

# SOP: Managing Your Pricing Health

1. Select "Pricing Health" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.
2. The Pricing Health page lists all offers currently ineligible to be a Featured Offer (Buy Box winner) on the Product Detail page because they are not priced competitively compared to other retailers outside of Amazon (the Competitive Price).
3. The Competitive Price is the lowest price for this item from other major retailers outside Amazon.
4. To be a Featured Offer (Buy Box) eligible, you can lower your total Price (Price + shipping) to match or beat the Competitive Price by selecting "Update Price" from the Drop-Down Menu of the button to the right of each item on the Pricing Health page; or
5. You can simply enroll in the competitive price rule automatically by selecting "Enroll in the Competitive Price Rule by Amazon" from the Drop-Down Menu of the button to the right of each item on the Pricing Health page.
6. The Competitive Price rule by Amazon is a rule that offers pre-defined configurations recommended by Amazon to increase your likelihood of being the Featured Offer.
7. The Featured Offer is the offer selected when the customer clicks the 'Add to Cart' button on the product detail page.
8. The Competitive Price rule matches the Featured Offer price for the same ASIN and condition and also compares with prices from retailers outside Amazon.
9. In addition, it will continue to reprice after you update prices elsewhere.
10. In both instances (selecting "Update Price" or selecting "Enroll in the Competitive Price Rule by Amazon", a pop-up window will appear with the new pricing options available and you can either click the "Submit" button if you chose "Update Price" or the "Enroll" button if you chose "Enroll in the Competitive Price Rule by Amazon".
11. Note that on the pop-up window for the "Update Price" option, you can also click the "Edit Price/s" link to manually update the price for your product in the text box provided before clicking the "Submit" button.

## See Also:

- ▶ [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: 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](#)

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