includes brand name three times
- ✗ Includes seller name

A better title would be: Black Ink Cartridge for Epson Stylus B40, BX, DX, SX Series (16-pack)

Bad bullet points:

- Stand out from the crowd
 - Unique design
 - Another essential product and a great deal from XYZ
- ✗ Doesn't describe key features
 - ✗ Includes subjective information – customers will decide for themselves whether the product will make them stand out from the crowd
 - ✗ Includes seller name

How to increase my sales?

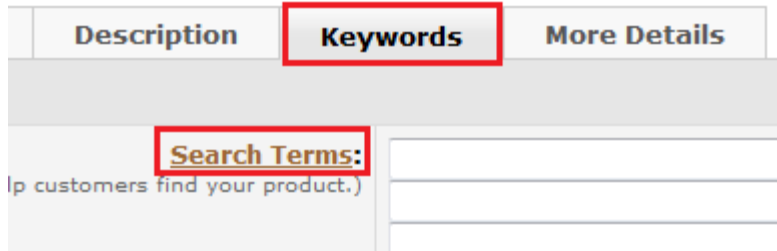
Optimising the quality of your listings: Search

Buyers usually find products in 2 ways:

Keyword Search



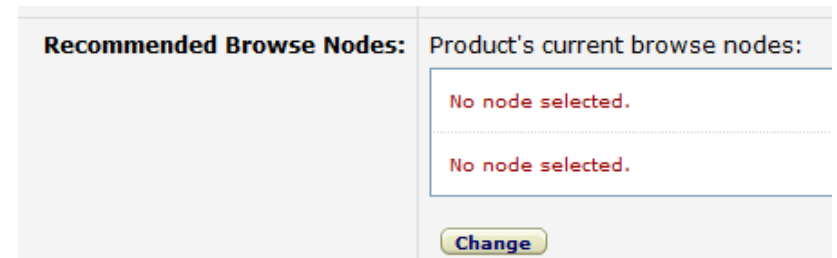
Add Search Terms:



Browsing through our directory



Add Browse Nodes:



How to increase my sales?

Optimising the quality of your listings: Keywords

- **Do's and Don'ts for keywords**

- ✓ Do use relevant keywords – inappropriate words diverting buyers are not allowed.
- ✓ You can use alternate spelling or synonyms. Ex.: *TV* for *television*.
- ✓ Put them in logical order. Ex.: *big stuffed teddy bears*, not *teddy stuffed bears*.
- ✓ Minimise abbreviations.
- ✓ Do not re-use words from the title.
- ✓ Don't use quotation marks or commas.
- ✓ Don't use misspellings (we already take care of that).
- ✓ Don't use simple variations. Ex.: *glove* and *gloves*.
- ✓ Test and change your keywords if needed.
- ✓ [Google Trends](#) give indications of popular keywords on the web.

Good search terms:

[for an iPod]

MB147LL/A

MP3 player

AAC player

digital music player

digital audio player

Bad search terms:

[for an iPod]

APPLE IPOD

IPODS

APPLE

music

digital

player

movies

80GB

- ✓ Includes terms which are not already in the product title but which customers search for

- ✗ Repeats keywords already in product title (apple, ipod, 80GB)
- ✗ Includes keywords customers don't typically use when searching for MP3 players, eg. digital ("digital audio player" or "digital music player" are more common)

How to increase my sales?

Optimising the quality of your listings: Browse nodes

- **Do's and Don'ts for Browse nodes:**

✓ Our departments are like a tree, choose a *leaf node*, not the trunk to categorize your listings:



Do:

✓ Choose the most specific leaf node possible for the product. Remember, it will automatically be included in all branches that leaf is attached to, and in other relevant branches

Don't:

✗ Choose a branch node (in grey in the Browse Tree Guide document) unless there is no appropriate leaf node

✗ Be tempted to assign products to a "similar" node – eg. don't put iPhone skins in the MP3 player cases node. Take the time to find the right leaf node and customers will be able to find your products more easily

- ✓ [Browse Tree Guides](#) (BTG) give you a list of all available nodes by category.
- ✓ The [Product Classifier](#) can also help you find the right node for your products.

