

SOP: Managing Pricing

1. In order to Manage Pricing for your listings, you would need to go to your “Manage Inventory” page by selecting “Manage Inventory” from the Drop Down Menu of the “Inventory” tab on the top menu of Seller Central.
2. At the top of the next page, click on the link that reads “Manage Pricing”.
3. On the next page, you will be shown all your SKUs and their pricing.
4. Note that these are the Child ASINs only as these are the actual sellable units on Amazon.
5. Every text item that is blue is clickable and can provide additional information, such as the “Fee Preview” which gives a breakdown of your net proceeds for that particular SKU.
6. You have a “Price + Shipping” column, a “Business Price + Shipping” column if you are selling B2B, a “Lowest Price + Shipping” column which is what Amazon records as the lowest price on the Amazon marketplace currently, the “Buy Box Price + Shipping” column which indicates what price is currently winning the Buy Box, and an action button at the end of the line. You can therefore choose to do a number of things here if you so wish:
 - ▶ You can match the lowest price by typing in the lowest price in the first “Price + Shipping” column or simply clicking the blue “Match Price” text beneath the Lowest Price;
 - ▶ You can click on the “Match Low Price” button to the right of the line item and select the “Match Low Price”, “Close Listing” or “Delete Product and Listing” options;
 - ▶ You can select multiple SKUs and do a bulk action by clicking the “Action” button at the top left of the table and select one of the three options stated previously;
 - ▶ Or you can type in the Buy Box Price in your first Price Column if you wish to match the Buy Box price, or a lower number if you wish to win the Buy Box Price. Remember though that, should your new Price be lower than your Minimum Price, the changes will not be saved. Your Minimum Price Column can be added by selecting the grey “Preferences” button to the top right of the table and clicking the “Your Minimum Price” box to ensure this column also shows up on the Table. You would need to lower your Minimum Price in order for the new price to then be accepted. Your Minimum price needs to always include your fees to Amazon and must be the price that ensures you don’t run at a loss; it’s your safety net so that you never lose money on a sale.
7. Remember to click the “Save All” button at the top right of the table of SKUs to save your changes.
8. Note that there is a Separate Section for Pricing in Seller Central which leads to some of the same options and this can be found from the Drop Down Menu of the “Pricing” Tab on the top menu of Seller Central, these being:
 - ▶ View Pricing Dashboard, which shows recommendations and Buy Box percentage;
 - ▶ Manage Pricing, which goes to same Manage Pricing page discussed here;

- ▶ Fix Price Alerts, which shows only the price alerts similar to Suppressed listings, this page shows only price errors; and
- ▶ Automate pricing, which helps you to automate pricing based on the rules you set. This is used mainly by 3P sellers and not the Brand Owners. It is also used by 3P sellers who sell multiple items and there are many competitors for the items they are selling.

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: Using the Lister Loader 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 Inactive Inventory](#) ↗
- ▶ [SOP: Managing Inventory Amazon Fulfills](#) ↗
- ▶ [SOP: Managing Listing Enhancements](#) ↗
- ▶ [SOP: Managing Suppressed Inventory](#) ↗
- ▶ [SOP: Fixing Stranded Inventory](#) ↗

- ▶ [SOP: Removing Unfillable Inventory](#) ↗