SOP: Creating Seller Fulfilled Prime SKUs for Your ASINs

1. Select "Manage Inventory" from the Drop-Down Menu of the "Inventory" Tab on the Top Menu of Seller Central.

2. Copy the ASIN that you would like to re-list as a Seller Fulfilled Prime SKU.

3. Select "Add a Product" from the Drop-Down Menu of the "Inventory" Tab on the Top Menu of Seller Central.

4. Paste the ASIN in the relevant text box on the following page and click the search icon.

5. On the following page, locate your product in the list.

6. To the left of this product, select the "New" Condition from the Drop-Down Menu provided.

7. Click the "Sell this product" button below.

8. On the next page, the "Offer" tab, set the SKU to be something different than the current FBA

9. SKU to tell them apart, for example, you may wish to add the letter "M" or "S" before the standard SKU to indicate that it is Merchantor Seller Fulfilled.

10. Set the Item "Quantity" field to at least 1 (you can amend this from your Inventory page after you have successfully listed the new SKU).

11. Leave the "Item Condition" field as "New".

12. Enter your price in the relevant text field for the "Standard Price". You can set the price as the same as your new price, which will show next to "match lowest price" or you can set your Merchant Fulfilled price slightly lower to encourage people to choose the lower priced option. This will also help you get the buy box.

13. Next to the "Fulfillment Channel" section, select "I will ship this item myself (Merchant Fulfilled)".

14. Click the "Save and Finish" button at the bottom of the page.

15. You will now be returned to the "Manage Inventory" page and get a notice that your request is being processed.

16. Once your new listing has been processed, it should appear at the top of the table of SKUs on the "Manage Inventory" page.

See Also:

‣ **SOP:** Eligibility Criteria for Seller Fulfilled Prime

‣ **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