How to increase my sales?

Optimising the quality of your listings: Refinements

- **Go the extra mile with refinements:**

- ✓ If a buyer searches by a refinement, your product might not show up unless your provided data for that refinement.
- ✓ Add refinements in the 'More Details' tab of the manual interface or by filling in as many columns as possible in inventory files.

Product Specifications

General

Brand:	Acer
Screen Size:	15.6 inches

Processor

Processor Brand:	Intel
Processor Type:	Intel Core i3
Processor Speed:	2.4 GHz

Memory

RAM Size:	6 GB
Computer Memory Type:	DDR3 SDRAM

Hard Drive

Hard Drive Size:	640 GB
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Graphics

Graphics Card Description:	Integrated
Graphics RAM Type:	Unknown

Additional Specifications

Operating System:	Windows 7 Edition Home Premium
Average Battery Life (in hours):	3 hours

Department

- ◀ Electronics & Photo
- ◀ Camera & Photo
- ◀ Digital Cameras
- Point & Shoot Digital Cameras**

Brand

- Panasonic (293)
- Nikon (309)
- Fujifilm (426)
- Canon (343)
- Kodak (143)
- Sony (300)
- GoPro (4)
- › See more...

Megapixel

- Up to 7.9 MP (390)
- 8 - 9.9 MP (154)
- 10 - 11.9 MP (365)
- 12 - 15.9 MP (1,263)
- 16 - 19.9 MP (362)
- 20 MP & more (281)

Optical Zoom

- Up to 2.9x (71)
- 3 - 5.9x (1,661)
- 6 - 9.9x (140)
- 10 - 19.9x (383)
- 20 - 29.9x (69)

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How to increase my sales?

Increasing your chances of winning the Buy box: Factors

- **What factors can influence which seller wins the Buy box?**

Eligibility to win the Buy Box is tied to consistently providing customers with a great buying experience on the Amazon.co.uk site.

- ✓ **Pricing competitively**, including delivery charges.
- ✓ **Availability of stock**: you have enough inventory to meet the demand.
- ✓ **Performance metrics**: such as your ODR, negative feedbacks, etc.
- ✓ **Delivery experience**: how fast can you deliver? Using FBA is an advantage.
- ✓ **Time and experience**: brand new sellers would not immediately be eligible.

How to increase my sales?

Increasing your chances of winning the Buy box: Pricing

- **Pricing**

- ✓ You can see the current Buy Box price on your inventory page (go into [Preferences](#) if not):
- ✓ You can use [Match Low Price](#) to match the current lowest prices for the listings you offer.

The screenshot shows the Amazon Seller Central inventory management interface. At the top, there are buttons for 'Actions', 'Add a product', 'Save', 'Preferences', and 'NEW'. Below these is a dropdown menu with options: 'Delete products and listings', 'Change to Fulfilled by Amazon', 'Change to Fulfilled by Merchant', and 'Match Low Price'. The 'Match Low Price' option is highlighted with a red box. To the right of the menu, there is a green checkmark icon and the text '= Low Price for all listings'. Below this is a table with columns: 'S', 'N/ISBN', 'Product Name', 'Date Created', 'Quantity', 'Condition', 'Your Price +Delivery', 'Low Price +Delivery', 'Buy Box Price +Delivery', and 'Fu'. The 'Buy Box Price +Delivery' column is highlighted with a red box. The table contains one row for a product titled 'The Da Vinci Code: (Robert Langdon Book 2) [Paperback] [Aug 28, 2009] [Brown, Dan]'. The 'Your Price +Delivery' is £500.00, the 'Low Price +Delivery' is £1.80 + £0.00, and the 'Buy Box Price +Delivery' is £5.59 + £0.00.

