

## SOP: Managing Your Price Competitiveness

1. Select "View Pricing Dashboard" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.
2. Click on the Box to the left of the Page that says "Price Competitiveness".
3. The Price Competitiveness shows the percentage of listings with customer views that are within 10% of the Buy Box price.
4. It also shows the product listings priced more than 10% higher than the suggested lower price, which are ranked by estimated sales potential.
5. The dashboard provided option to update new price or match lowest price and skip the price update.
6. You then have the following options alongside each of these items that are priced more than 10% higher than the suggested lower price:
  - ▶ You can Update your product's pricing to beat the lower price by clicking the "Update" button to the right of the product, typing in your new price in the text box of the pop-up box and click the "Update" button;
  - ▶ You can Match the lower price for that product by clicking the "Match" button to the right of the product and clicking the "Ok" button in the pop-up window; or
  - ▶ You can Skip editing your product by clicking the "Skip" button to the right of the product and this suggested product line will be hidden for the next seven days before you can choose to Update or Match the pricing again.
  - ▶ You can then click on "See more recommendations" to see more listings which match the criteria.

### See Also:

- ▶ [SOP: Managing Your Pricing Health](#)
- ▶ [SOP: Reading Your Pricing Dashboard](#)
- ▶ [SOP: Managing Your Buy Box Percentage](#)
- ▶ [SOP: Managing Your Sales Conversion](#)
- ▶ [SOP: Managing Your Fee Discounts](#)
- ▶ [SOP: Managing Product Pricing](#)
- ▶ [SOP: Fixing Price Alerts](#)
- ▶ [SOP: Creating a New Automated Pricing Rule](#)
- ▶ [SOP: Editing an Existing Automated Pricing Rule via Spreadsheet Template](#)

- ▶ [SOP: Editing an Existing Automated Pricing Rule Manually](#)