

# "Selling on Amazon" Webinar

## HOW TO INCREASE YOUR SALES ON AMAZON?

During the festive season,  
but also for the rest of the year...

## 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
- Popular services during the festive season
- How to sell internationally
- Q&A
- References

## How to increase my sales?

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

Would you take the risk of buying and offering this product?



[Share your own customer images](#)

Chaser

### Chaser BROG 20 COURT SHOE / Womens Shoes (7 UK) (Navy)

[Be the first to review this item](#)

Price: ~~£34.45~~

Sale: **£26.45**

You Save: **£8.00 (23%)**

**In stock.**

Dispatched from and sold by

- Navy ladies Leather court shoe.
- Beige inner textile lining.
- Raised heel.
- Black Rubber sole.
- Toe patch.



#### Accessorise Your Gifts

Treat someone you love (or yourself) to a bit of bling. Let us help you find the perfect present with great savings in our selection of [Jewellery](#) and [Watches](#)

> [See more product promotions](#)

**£26.45** + £3.05 UK delivery

In stock. Sold by

Quantity:



**Add to Basket**

or

[Sign in](#) to turn on 1-Click ordering.

**Add to Wish List**

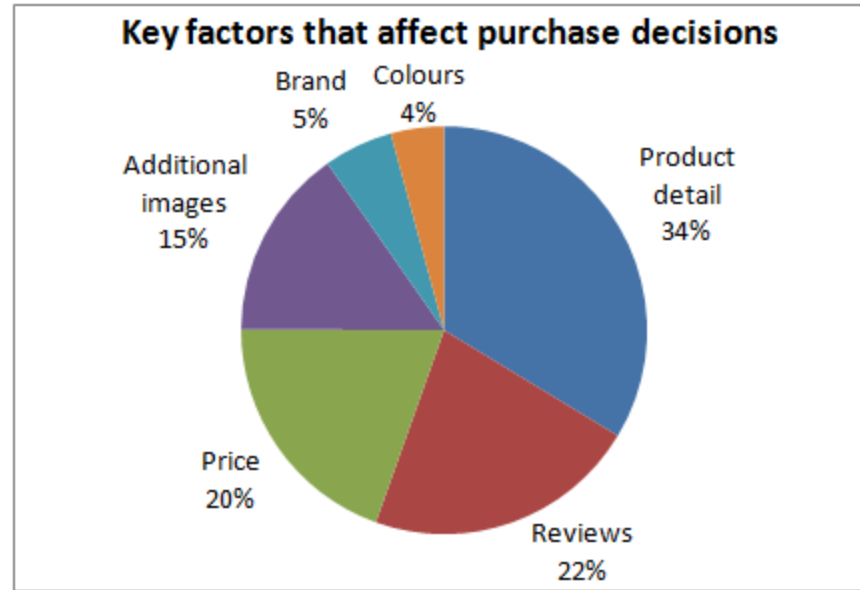
#### More Buying Choices

Have one to sell? [Sell yours here](#)

[Share](#)

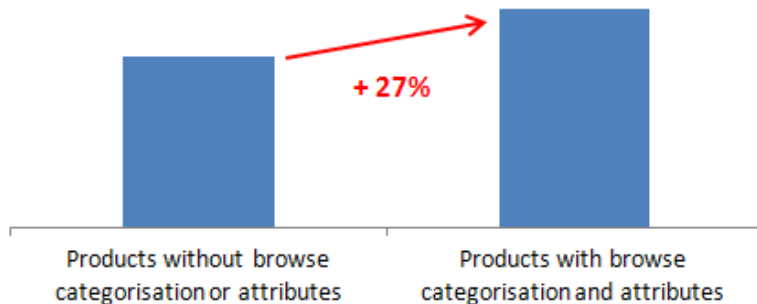
## How to increase my sales?