S	N/ISBN	Product Name	Date Created	Quantity	Condition	Your Price +Delivery	Low Price +Delivery	Buy Box Price +Delivery	Fu
nactive	DaVinciCodeSKUtest 0552159719	The Da Vinci Code: (Robert Langdon Book 2) [Paperback] [Aug 28, 2009] [Brown, Dan]	09/08/2012 16:44:04	AFN	New	£500.00 -	£1.80 + £0.00	£5.59 + £0.00	An

- ✓ If you have the Buy Box, buyers will easily see if you have a sale price on:

The screenshot shows the Amazon Seller Central pricing form. It has two main sections. The first section is for 'Your price' and the second is for 'Sale price'. The 'Your price' section has a red asterisk icon and the text '* Your price: £ 7.95' and '(Price based on condition) [Learn more](#)'. The 'Sale price' section has the text 'Sale price: £ 1.49' and '(A sale price must have a start & end date)'. Below the 'Sale price' section, there are two date pickers: 'Sale start date: 05/10/2012' and 'Sale end date: 31/10/2012'.

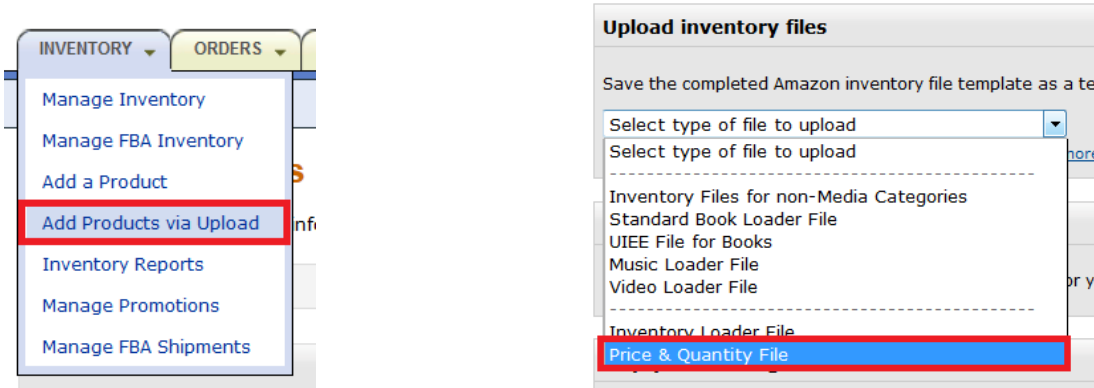
The screenshot shows an Amazon product listing for 'i9100 with Cleaning Cloth And Appl' by MOFRED@. The product has a star rating of 4.5 stars and 133 customer reviews. The price is £7.95. A red box highlights the sale price of £1.49, with the text 'You Save: £6.46 (81%)' below it. The text 'Special Offers Available' is also visible.

How to increase my sales?

Increasing your chances of winning the Buy box: Stock updates

- **Stock Updates**

✓ The [Price and Quantity file template](#) allows you to quickly update your stock in bulk.



Field Name	Definition	Example
sku	A SKU is a "Stock Keeping Unit" which you can assign to your products to track your inventory. Each SKU you create must be unique to an individual product in your current template and existing listings. A SKU can be any alphanumeric string. Do not use symbols or spaces in your SKU.	36
price	Enter the unit price for this product. The price must be greater than 0.00. Do NOT include the currency symbol (e.g. \$).	75.61
quantity	Enter the quantity of the product you have for sale. The quantity must be a whole number, and should be greater than zero.	5
leadtime-to-ship	Indicates the time, in days, between when you receive an order for an item and when you can ship the item. The default leadtime-to-ship is one to two business days. Use this field if your leadtime-to-ship is greater than two business days. Should not have more than one value. Should not have range of days or word "days" at the end.	3, 5, or 10

How to increase my sales?

Increasing your chances of winning the Buy box: Customer experience

- **Customer Experience**

- ✓ Check your [Performance Metrics](#) and **respond to buyers quickly**: orders with messages responded to within 24 hours receive 50% less negative feedback than orders with messages that were responded to after more than 24 hours.

- ✓ You can mark messages that do not need a response to improve your Response Time metrics. **Reply** **Mark as no response needed** (optional) [Learn more](#)

Please limit your text to less than 4,000 characters.

