



Innovative Hacks for Selling on amazon

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Introduction:

If you want your products to sell, you know you need to make those products available on as many venues as possible. The Amazon Marketplace has made it possible for all companies, even small companies, to compete with much larger companies. This is good news, as the site gets 100 million unique hits, or more, each month. When people want to buy on the web today, many of them head to Amazon first. If you have a product to sell, it just *makes sense* you would make it available here.

However, it is not quite as simple as setting up an account and listing the items.

You need to understand how the system works and some of the things you can do to help make selling easier and more profitable for you. Over the course of this e-book, we will be looking at some of the best hacks and tips you can use to improve your sales.

These are some relatively simple tips you can employ, and they can help you to become much more successful when it comes to sales through this platform.

Compete on the Price

Whether you are selling on Amazon, another site, or in a retail store, you need to understand just how important price will be when it comes to your sales. In fact, this is especially important on Amazon, as it is the site people often head to when they want to save money. They are looking for a way to get quality products at a good price, and this means they simply won't deal with someone overcharging for an item.

List the Right Items

This means you might not want to list all your items on Amazon. Some of them might not make a good enough profit to be worthwhile. You need to look at the items you have and the items you will be competing against to make sure it is worth selling through the site.

This does not mean you need to have the cheapest price though. You can make your product – even if it is identical – more attractive through the description and photos, which we will discuss further later. The potential buyers are looking for information on the items they want to buy, and you can provide that.

Along with good descriptions and the other hacks and ideas in this e-book, such as a good seller rating, it is possible to sell items even if they are priced higher. This should be your goal. Price competitively, but do not price yourself out of your own business.

Think Volume

When you are selling on Amazon, you should not think small in terms of sales. The goal should be to sell as many items as possible. Sometimes, this means offering items at a somewhat steeper discount than you might normally. Because Amazon is a source of so much traffic, having lower-priced items could mean you would make up for the lower price in the number of items you sell.

Let's look at some simple numbers to see how this would work. If you are selling 30 of Widget X for a profit of \$5 a piece, it would net you \$150 profit. However, if you could

sell them for \$4 a piece profit and sold 60 of them, you would have made a profit of \$240. Imagine this on a much larger scale.

Amazon Professional Selling Plan

Setting up a Marketplace account is simple, but you may want to go a step further. If you plan to sell a lot of items through Amazon – and remember, volume is vital on this platform – you will want to choose their Professional Selling Plan.

Currently, the cost of the subscription to this plan is \$39.99 per month. However, it has many benefits that help to offset the cost and make it well worth your while. Amazon wants to help the sellers do well, and that is where this plan comes into play.

What Does the Professional Plan Offer?

The Professional Selling Plan offers a wealth of benefits to those who choose to use it. You can list items far more easily and at a lower expense to you. Let's look at some of the biggest benefits to see how they can help you sell better through Amazon.

Discounted Selling

When you go through the regular Marketplace, you will be paying \$0.99 per item you sell. However, when you have this plan, the fee is waived. Those who are selling a lot of items, particularly low-priced items, can easily see this benefit. If you sell more than 40 items, you've already made up the cost of your plan that month.

Easy to Use Tools

The service also has volume listing tools and order management tools. You will have access to the Amazon Marketplace web service, and you will be able to compete for the Buy Box, which can help catapult your sales even higher. It is even possible to utilize their onsite CPC advertising, so you can target search terms used by the customers. As with other types of CPC plans, you can set your daily budget and default bids.

One of the tools you may want to try, which could increase your sales, is the Lightning Deal. You can submit your products to be included in these time-bound promotions,

which are quite popular on Amazon. Of course, for these to work the best, they need to provide value and the customer needs to know about it.

Use the Promotions

Promotions are available as well when you sell through Amazon. You can create several different types of promotions including free shipping, discounts, or perhaps a buy one get one free option. It is also possible to create claim codes for the buyer. They can enter these when they place their order, so they can receive the benefit of whatever promotion you might be running. This makes it nice and easy for the customers and for you.

Make Your Listings Unique

Another way to do more business when you are selling on Amazon is to make your listings special. When you are selling products through Amazon, whether they are unique, or there are identical products for sale through the site, you should strive to make your listing unique.

Too many people selling will simply copy and paste a manufacturer's description onto the site and will use the same photos of the product found throughout Amazon and countless other places on the web. While you might get some sales, this will essentially make you blend into the noise. Customers will not be able to tell the difference from your page and another company's page.

You need to make things stand out.

Tips for a Unique Listing

You need to include the facts. You should include all the information the customer needs to know about the product to determine whether it will work for their needs. This might include things such as the size and the specs. It's fine to use the same information from the manufacturer site for this information, as it is the *facts* about the item.

However, the actual writing for the description of the product should be unique. You have an opportunity here to make the product more interesting and to provide a personal spin to the description that will catch the attention of the buyers. This will make your listing memorable.

In addition, you will might want to consider getting some new photos of the product. Customers are looking at the same photos of the item on all the other sites, so if you want to grab their attention, offer something new.

