SOP: Managing Product Pricing

1. Select "Manage Pricing" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.

2. The Manage Pricing page shows your product listings along with Sales Rank, Sales History(Last 30 Days), Fee Preview, Pricing, Lowest Price and Buy Box Price.

3. It also provides the option to "Match Low Price" for the listings.

4. You can sort the listings based on Sales Rank, Sales History(Last 30 Days), Fee Preview, Pricing, Lowest Price and Buy Box Price.

5. You can manually edit the pricing of a product in the text box in the column "Price + Shipping".

6. You can alternately use any of the following actions from the "Match Low Price" button Drop-Down Menu to the right of each of your product listings:

▸ "Match Low Price", which will automatically match the lowest price on the Amazon marketplace for that product;

▸ "Close Listing", which will close your listing and make it unavailable from you for the time being; or

▸ "Delete Product and Listing", which will delete that particular product from your catalog completely.

7. Click the "Save all" button at the top right side of the table of product listings to save any changes you have made.

See Also:

▸ **SOP**: Managing Your Pricing Health

▸ **SOP**: Reading Your Pricing Dashboard

▸ **SOP**: Managing Your Buy Box Percentage

▸ **SOP**: Managing Your Price Competitiveness

▸ **SOP**: Managing Your Sales Conversion

▸ **SOP**: Managing Your Fee Discounts

▸ **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