- ✓ Using [Fulfilment by Amazon](#) can help improve your delivery and customer service performance, giving you a competitive advantage.



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How to increase my sales?

Expanding your horizon: Amazon Selling Coach

- **Selling Coach Notifications**

If we detect new sales opportunities for your business, such as popular products with currently no other offer on Amazon.co.uk, we will notify you via the [Amazon Selling Coach](#).

The screenshot shows the Amazon Seller Central interface. At the top, there are navigation tabs: INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. A search bar is located on the right. The 'REPORTS' tab is active, and a dropdown menu is open, showing options: Payments, Amazon Selling Coach NEW, Business Reports (highlighted with a red box), and Fulfilment by Amazon. On the left sidebar, under 'Business Reports', the 'Amazon Selling Coach' option is also highlighted with a red box. The main content area displays a table of product opportunities, sorted by customer interest in the last 30 days. The table has columns for ASIN, SKU, UPC, Item Name, Brand Name, Category, Sales Rank, Buybox Price, Number of offers, Average Customer Review, and Number of Customer Reviews.

ASIN	SKU	UPC	Item Name	Brand Name	Category	Sales Rank	Buybox Price	Number of offers	Average Customer Review	Number of Customer Reviews
B0025VI			Guitar Hero: Metallica: Standalone Kick Pedal (PS2/PS3/Xbox 360/Wii)	Activision	Videogames	11636		0	3.04	26
B001C0		61788594	Rock Band: Drum Sticks - Black	4Gamers	Videogames	13121		0	4.57	23
B001AW		70945801	Wireless Rock Guitar (PS3)	Blaze	Videogames	16402		0	2.92	12
B00844C			Watch Dogs (Xbox 360)	Ubisoft	Videogames	337	39.99	1	5	2
B00844F			Watch Dogs (PS3)	Ubisoft	Videogames	397	39.99	1	3.67	3
B00AY8			The Walking Dead: Survival Instinct (Xbox 360)	Activision	Videogames	169	54.99	8	2.71	49
B00AXX			BioShock Ultimate Rapture Edition (PS3)	Take 2 Interactive	Videogames	807	47.99	3	4.24	17
B009YC			Naruto Shippuden Ultimate Ninja Storm 3 - Will of Fire Edition (PS3)	Namco Bandai	Videogames	1400	0	7	4	1
B00A3Q		0454965C	Nintendo Handheld Console 3DS XL - Pikachu Yellow: Limited Edition (Nintendo 3DS)	Nintendo	Videogames	6119	217	8	4.47	43
B0083SI			The Cube (Nintendo Wii)		Videogames	346	32.93	4	4.32	78

How to increase my sales?

Expanding your horizon: Ship internationally

- **Shipping to Foreign Buyers**

In your [Shipping Settings](#), do not forget to enable export to Europe and other regions if you want foreign buyers to be able to buy your offers.

Standard Regions & Service Levels		
	Standard	Expedited
UK Street	<input checked="" type="checkbox"/> 3 - 5 days	<input type="checkbox"/> 1 - 2 days
UK PO Box	<input checked="" type="checkbox"/> 3 - 5 days	
BFPO	<input checked="" type="checkbox"/> 3 - 5 days	
UK Off-Mainland *DISABLED*	<input checked="" type="checkbox"/> 3 - 5 days	
Europe Zone 1	<input checked="" type="checkbox"/> 3 - 7 days	
Europe Zone 2	<input checked="" type="checkbox"/> 3 - 7 days	
Europe Zone 3	<input checked="" type="checkbox"/> 8 - 12 days	
North America	<input type="checkbox"/> 6 - 10 days	
Japan	<input type="checkbox"/> 6 - 10 days	
Australia and Far East Asia	<input type="checkbox"/> 8 - 12 days	
M@ UK - Rest of World (ROW)	<input type="checkbox"/> 8 - 12 days	

If selling Books/Music/Video/DVD, you will be able to choose shipping regions as shown below (but not charges which are set by Amazon):

Note: These settings will be used as defaults for new BMVD listings you create. Changing these settings will not affect existing listings.