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

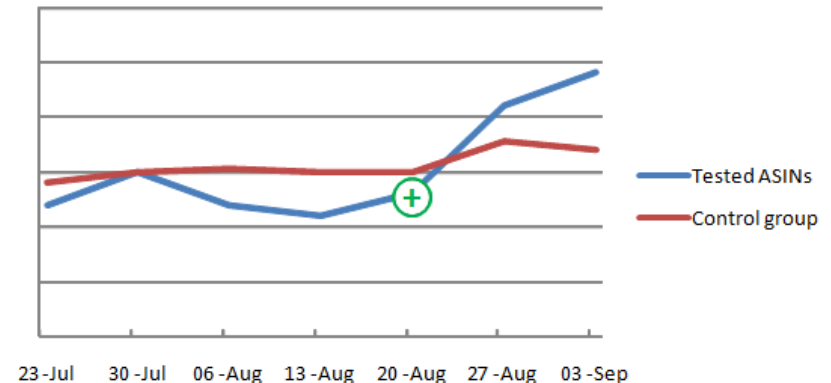


Amazon Customer Experience Study

#### Impact of browse & attributes on glance views



#### Unit sales after adding descriptions & features



## 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.

<b>⚠ Vital Info</b>	Offer	Images	Description	Keywords	<b>⚠ More Details</b>
<b>Item Name (aka Title):</b> (Max. 250 characters)		<input type="text"/> 2000 bytes left Example: Olympus Camedia C-50 Digital Camera			
<b>Binding:</b>		<input type="text" value="- Select -"/>			
<b>EAN or UPC:</b>		8717418400484			
<b>Format:</b> (The media format of the item.)		<b>⚠ Format is important for helping customers find your product.</b> <input type="text"/> Example: CD_ROM			
<b>Brand Name:</b> (Max. 50 characters)		<input type="text"/> 2000 bytes left Example: Sonny Brook Hams			
<b>Package Quantity:</b>		1			
<b>Recommended Browse Nodes:</b>		No node selected. <input type="button" value="Edit"/>			
<div><input type="button" value="Cancel"/> <input type="button" value="Save and finish"/></div>					

## How to increase my sales?

### Optimising the quality of your listings: Listing alerts

- **Fix Suppressed Listings**: products missing a **main image** can be suppressed from search and browse.


Vital Info \* Offer **! Images** ! Description Keywords ! More Details

Next

**!** Images can make your product more attractive to customers and help them make buying decisions.  
[Learn More](#)

**Image:**

No image available



[Add images](#)

[Product images style guideline](#)

Listings that are missing a main image will not appear in search or browse until you fix the listing. Choose images that are clear, information-rich and attractive. Images must meet the following requirements:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks or inset images. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing) and must not contain excluded accessories.
- Images must be at least 1,000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.

A missing image may cause your listing to be suppressed from search and browse in some categories.

# 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: Listing alerts

- Improve Listing Quality:**



#### Product Description

**Attention please :** Because Christmas is coming ,if you buy it for your Christmas gift ,may be it won't reach you before Christmas , Cautious to buy please ,Because package send out from China , express companies are very busy , It will may be 15-20 bussiness days arrival in UK . Please choose the suitable shipping as needed , please ignore the Amazon shipping time .

**Feedback:** Your satisfaction and positive feedback is very important to us , please leave positive feedback and 5 stars if you are satisfied with our items and services. If you have any problems with our items or services, please feel free to contact us , we will solve any problems and provide you with the best customer services.

Christmas Sale Earrings

★★★★★ (3 customer reviews)

Price: £9.99

Sale: **£1.99**

You Save: £8.00 (80%)

**In stock.**

Dispatched from and sold by

Gift-wrap available.

- You can wear it in any occasions and it makes you eye catching
- Non allergic
- Material: Pearl/ Crystal/Alloy
- Christmas decorations, wedding decorations, etc. necessary
- Attention please : Because Christmas is coming ,if you buy it for your Christmas gift ,may be it won't reach you before Christmas , Cautious to buy please ,Because package send out from China , express companies are very busy , It will may be 15-20 bussiness days arrival in UK . Please choose the suitable shipping as needed , please ignore the Amazon shipping time .