For some products, you might even want to go a step further. If you have the capability, consider creating a video of the product as well. This can be a good option, especially if

others do not have videos. Of course, this will not work with all products, and you may not have the time or resources to create a video. It is still something to consider. Keep in mind that you can use the video for other things as well.

In addition to putting it on Amazon, you could also put it on your own company's website and on YouTube, as well as your social media outlets. This way, it can keep working for you and it can even help to drive people to amazon or your site where they can buy the product featured in the video.

When you have a unique listing that utilizes keywords properly, along with good images, you will be improving your SEO. This means more people finding your products and more sales.

As you can see, with a few simple changes to the bland and identical listing that many people use on their Amazon products, you can increase your chance of catching the interest of more buyers.

Improve Shipping Performance

When people buy through Amazon, they are making their purchase for convenience, as much as price, in most cases. People like the idea that they can place an order and have whatever it is they might need, within a couple of days, or a couple of weeks at most.

Good Shipping Means Happy Customers

If you want to get good reviews, and if you want happy, repeat customers, you will work hard to get your shipping squared away. What does this mean? It means you need to think about things such as the price and the speed.

You want to provide multiple options for shipping if possible. This will allow you to offer different shipping speeds and prices, so the customer can choose the one that makes the most sense for him or her. Keep in mind that it is very important to do everything in your power to meet these shipping deadlines. The sooner you are able to ship after receiving the order, the better. It means the customer will get the item faster and that they will be happier, so long as you did not charge them an arm and a leg, and that it arrived in perfect condition.

Safe Shipping

Of course, it is about more than just the speed and the cost of shipping. You also need to ship the product so it arrives safely. Do not skimp on the shipping materials you need just so you can save some money. You want to make sure the item arrives to the customer intact. If they get an item that's broken, you can be sure you will hear about it, and you might just get a bad review because of it.

Good shipping doesn't mean the customers will order from you again if the product or another part of your service was subpar. However, you can be sure that if there was a problem with the shipping that was your company's fault, they will look elsewhere for purchases in the future.

It is very important to get your shipping in line for your Amazon orders and any other orders you fulfill.

Cultivate a High Seller Rating

When someone places an order through Amazon from a seller in the marketplace, they can see the seller's rating. This rating is based on feedback from customers and it gives other potential buyers a shorthand way of determining whether they should do business with that seller or not.

What's a Good Seller Rating?

Ideally, you will want to have a seller rating of 99% or higher. This can be difficult to maintain, but it is well worth it. People are spending money and they only want to entrust that money to a good seller. Therefore, most customers put a lot of faith in the seller rating system. If a seller has a bad rating, they avoid that seller. It is as simple as that.

What Can You Do to Maintain a Good Rating?

Fortunately, it is not too difficult to keep a good rating. Basically, you need to do a good job. You need to be honest with your customers, provide the products you say you will provide, ship on time, deal with refunds and replacements, and essentially run your business as you normally would.

When a customer has a question or a problem, speak with them and handle the situation. Do not be confrontational. Simply handle the issue quickly and respectfully.

Ask for Feedback

Something else you should be doing is asking for feedback from the customer. Customers can provide you ratings and reviews, which can help to increase your sales and to make other potential buyers have more faith in your company and products.

Use Third-party tools to Manage your Amazon Store

We all like the idea of getting additional customers, but you also need to make sure you are managing your Amazon inventory and orders correctly. This means using the right software to ensure inventory tracking and delivering your orders on time. How can you do this?

Use an integrated Software

In today's multi-channel world, it is important to increase your presence across various selling channels. But, managing all of these channels can be overwhelming. That's why using an integrated software that skillfully combines all your selling channels in one place comes into picture. This software will allow you easy data sync, automatic inventory updates, and an efficient shipping tool to expedite order processing and delivery.

All these processes ultimately help you to enhance credibility, save time, and motivate loyal customers to keep coming back for more.

Conclusion:

As you can see, selling on Amazon is about more than getting a marketplace account and throwing up some listings. However, with these hacks and tips, we hope that you've seen it is possible to be a success through Amazon.

Make sure you utilize these tips and that you keep abreast of any changes that come through Amazon. When you are selling online, you need to be ready to act quickly to any changes, and you need to be willing to look at all the tools Amazon provides. They make money when you sell and do well, so they want you to be a success.

However, you do have to stay in their good graces. Be honest with your customers, treat them well, and provide high quality products with accurate descriptions. Those companies that try to sell low-end products disguised as quality items, those that are not communicative when customers have problems, and who engage in similar tactics might find they are no longer allowed to sell through the marketplace.

Of course, you are running an upstanding and outstanding business, so you should not have to worry about these types of issues. Just use the tips found here and stay on the path to Amazon success.

Disclaimer & Resources:

This eBook has been prepared keeping into consideration Amazon's best practices. Some of the information might change over a period of time with any change in the Amazon's policies. So, it is advised to keep referring any announcements or policies that Amazon comes up with and not take this eBook as totally plausible.

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