Standard: Delivery in 3 - 18 days	Required £1.26 - £2.80 shipping credit (view rate table)
Express Delivery - UK: Delivery in 24 hours	<input type="checkbox"/> Yes £8.98 shipping credit (view rate table)
International: Delivery in 5 - 35 days	<div style="border: 1px solid black; padding: 2px;"><input type="text" value="No"/> <input type="text" value="No"/> Domestic and within the European Union (EU) Domestic, EU, US (include US Protectorates) and Canada Domestic, EU, US (include US Protectorates), Canada and Rest of World</div> <div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div>

How to increase my sales?

Expanding your horizon: Sell internationally

- **Selling on other Amazon Europe Marketplaces**

The [Europe Marketplaces Account](#) allows Amazon Sellers to list their offers on multiple Amazon Europe Marketplaces from a single Seller Central Account.

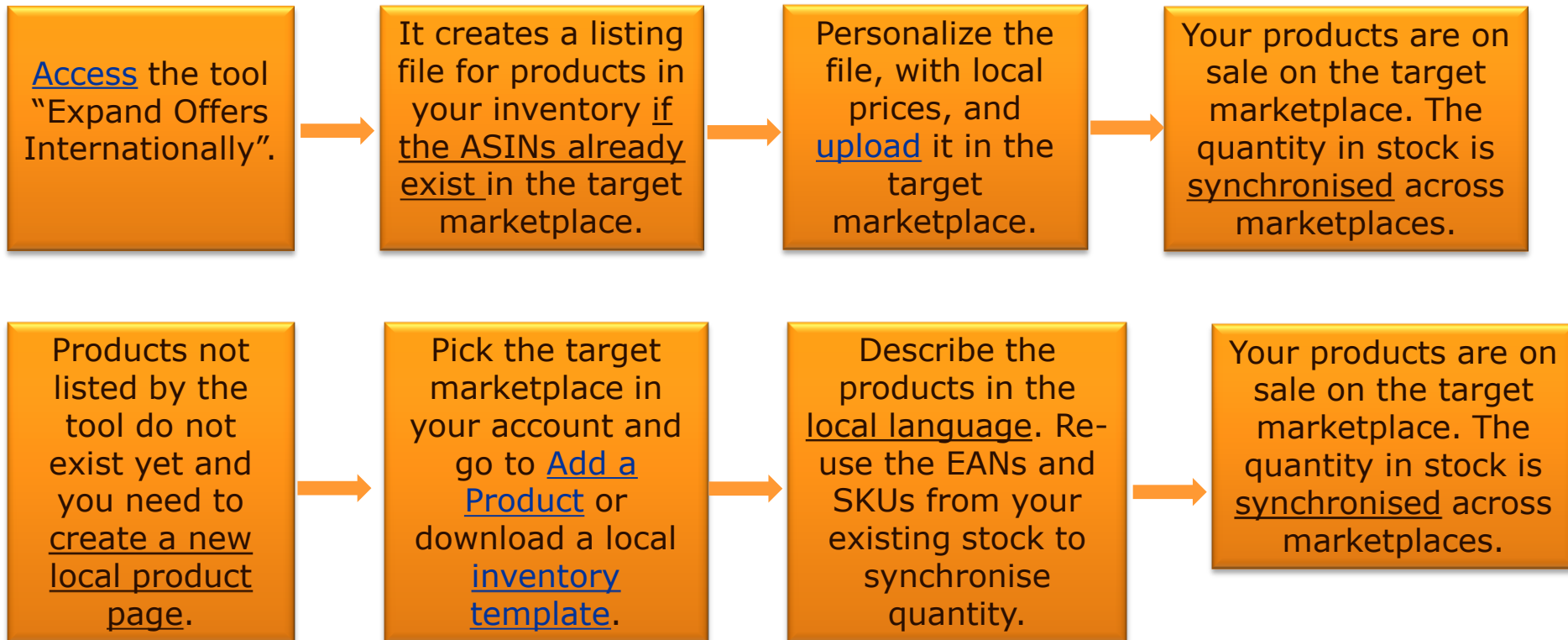


How to increase my sales?