**If the product details are not missing, but are inaccurate or not respecting our policies, you can report these errors by contacting the [Seller Support](#) team.**

## How to increase my sales?

### Optimising the quality of your listings: Listing alerts

- **Improve Listing Quality:**

The **Product Details** are used by **all sellers**, so, in these fields (title, description...), provide only information regarding the product in general, **and NOT:**

- **the condition of your particular item**
- **or your commercial offer**

➡ These 2 points can only be indicated via the '**Offer**' tab.

Vital Info	Offer	Images	Description	Keywords	More Details
<b>Seller SKU:</b> d					
(Unique Identifier. If you don't enter a SKU we'll create one for you.)					
<b>* Condition:</b> New					
<b>Condition Note:</b>					

Videos, Images and complex HTML, are currently not possible in Descriptions. But the basic tags (<P>, </BR>, <B>, <UL>, <LI>, <U>) are allowed.

Vital Info	Offer	Images	Description	Keywords	More Details
<b>Product Description:</b>					
(The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)					
Full series of the popular <b>French</b> comedy show taking place in a office setting, in front of the coffee machine. Short sequences of discussions among colleagues will make you laugh and maybe remind you of the Office, but with French humour.					
1732 bytes left Example: This ham has been smoked for 12 hours...					

**How to increase my sales?**

## Optimising the quality of your listings: Search

The product pages now look good, but will the buyers find them?



# How to increase my sales?

## Optimising the quality of your listings: Search

Buyers usually find products in 2 ways:

### Keyword Search



Search All



Add Search Terms:

Description	Keywords	More Details
<b>Search Terms:</b> (p customers find your product.)		

### Browsing through our directory



amazon.co.uk  
Shop by Department



Add Browse Nodes:

Recommended Browse Nodes:	Product's current browse nodes:
	No node selected.
	No node selected.

**New:** missing browse nodes  
Are now indicated in  
the Improve Listing Quality alerts

## 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 you 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
------------------	--------

##### 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)

# How to increase my sales?



Promote the products you list on Amazon.co.uk with keyword-targeted ads

## • How It Works:



Select keywords for the products you want to advertise



Shoppers search for one of your keywords on Amazon.co.uk



Ads for your products appear alongside search results<sup>[1]</sup>



Shoppers who click on your ad are taken to the detail page where your offer is listed

Learn more  
and sign up  
at [sp.amazon.co.uk](http://sp.amazon.co.uk)

\* Your ad will only be displayed if you've submitted a competitive bid and your offer is listed on the detail page in the Buy Box.

\*\* Pay-per-click fees for Sponsored Products are invoiced separately. Applicable Selling on Amazon fees will apply.

## How to increase my sales?

### Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Popular services during the festive season
- How to sell internationally
- Q&A
- References



## How to increase my sales?

## Increasing your chances of winning the Buy box: Factors



### Harry Potter - Kinect Required (Xbox 360)

by [Warner Bros. Interactive](#)

Platform: Xbox 360 | Rated: [Ages 12 and Over](#)

★★★★☆ (31 customer reviews)

Price: **£10.44** & eligible for **FREE Delivery**. [Details](#)

**Only 3 left in stock.**

Sold by [Turbotrance](#) and [Fulfilled by Amazon](#). Gift-wrap available.

**Want it Friday, 29 Nov.?** Order it within **23 hrs 25 mins** and choose **One-Day Delivery to Luxembourg** at checkout. [Details](#)

[25 new](#) from £9.49   [3 used](#) from £11.09



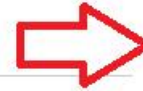
#### Trade In this Item for up to £6.20

Trade in *Harry Potter - Kinect Required (Xbox 360)* for an Amazon.co.uk gift card of up to **£6.20**, which you can then spend on millions of items across the site. Trade-in values may vary ([terms apply](#)). Find more

[products eligible for trade-in](#)

[Trade in here](#)

➤ [See more product promotions](#)



Quantity: 1



**Add to Basket**

or

[Sign in](#) to turn on 1-Click ordering.

