SOP: Using the Lister Loader Template

1. You can make use of the Listing Loader Template when there are multiple ASINs for a single UPC or EAN.

2. In some instances, when you click on the "Add a Product" link from the "Inventory" Drop Down Menu on the top menu of Seller Central, you will type in the UPC or EAN in the text box on the following page and more than one ASIN will show up for the same UPC or EAN.

3. In this case, you would look at all ASIN product pages and select the ASIN that has the best content, best rankings and best reviews.

4. Once you know which ASIN you would like to use for your Product Listing, you can then return to the "Add a Product" option from the Drop Down Menu of the "Inventory" tab on the top menu of Seller Central.

5. On the next page, click on the link that says "Download an Inventory File" and scroll down to the "Inventory Files" header at the bottom of the next page.

6. Click on the "Listing Loader" link to the far right of the "Product Matching only" File Type.

7. On the Pop Up Window, click the "Listing Loader Template" link to download it.

8. Upon opening the Listing Loader Template, remember to go through the Instructions and Data Definition Tabs as before.

9. What is important now is to insert the ASIN you wish to use for your Product Listing in the "ASIN Hint" field.

10. While your Inventory Loader does allow you to select the ASIN as the Product ID in the Product ID Field, for brand registry to work, the Product ID should ideally be the UPC or EAN and not the ASIN.

11. The Listing Loader allows you to map the ASIN of your choosing to your Product ID UPC or EAN, allowing the Brand Registry to work as well.

12. If you choose to use the Listing Loader instead of the Inventory Loader for a product UPC or EAN that has only a single ASIN on Amazon then do not put the ASIN in the "ASIN Hint" field.

13. The Listing Loader also has a few additional fields that the Inventory Loader Template does not, namely:

   ‣ Title;

   ‣ Sale-price;

   ‣ Sale-start-date;

   ‣ Sale-end-date;

   ‣ Leadtime-to-ship;

   ‣ Launch-date;

   ‣ Is-giftwrap-available;

   ‣ Is-gift-message-available; and

‣ Up to 6 Image links.

14. Once you have completed all that you need to in this file, save it and upload it to Seller Central by going to the "Add Products via Upload" option from the Drop Down Menu of the "Inventory" tab on the top menu of Seller Central.

15. Select the "Check and Upload your Inventory File" tab along the top of the page.

16. Under the "Step 2 – Upload File" header, select your File Type from the Drop Down Menu provided, Choose your File by clicking on the "Choose File" button and you can enter an email address should you wish to be notified once your file has been uploaded.

17. Select the Processing Report and note that Excel is preferred.

18. Click the "Upload" button and your products will be uploaded to your catalog.

19. You can choose to skip the "Check File" in Step 1 and go straight to uploading your "Inventory Loader" flat file as this step will still show you on the "Monitor Upload Status" whether there are any errors in your file upload.

See Also:

‣ SOP: Adding Existing Amazon ASINs Manually ⧉

‣ SOP: Adding Existing Amazon ASINs via File Template ⧉

‣ SOP: Creating New ASINs (Not Listed on Amazon) Manually ⧉

‣ SOP: Creating New ASINs (Not Listed on Amazon) via File Template ⧉

‣ SOP: Editing ASINs Manually ⧉

‣ SOP: Editing ASINs via File Template ⧉

‣ SOP: Editing Pricing ⧉

‣ SOP: Removing or Deleting ASINs ⧉

‣ SOP: Changing from FBA to FBM and Vice Versa ⧉

‣ SOP: Adding, Editing and Removing Videos ⧉

‣ SOP: Creating Variations Manually ⧉

‣ SOP: Creating Variations via File Template ⧉

‣ SOP: Editing Variations Manually ⧉

‣ SOP: Editing Variations via File Template ⧉

‣ SOP: Removing an ASIN as a Variation ⧉

‣ SOP: Splitting Variations ⧉

‣ SOP: Adding a Stand-Alone ASIN to an Existing Variation Family ⧉

‣ SOP: Creating a New Variation Family by Combining Existing Stand-Alone ASINs ⧉

‣ SOP: Merging Variations ⧉

- ‣ [SOP: Locating Style Guides](#) ↗
- ‣ [SOP: Locating Browse Tree](#) ↗
- ‣ [SOP: Managing Pricing](#) ↗
- ‣ [SOP: Managing Inactive Inventory](#) ↗
- ‣ [SOP: Managing Inventory Amazon Fulfills](#) ↗
- ‣ [SOP: Managing Listing Enhancements](#) ↗
- ‣ [SOP: Managing Suppressed Inventory](#) ↗
- ‣ [SOP: Fixing Stranded Inventory](#) ↗
- ‣ [SOP: Removing Unfillable Inventory](#) ↗