

SOP: Creating a Lightning Deal

1. In order to create a Lightning Deal, select “Deals” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
2. On the next page, click the “Create a New Deal” button to the top right side of the page.
3. On the following page, under the “Select Products” tab, if the ASIN or SKU you wish to run the deal on is not showing in the recommendations list, type the ASIN or SKU into the Search Box and click the “Lightning Deals” box to the right of this.
4. If it still does not show up it means that this ASIN or SKU is currently not eligible for a Lightning Deal.
5. In the event, that your ASIN or SKU is listed in the table on this page, click the “Select” button to the right of the ASIN.
6. On the following page under the “Schedule Deal” tab, select which dates you would like your Lightning Deal to run, taking note of the deal fee applicable for each date variation, then click the “Continue to next step” button in the top right hand side of the page.
7. On the next page, under the “Configure Deal” tab, you will see that your Deal Price, Discount Per Unit and Minimum Quantity you commit to the deal have been pre-populated for you by Amazon based on the current price for that product on the Amazon Marketplace as explained in the previous section.
8. You will note that you cannot select a higher Deal Price in the “Deal Price” field as this is the maximum deal price allowed for this ASIN or SKU based on the current pricing on the Amazon Marketplace and the absolute minimum discount allowed on the Lightning Deal.
9. If you lower the Maximum Deal Price at all, the Discount Field will change with your changes.
10. Alternately, you can change the Discount Field by inserting the monetary value of the discount you wish to enter.
11. If you select a discount value that is less than the Minimum Discount allowed for this Deal, both the Deal Price and Discount Fields will be highlighted in red, notifying you that you need to increase your Discount Value or Deal Price.
12. Your Minimum quantity field is where you insert the units of this ASIN or SKU that you are committing to this Deal.
13. Remember to ensure that you have this quantity available for the Deal at least a week before the Deal goes live.
14. You can then also decide which of the ASINs or SKUs you would like to make your Main Product for the Deal on the page by clicking the “Set as Main Product” link to the right of the ASIN or SKU.
15. If you only have one ASIN or SKU selected for this Deal, then there will be a note saying “Main Product” to the right of the ASIN or SKU.

16. You can also choose to remove one of the ASINs or SKUs listed as participating or eligible from the Deal by clicking the sliding button to the left of the ASIN or SKU in question under the “Participating” Heading.
17. You can also choose to select all ASINs or SKUs listed by clicking the “All” link or none of the ASINs or SKUs listed by clicking the “None” link under the “Participating” Heading.
18. You can tab between the “Eligible Products” and “Participating Products” tables to see if there are any ASINs or SKUs in the “Eligible Products” Table that you don’t have participating in the Deal and choose to add them or leave them out.
19. Once you are happy with your product configuration for the Deal, click the “Continue to next step” button.
20. On the following page, under the “Review and Submit” tab, review your Lightning Deal.
21. You can either choose to edit it further by clicking any one of the tabs along the top that we have just been through to make changes or you can cancel the Deal by clicking the “Discard this deal” link in the top right of the page.
22. If you are happy with your Lightning Deal, click the “Submit Deal” button.

See Also:

- ▶ [SOP: Editing a Lightning Deal](#)
- ▶ [SOP: Cancelling a Lightning Deal](#)
- ▶ [SOP: Managing Suppressed Lightning Deals](#)
- ▶ [SOP: Viewing Lightning Deal Costs and Performance](#)