**Add to Wish List**

#### Trade in Yours

For a Gift Card up to **£6.20**

**Trade in**

[Learn more](#)

#### More Buying Choices

Game Trade Online **Add to Basket**

**£10.63** & eligible for FREE Delivery.

[Details](#)

eoutlet-uk

**Add to Basket**

**£10.66** & eligible for FREE Delivery.

[Details](#)

Amazon

**Add to Basket**

**£11.20** & eligible for FREE Delivery.



## 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.

Actions

Add a product

Save

Preferences

NEW

Delete products and listings

Change to Fulfilled by Amazon

Change to Fulfilled by Merchant

Match Low Price

Send/Replenish Inventory

Create Fulfilment Order

Create Removal Order

Set Replenishment Alerts

Print Item Labels

Low Price

ASIN/ISBN	Product Name	Date Created	Available	Fee Preview NEW	Your Price +Delivery	Condition	Low Price +Delivery	Buy Box Price +Delivery	Sales Rank
0035H9KQ0	Dogit Blue Rubber Ball Dog Toy	08/10/2013 16:40:27	0	£149.85	£ 999.00	New	£4.41 + £11.20	£4.41 + £11.20	-
003VIVJMQ	Iron Man 2 [DVD] [DVD] [2010]	08/10/2013 16:27:53	0	£149.99	£ 999.00	New	£4.58 + £1.26	£14.99 + £0.00	2,934 Film & TV

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

<b>* Your price:</b> (Price based on condition) <a href="#">Learn more</a>	£ 7.95 Example: 50.00
<b>Sale price:</b> (A sale price must have a start & end date)	Sale price: £ 1.49
	Sale start date: 05/10/2012
	Sale end date: 31/10/2012

i9100 with Cleaning Cloth And Appl  
by [MOFRED®](#)

★★★★☆ (133 customer reviews) [Like](#) (16)

Price: ~~£7.95~~

Sale: **£1.49**

You Save: **£6.46 (81%)**

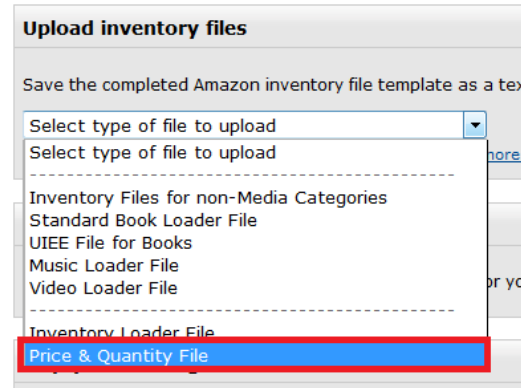
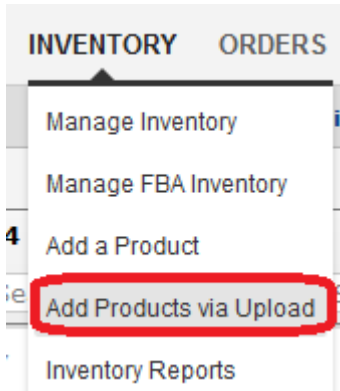
[Special Offers Available](#)

## 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: Tips

- **Selling Coach Notifications**

Some **Selling Coach** recommendations can help you be more competitive on prices or product selection:

The screenshot shows the Amazon Seller Central interface. On the left, the 'Amazon Selling Coach' sidebar is visible, with a red box highlighting the 'Amazon Selling Coach' header. Below it, there are several recommendations, including 'Keep higher inventory levels on these merchant-fulfilled items during the holidays' and 'Keep sufficient FBA inventory on hand during the holidays'. A 'Reports' sidebar is also visible on the left, with a red box highlighting the 'Business Reports' option in the dropdown menu.

