

# AMAZON SELLER REGISTRATION GUIDELINES

Below are some general guidelines to register as a Seller on Amazon in Pakistan.

## STEP 1: How to register

With two selling plans (they're called Individual and Professional, but you can think of them as standard and premium), Amazon offers you the flexibility to sell one item or sell thousands. Before you begin registration, decide which plan is a better fit for your business.

The Individual plan costs \$0.99 per sale, while sellers using the Professional plan pay \$39.99 per month, no matter how many items they sell. If you sell more than 40 items a month, the Professional option makes a lot of sense. Whichever plan you select, don't worry about making the wrong choice—you can change plans at any time.

## STEP 2: What you'll need to get started

In order to complete your registration, make sure you have access to:

- Bank account number and bank routing number
- Chargeable credit card
- Government issued national ID
- Tax information
- Phone number

## STEP 3: How much does it cost to sell on Amazon?

There are a few different types of selling fees you might pay, depending on your selling plan and the types of products you sell. ([Selling on Amazon fee schedule - Amazon Seller Central](#))

## STEP 4: Get to know Seller Central

### What is Seller Central?

Once you register as an Amazon seller, you'll have access to your Seller Central account. Think of Seller Central as your go-to resource for selling on Amazon. It's a portal to your Amazon business and a one-stop shop for managing your selling account, adding product information, making inventory updates, managing payments, and finding helpful content to help you navigate your Amazon business. It's also where you list all your products.

Below are a just few of the things you can do from Seller Central.

- Keep track of your inventory and update your listings from the Inventory tab
- Download custom business reports and bookmark templates you use often

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- Use customer metrics tools to monitor your seller performance
- Contact Selling Partner Support and open help tickets using the Case Log
- Keep track of your daily sales for all the products you sell on Amazon

### Go mobile

- Use the Amazon Seller App to track sales, fulfill orders, find products to sell, respond to customer questions, capture and edit professional-quality product photos, and create listings from your phone.

## STEP 5: How to list products

### Listing your first product

To sell a product on Amazon, you must first create a product listing. Either match an existing listing (if somebody else is already selling the same product on Amazon), or create a new listing (if you are the first or only seller).

The specific way sellers upload and list their products varies depending on their selling plan. To put it simply: Sellers using a Professional seller account have the option of listing their products in large batches using bulk uploading or inventory management with third-party systems, while Individual sellers list products one at a time.

### What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you match a listing, you won't need to provide a product ID since it already exists. If you're adding a product that's new to Amazon, you may need to purchase a UPC code or request an exemption.

In addition to a product ID, here's some of the important information that goes into each product listing:

- SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords

## STEP 6: How to deliver products

### Selecting the right fulfillment option

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Amazon sellers have two options for getting shoppers their stuff: You can do it yourself, maintaining your own inventory and shipping products to customers (merchant-fulfillment), or have Amazon take responsibility for packaging, labeling, and shipping products through Fulfillment by Amazon (FBA). Each method has its own set of benefits—you just have to decide which one is right for your business. Learn about ecommerce fulfillment strategy.

### How Fulfillment by Amazon works

#### Step 1

Ship your inventory to Amazon. It will be scanned and made available for sale.

#### Step 2

With each order, Amazon packages and ships the product directly to the customer.

#### Step 3

Amazon collects payment from the customer and pays you available funds every two weeks.

#### Step 4

Amazon's customer service team handles questions, returns, and refunds.

### STEP 7: You've made your first sale. What's next?

#### Managing your Amazon business

Your first sale is a big milestone—but it's just the beginning of your growth opportunities selling on Amazon. Once your store is up and running, there are a few important things to keep in mind.

#### Performance metrics (and why they matter)

Amazon sellers operate at a high standard so we can provide a seamless, delightful shopping experience. We call it being customer-obsessed, and as an Amazon seller it means keeping an eye on these key metrics:

- Order defect rate (a measure of a seller's customer service standards): < 1%
- Pre-fulfillment cancel rate (initiated by the seller before shipment): < 2.5%
- Late shipment rate (orders that ship after the expected date): < 4%

You can keep tabs on your performance and make sure you're meeting your targets in Seller Central.

#### Customer reviews

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Customer product reviews are an integral part of the shopping experience on Amazon, and they benefit both customers and sellers. Make sure you're familiar with the right way and wrong way to get more product reviews and avoid policy violations.

