

SOP: Eligibility Criteria for Seller Fulfilled Prime

In order to be eligible for Seller Fulfilled Prime, the following applies:

1. Maintain a Professional selling plan: You must have an account with a Professional selling plan, and the account must be active and in good standing.
2. Carrier Pickup Time: Use at least one of the approved Buy Shipping Service carriers.
3. For Standard or Two-Day Shipping orders, carriers must pick up at the seller's location at or after 4:00 p.m. local. (Note that this varies from marketplace to marketplace depending on the country you are located in.)
4. In addition, sellers must meet or exceed the following performance:
5. An On-Time Shipment rate of at least 99% on Prime orders
6. Use of Buy Shipping Services for at least 99% of Prime orders
7. A Cancellation rate of no more than 0.5% on Prime orders
8. An On-Time Delivery rate of at least 97% on Prime orders where shipping was purchased outside of Buy Shipping Services
9. The Seller must be able to offer Free Two-Day Shipping to nearly all addresses in the continental U.S., except those mentioned as ineligible below;
10. The Seller must be able to offer Free Standard Shipping to addresses in Alaska, Hawaii, and U.S. protectorates as well as P.O. Boxes in the continental U.S.;
11. The Seller must not be able to offer shipping to the Ineligible APO/FPO addresses and International destinations;
12. It is important to note that options for shipping as per the points above may be slightly different in other marketplaces, given their unique geographic locations.
13. Sellers must also offer free shipping to Prime members who select delivery options that are slower than the Prime shipping benefits for which they are eligible.
14. When offering Same-Day Delivery or One-Day Delivery, sellers must offer Free Same-Day and Free One-Day Delivery to Prime members.
15. In addition, Sellers must offer all buyers free Standard shipping, regardless of whether the buyer is a Prime member. For faster shipping options (for example, Two-Day Delivery or One-Day Delivery.), buyers who are not Prime members pay shipping rates that you set.
16. Sellers must purchase all shipping labels for orders containing a Prime item through Buy Shipping Services.
17. Sellers agree that Amazon might charge the costs of any returns, refunds or other adjustments and concessions related to Prime items to the seller's account.

18. Sellers must have a Prime order limit per shipping day. Your daily order limit is the number of Amazon Prime orders that you can reliably ship every day.
19. Sellers remain responsible for pre-order buyer inquiries and inquiries related to their products.

See Also:

- ▶ [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](#)
- ▶ [SOP: Seller Fulfilled Prime Enabled](#)