The main content area displays a table of ASINs that were out of stock during the 2012 holiday season. The table has the following columns: ASIN, SKU, Item Name, Fulfillment Channel, Sales for the last 30 days, Current Inventory, Units Sold in December 2012, 2012 Holiday Weeks Out-of-Stock, and 2012 Holiday Weeks In Stock.

ASIN	SKU	Item Name	Fulfillment Channel	Sales for the last 30 days	Current Inventory	Units Sold in December 2012	2012 Holiday Weeks Out-of-Stock	2012 Holiday Weeks In Stock
<a href="#">B00A</a>	<a href="#">UTW1</a>	Women's Best Quality Socks, Double Pack of 6) (Shoe 4-7)	Merchant	173	804	284	4	4
<a href="#">B006</a>	<a href="#">UTMB</a>	Men's Slipper Socks, Slip Grip (UK 6-12 (Grey)	Merchant	172	826	379	1	7
<a href="#">B006</a>	<a href="#">UTTHI</a>	Men's Thermal Underwear All Sizes, Chest: 40-42 inch	Merchant	28	189	69	1	7
<a href="#">B005</a>	<a href="#">UTHA</a>	Women's Faux Fur One Size) (Brown)	Merchant	39	464	398	1	7
<a href="#">B005</a>	<a href="#">UTTHI</a>	Men's Thermal Underwear, Top (Viscose) Chest: 36-38inch	Merchant	52	494	243	1	7
<a href="#">B005</a>	<a href="#">UTW1</a>	Women's Best Quality Socks, Double Pack of 6) (Shoe 4-7)	Merchant	341	1460	557	2	6

**How to increase my sales?**

**Increasing your chances of winning the Buy box: Customer experience**

**Selling is good, but don't forget the buyer's experience too:**



Account status	
Suspended <a href="#">[?]</a>	
Underperforming metrics	
Order Defect Rate <a href="#">[?]</a>	
Short Term	Long Term
22.22%	20%
Target 0	
<a href="#">View All Customer Metrics</a>	

## How to increase my sales?

### Increasing your chances of winning the Buy box: Customer experience

- **Customer Experience**

- ✓ The performance targets you should aim to achieve in order to prevent a poor customer experience are:

**Order defect rate: < 1%**

**Pre-fulfilment cancel rate: < 2.5%**

**Late shipment rate: < 4%**

- ✓ 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.

## How to increase my sales?

### Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Popular services during the festive season
- How to sell internationally
- Q&A
- References

**How to increase my sales?**

## Popular services during the festive season

It's now the very last mile before the end of the season, use any last chance to maximise your opportunities.





# How to increase my sales?

## Popular services during the festive season: Settings

- **Gift Options:**

- ✓ Enable Gift Messaging and/or Gift wrap in the Settings

The screenshot shows the Amazon Seller Central interface for the 'Gift-Wrap' settings. The top navigation bar includes the Amazon logo, 'sellercentral europe', a search bar, and links for 'Messages', 'Help', and 'Settings'. Below the navigation bar, there are tabs for 'INVENTORY', 'ORDERS', 'STOREFRONT', 'REPORTS', and 'PERFORMANCE'. The 'Gift-Wrap' section is active, displaying a table with three columns: 'Gift-Wrap Image', 'Gift-Wrap Description', and 'Gift-Wrap Charge (£)'. The 'Gift-Wrap Image' column shows a placeholder for a 71 x 71 pixel image with a 'Select image (optional)' button. The 'Gift-Wrap Description' column has two text input fields: 'Gift-Wrap Description (Max. 50 characters.)' and 'Gift-Wrap Identifier (Max. 40 characters.)', both with explanatory text below them. The 'Gift-Wrap Charge (£)' column has a single text input field.