### Opportunities for business growth

#### Advertising

Amazon's advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages).

Amazon offers three advertising solutions, and all of them are accessible through Seller Central.

#### 1. Sponsored Products

Sponsored Products are ads for individual product listings on Amazon, so they help drive product visibility (and product sales). They appear on search results pages and product detail pages.

#### 2. Sponsored Brands

Sponsored Brands showcase your brand and product portfolio. They're search-result ads that feature your brand logo, a custom headline, and up to three of your products.

#### 3. Amazon Stores

Stores are custom multipage shopping destinations for individual brands that let you share your brand story and product offerings. (And you don't need any website experience to use them.)

#### Promotions and coupons

Customers want to save, and promotions are an incentive to make a purchase now. There are three types of promotions: money off, free shipping, and buy one get one free. You can also offer percentage or money-off discounts with digital coupons.

#### Global expansion

Selling globally is a huge milestone for any business. It means hundreds of millions of new customers and the potential for a big boost in sales. Global expansion has a lot of moving parts,

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but with [Amazon Global Selling](#), you get to use Amazon's global infrastructure to get your products in front of a worldwide audience.

When it's time to take your business to the next level, use Amazon Global Selling to list and sell your products on any of our online stores in North America, Europe, and Asia.

### What makes a great seller?

#### A checklist for growth

Opportunities for growth are all around you—but here are a few things to try in your first 90 days as an Amazon seller.

- Keep an eye on your account health in Seller Central
- Use Fulfillment by Amazon or Seller Fulfilled Prime
- Advertise your listings or offer deals and coupons
- Enroll in Brand Registry and create enhanced brand content
- Expand your selection by listing more products
- Use the Automate Pricing Tool in Seller Central

### Your first 90 days

The first three months after you launch your Amazon business are an important time for establishing practices that will boost your performance from there on out.

For detailed video tutorial, follow the below mentioned links.

### Seller Registration on Amazon

1. [Sell On Amazon - Getting Started - How Selling on Amazon Works - YouTube](#)
2. [Sell On Amazon - Getting Started - Step-by-Step Tutorial on Navigating Your Seller Account - YouTube](#)

### Amazon products guidelines

3. [Sell On Amazon - Getting Started - Understanding Our Restricted Products Guidelines - YouTube](#)
4. [Sell On Amazon - Getting Started - Can I sell my products on Amazon - YouTube](#)
5. [Sell On Amazon - Getting Started - Guidelines to Source Products to Sell on Amazon - YouTube](#)
6. [Sell On Amazon - Getting Started - What are UPC, EAN, and GTIN Product IDs & How to Get an Exemption - YouTube](#)
7. [Sell On Amazon - Getting Started - Overview on How to List Products on Amazon - YouTube](#)

### Performance Management of Amazon Seller Account

8. [How to Optimize Your Amazon Detail Page to Drive Rank and Sales Conversion - YouTube](#)

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9. [Sell On Amazon - Getting Started - FBA vs. FBM \(MFN\) - Which Is Right For Me? - YouTube](#)
10. [Ways to Advertise on Amazon - Sponsored Products, Deals, Coupons & Promotions - YouTube](#)
11. [How the Amazon Payment Payout Process Works - How and When you Get Paid on Amazon - YouTube](#)
12. [Sell On Amazon - Getting Started - Keep a Healthy Amazon Account by Understanding the Guidelines - YouTube](#)
13. [Sell On Amazon - Getting Started - Keep a Healthy Amazon Account by Understanding the Guidelines - YouTube](#)

### Fulfillment by Amazon Tutorials

14. [Amazon FBA Step-by-Step Tutorial - Step 1 of 6 - How FBA Works - YouTube](#)
15. [Amazon FBA Step-by-Step Tutorial - Step 2 of 6 - Converting Your Products - YouTube](#)
16. [Amazon FBA Step-by-Step Tutorial - Step 3 of 6 - Inventory Prep Requirements - YouTube](#)
17. [Amazon FBA Step-by-Step Tutorial - Step 4 of 6 - Inventory Labeling Requirements - YouTube](#)
18. [Amazon FBA Step-by-Step Tutorial - Step 5 of 6 - Finalize Your Shipment - YouTube](#)
19. [Amazon FBA Step-by-Step Tutorial - Step 6 of 6 - Shipment Safety Requirements - YouTube](#)