Expanding your horizon: How it works

- **Selling on other Amazon Europe Marketplaces**

- ✓ Check if you are allowed and able to sell your products in the other marketplaces.
- ✓ Check if your products already have product detail pages (ASINs) or not in the other marketplaces:



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How to increase my sales?

Introduction to Fulfilment by Amazon: What is FBA?



You are in control of :



How to increase my sales?

Introduction to Fulfilment by Amazon: FBA Offer

amazon.co.uk Hello. Sign in to get personalised recommendations. New Customer? [Start here](#).

Your Amazon.co.uk | Today's Deals | Gift Cards | Gifts & Wish Lists

Shop All Departments Search Fun Collectables GO Basket Wish List

Welcome International Gift Certificates Deals of the Week Amazon.co.uk MasterCard New to Amazon.co.uk Delivery Options

Zhu Zhu Pets - Fluffy [Toy]
by CEPIA
★★★★★ (7 customer reviews) Like (0)

Price: £14.99
Sale: **£11.99** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)
You Save: £3.00 (20%)

In stock.
Sold by [Fun Collectables](#) and **Fulfilled by Amazon.**

Want guaranteed delivery by Friday, March 11? Order it in the next 6 hours and 2 minutes, and choose **Express** delivery at checkout. [See Details](#)

Quantity: 1
Add to Basket
or
Sign in to turn on 1-Click ordering.
Add to Basket with **FREE One-Day Delivery**
Amazon Prime free trial required. Sign up when you check out. [Learn more](#)
Add to Wish List

[See larger image](#)
[Share your own customer images](#)

- ☑ Price
- ☑ Availability (Prime)
- ☑ Seller
- ☑ Lead time
- ☑ Customer Service
- ☑ Combination with other Amazon products
- ☑ Gift option

How to increase my sales?

Introduction to Fulfilment by Amazon: FBA export to EU

- ❑ FBA products listed on Amazon.co.uk can be purchased by customers outside of the UK
- ❑ Fulfilment by Amazon sellers can activate the [FBA Export option](#) to make their FBA products available to buyers located in 26 EU countries, or even worldwide for media products.
- ❑ To get started, simply add FBA Export to your FBA account

Current Export Option	None
FBA can export your products to other European countries and media items to the world. Learn more	
Enable FBA Export Now	



Current Export Option	26 Countries
FBA can export your products to other European countries and media items to the world. Learn more	
Change Export Option Disable FBA Export	

How to increase my sales?

Introduction to Fulfilment by Amazon: EFN for FBA sellers

With the European Fulfilment Network, “Fulfilment by Amazon” sellers can:

- store their inventory in their **home marketplace’s fulfilment centres** and
- **fulfil orders** coming from other **Amazon EU marketplaces**



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Questions...?



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References

Some useful references

- [Tutorial for creating a product page](#)
- [Use search & browse](#)
- [Adding products](#)
- [Listing products](#)
- [Manage product details](#)
- [Image Requirements](#)
- [Improve Listing Quality - tutorial](#)
- [Cross-selling](#)
- [Overview of promotions](#)
- [Success factors](#)
- [Fulfilment by Amazon overview Tutorial](#)
- [Selling on Amazon Europe Marketplaces](#)
- [Expand Offers Internationally](#)
- [Global Selling with Amazon manual](#)
- [EU Imports and Cross-Border Sales Information](#)
- [Webinars invitations and recordings page](#)

Please note that this presentation is for informational purposes only. If you need additional help, or would like to check that the information presented is still up to date and accurate, we recommend for you to contact [Seller Support](#).

Thank you for attending!

<http://services.amazon.co.uk/resources/events-webinars/>

Seller Support **BLOG** Strategies & Best Practices for Selling on 

www.amazon sellers support blog.co.uk

amazon services^{europe}
seller forums

<http://sellercentral.amazon.co.uk/forums/>

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