Gift-Wrap Image	Gift-Wrap Description	Gift-Wrap Charge (£)
<div>Minimum size of image 71 x 71 pixels</div> <div>Select image (optional)</div>	<div>Gift-Wrap Description (Max. 50 characters.)</div> <div>(The name customers see when choosing one of your gift-wrap styles, such as <i>Girl's Birthday Paper</i>.)</div> <div>Gift-Wrap Identifier (Max. 40 characters.)</div> <div>(The name or number you use to identify the gift-wrap in your system.)</div>	

- ✓ And then enable it for individual items (except BMVD) in your inventory, using the 1x1 interface or feeds:

The screenshot shows a section of the Amazon Seller Central 1x1 interface. It includes a 'Start selling date:' field with a date picker set to '08/10/2013'. Below this is the 'Gift Options:' section, which is highlighted with a red rectangle. It contains two checkboxes: 'Gift wrap?' and 'Gift message?'. At the bottom, there is a 'Restock Date:' field with a date picker.

<b>Start selling date:</b> (dd/mm/yyyy)	08/10/2013
<b>Gift Options:</b>	<input type="checkbox"/> Gift wrap? <input type="checkbox"/> Gift message?
<b>Restock Date:</b>	

# How to increase my sales?

## Popular services during the festive season: Settings

- **Delivery Options**: Offer **Expedited Shipping** so that customers can buy and receive their products in time for Christmas as late as possible.



### Christmas Shipping Cutoff Dates

During the festive season, and subject to meeting performance and account setting requirements outlined in an email we sent you in November, you have the option to customise the last dates on which customers can place orders for guaranteed delivery by 24 December. See the Christmas Shipping Cutoff Dates table below and click the Edit button in the top right corner to set your dates. After you click Submit, your changes will take effect in approximately four hours. [Learn more.](#)

This notice will remain visible throughout the festive season, even if you have already set customised shipping cutoff dates. You can modify the dates at any time during the festive season as long as you continue to meet performance requirements.

During the festive season, we will continually monitor seller performance and account settings. Customised Christmas shipping cutoff dates will be deactivated if performance no longer meets our requirements. If you previously set cutoff dates, they would be replaced with Amazon standard cutoff dates, and the website Christmas delivery messages for your items will be based on those standard dates.

## Current Shipping Rates and Settings

Listed below are your current shipping settings, including the geographic regions you ship to, the Service Levels you offer and the prices you charge. [Learn more.](#)

In general, all shipping prices should be inclusive of applicable VAT.

### Christmas Shipping Cutoff Dates

[Edit](#)

Shipping Destination	Service Levels	
	Standard	Expedited
UK Street	18/12/2013	---
UK PO Box	18/12/2013	---
BFPO	13/12/2013	---

**Cut-Off: we will use your handling time + delivery time to indicate to buyers whether they will receive their order before Christmas if they buy from you. Sellers with the best shipping performance have the possibility to customise those dates.**

# How to increase my sales?

## Popular services during the festive season: Settings

- **Automate customer returns request approvals:** Make it easier for buyers to return items, to avoid negative feedbacks and A-Z claims.

amazon seller central europe

INVENTORY ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

Search Messages | Help | Settings

**Manage Returns** [Learn more](#)

Filter returns by:

**View all**

Authorisation required

Closed

Authorised

Not authorised

Withdrawn by Buyer

Denied by Seller

With A-to-z Guarantee claims

Date Range

Search

Manage Returns

Status of Return Requests

Returns settings

Automated Returns: Enabled

Hide return details

**Return Authorised 179 days ago**

Auto-authorised

Your RMA No.: none saved

Order ID: [026-6504747](#)

Label type:

RMA: DT98xkq

Buyer: [M.D.AST](#)

Request Date: 1 June 2013 13:01:39 BDT

Order Date: 25 May 2013 19:20:07 BDT

**Return Reason: Too large**

Buyer Comment:

[\(Waist: 38 inch \(X-Large\)\) \(Black\)](#)

[Edit authorisation](#)

[Issue refund](#)

[Contact buyer](#)

[Read return details & order history](#)

