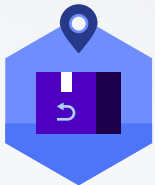


A Checklist for *Right Before* You Set Up an Amazon Selling Account



Some of the logistics of being a successful Amazon seller should be worked out before you set up the seller account, as you likely won't have as much time to address these after you get started.

Use the sheet below to best pre pare before you set up an account



WHERE DO YOU PLAN TO SEND ORDER RETURNS?

For example, are you going to handle the returns yourself, or send them to a company that specializes in testing/grading returns and making the product available for sale again (e.g., tradeport.com, openedboxreturns.com)?



WHO ON YOUR TEAM WILL HANDLE AMAZON CUSTOMER INQUIRIES?

The key is not just having all of the answers, but also respecting Amazon's requirements to respond to all customer inquiries within 24 hours, any day of the year. Hence, figuring out who is on point (with possible backup) is one critical operational issue that should be addressed before opening your Amazon seller account.



**IF YOU PLAN TO USE AMAZON'S FULFILLMENT BY AMAZON PROGRAM,
DECIDE WHETHER YOU PLAN TO CO-MINGLE YOUR PRODUCTS WITH
FBA INVENTORY OF OTHER SELLERS OF THE SAME PRODUCTS.**

IMPORTANT TO NOTE

Amazon gives FBA sellers this potentially lethal option of sending product into Amazon's Fulfillment Centers, where they might get co-mingled with other FBA sellers' product, leading to your products potentially getting mixed up with counterfeit or lowgrade versions of what you purport to be selling. If a co-mingled unit gets picked to fulfill an order on your account, you are left explaining to Amazon why a customer complained about getting a counterfeit item. You need to work through this issue very early on because if you decide to use FBA but not use the comingled ("stickerless") option, you need to activate your account to become a "stickered" FBA account right at the beginning before you create your first FBA shipment into Amazon. While it is possible later on to make this decision to become a stickered account, it quickly becomes very complicated if you have already sent some product into FBA as stickerless product.

- ☐ Sell through FBA with co-mingle (stickerless)
- ☐ Sell through FBA with stickered product



WHAT NAME WILL YOU SELL UNDER ON AMAZON?

While some companies have legitimate reasons to use a different customerfacing name, Amazon is also a place where many sellers purposefully conceal their identity, for reasons that include not wanting brands to know that they are selling online, or the brand is actually the reseller and doesn't want its other retail partners to know it's selling product online direct to consumer.



HAVE YOU CHECKED TO SEE IF THE PRODUCTS YOU PLAN TO LIST ARE IN CATEGORIES THAT AMAZON HAS GATED? ARE ANY OF YOURS GATED?

Amazon has restrictions on who can sell in certain categories, and while the ungating process is usually surmountable, it's important to recognize that if your desired categories are gated, you will have to apply very quickly to get ungated. Check out Amazon's approval category page before you decide to register on Amazon, and you can learn more about the ungating process, if it applies to your product categories.

Gated products:

Use the checkboxes below to determine how ready your business is from an operational standpoint to sell and succeed on Amazon.

Do you have good marketing content with which to build product listings (i.e. product images, copy, etc.)

YES NO

☐ ☐

Do you have a clear understanding of your product sourcing avenues? (i.e. If your products sell well on Amazon, do you know how to replenish quickly enough to avoid extensive stockout periods?)

YES NO

☐ ☐

Do you plan on selling the same items over and over? (If yes, you will want to take advantage of Amazon's replenishment alert tools inside Seller Central, as well as other external forecasting tools.)

YES NO

☐ ☐

Do you have a process for identify and addressing stale inventory? (There will always be some product that doesn't sell well, and needs to be liquidated.)

YES NO

☐ ☐

Do you understand the basic cost structure of Amazon, including overhead? (Use the BigCommerce guide to determine your profitability -- Chapter 12.)

YES NO

☐ ☐

Do you know who is already selling the same or similar SKUs as you? (And are those selling well?)

YES NO

☐ ☐

Do you know much time is needed to get listings in place right after registered as an Amazon seller? (You have one month to get up and running moving once you set up the account.)

YES NO

☐ ☐

Now, you're ready to set up. Make sure you have each of these items on hand.



Your legal business name, address, and contact information



An email address that can be used for this company account. This email account should be set up already, as you will start receiving important emails from Amazon almost immediately.



An internationally chargeable credit card with a valid billing address. If the credit card number isn't valid, Amazon will cancel your registration.



An email address that can be used for this company account. This email account should be set up already, as you will start receiving important emails from Amazon almost immediately.



A phone number where you can be reached during this registration process. Also, have your phone nearby during registration.



Your tax identity information, including your Social Security number or your company's Federal Tax ID number. To submit your tax identity information, the registration process will take a brief detour to a "1099-K Tax Document Interview."



State tax ID information for states in which you have tax nexus. This physical presence is typically impacted by company offices, warehouses/3PLs, and call centers. If you plan to use Amazon's Fulfillment by Amazon (FBA) program, there may be further tax nexus implications, so we encourage you to talk with a tax attorney or tax accountant who specializes in online seller tax nexus issues (e.g., catchingclouds.net, peisnerjohnson.com) or one of the tax remittance companies that can give you the most current Amazon tax nexus information (e.g., taxjar.com, avalara.com, taxify.co, vertexsmb.com).