SOP: Seller Fulfilled Prime Enabled

1. 24 hours after you become eligible for the Seller Fulfilled Prime program, the SKUs mapped to one or more of your Prime Templates will automatically display the Prime badge to customers.

2. To maintain eligibility for Seller Fulfilled Prime, you are required to meet the same Prime trial performance requirements.

3. In addition to gaining eligibility for the Seller Fulfilled Prime program, your Prime items will also show guaranteed delivery date messaging.

4. Sellers whose performance metrics fall below required levels are no longer eligible for Seller Fulfilled Prime, but can continue selling those items on Amazon without Prime badging.

5. To reactive or re-enable Seller Fulfilled Prime on your account, you'll need to do the following:

▸ Correct the issues that caused your account to be Suspended from Seller Fulfilled Prime;

▸ Bring the minimum Performance Metrics back for Seller Fulfilled Prime;

▸ Send a "Plan of Action" to the Seller Performance Team, explaining what happened and why and how you will prevent this drop in Performance Metrics in the future; and

▸ Request that Seller Fulfilled Prime be re-enabled on your account.

See Also:

▸ **SOP:** Eligibility Criteria for Seller Fulfilled Prime

▸ **SOP:** Creating Seller Fulfilled Prime SKUs for Your ASINs

▸ **SOP:** Setting the Available Quantity for Seller Fulfilled Prime SKUs

▸ **SOP:** Setting up a New Shipping Template for Seller Fulfilled Prime SKUs

▸ **SOP:** Setting up Seller Fulfilled Prime on an Existing Shipping Template

▸ **SOP:** Enabling Seller Fulfilled Prime on Your account

▸ **SOP:** Assigning your Seller Fulfilled Prime SKUs to a Prime Shipping Template

▸ **SOP:** Setting up Return Settings for Seller Fulfilled Prime SKUs

▸ **SOP:** Setting up the Returns Policy for Your Seller Fulfilled Prime Orders

▸ **SOP:** Fulfilling Seller Fulfilled Prime Orders via Email Notification

▸ **SOP:** Fulfilling Seller Fulfilled Prime Orders via Seller Central

▸ **SOP:** Seller Fulfilled Prime Trial Period

▸ **SOP:** Checking Your Performance Metrics for Seller Fulfilled Prime