**Return Authorised 179 days ago**

Auto-authorised

Your RMA No.: none saved

Order ID: [026-6504747](#)

Label type:

RMA: DT98xkq

Buyer: [M.D.AST](#)

Request Date: 1 June 2013 13:06:00 BDT

Order Date: 25 May 2013 19:20:07 BDT

**Return Reason: Style not as expected**

Buyer Comment:

[3 inch \(X-Large\)\) \(Black\)](#)

[Edit authorisation](#)

[Issue refund](#)

[Contact buyer](#)

## How to increase my sales?

# Popular services during the festive season: FBA



[Share your own customer images](#)

### VTech Soft Singing Phone

by [VTech](#)

★★★★★ (4 customer reviews)

Price: **£10.66** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

**Only 7 left in stock.**

Sold by [a1 Toys](#) and **Fulfilled by Amazon** Gift-wrap available.

**Want it tomorrow, 29 Nov.? Order it within 14 mins and choose One-Day Delivery to Luxembourg at checkout.** [Details](#)

- Colourful realistic phone
- Soft fabric has been specially designed to help develop Baby's senses
- Non-breakable mirror, rolling beads, flashing lights, different materials and chunky buttons to press
- Cute phrases and animal sounds
- Batteries included

[See more product details](#)

**23 new** from £6.64

Quantity: 1 ▾

[Add to Basket](#)

or

[Sign in](#) to turn on 1-Click ordering.

[Add to Wish List](#)

[Add to Baby Wish List](#)

#### More Buying Choices

OCEANA TRAD	<a href="#">Add to Basket</a>
£10.50 + FREE UK delivery	
tannaghmore	<a href="#">Add to Basket</a>
£6.64 + £4.29 UK delivery	
MAN&DIV	<a href="#">Add to Basket</a>
£9.27 + £2.20 UK delivery	
<b>23 new</b> from £6.64	
Have one to sell?	<a href="#">Sell yours here</a>

Sellers using [Fulfilment by Amazon](#) will be able to provide buyers with:

- ✓ **Gift-wrap services**
- ✓ **Prime and Free Super Saver Delivery options**
- ✓ **Amazon customer service for returns and refunds**
- ✓ **The ability to combine other FBA or Amazon items in the same package**
- ✓ **The ability to order until the last minute before Christmas\***

## How to increase my sales?

### Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Popular services during the festive season
- How to sell internationally
- Q&A
- References

## How to increase my sales?

### How to 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?

### How to sell internationally

If the products you sell already have matching ASINs on other EU marketplaces, you can use the 'Build International Listings' [tool](#) to synchronise your offers.

The new **Build International Listings** tool will enable you to:



Automatically create listings on new (or "target") marketplaces based on products you are selling in your home marketplace.



Automatically reflect changes to your target marketplaces based on changes to your home or source marketplace such as creating or removing a listing in the target marketplace when you create/delete a listing in your home marketplace.



Monitor exchange rate fluctuations and adjust your prices accordingly on target marketplaces.

Watch the [video tutorial](#)

## How to increase my sales?

### Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Popular services during the festive season
- How to sell internationally
- Q&A
- References



Questions...?



## How to increase my sales?

### Agenda

- Optimizing the quality of your listings
- Increasing your chances of winning the Buy Box
- Popular services during the festive season
- How to sell internationally
- Q&A
- References

## 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](#)
- [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/>

 **BLOG** Strategies & Best Practices for Selling on  **amazon.co.uk**

[www.amazonsellersupportblog.co.uk](http://www.amazonsellersupportblog.co.uk)

 **amazon services**<sup>eu</sup>  
seller forums

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

This document is provided for informational purposes only. No promises or assurances of future sales are intended or implied. Participation in the FBA programme is subject to the FBA terms in the Amazon Services Europe Business Solutions Agreement and policies set forth in the FBA manual. You will be responsible for ensuring all products registered with FBA comply with such terms and policies found through this [link](#).