ICELANDirect®

Direct provider of premium fish and vegetable
oils, powders & emulsions for people and pets
in bulk or private label packaging

AMAZON SELLING GUIDE

Let Icelandirect help you sell nutritional supplements on Amazon and reach hundreds of millions of Amazon customers:

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

Icelandirect can show you how to sell supplements on Amazon including private label vitamins and dietary health supplements. We'll also help you learn how to use Amazon's warehousing and customer fulfillment service (FBA). Our program makes it easy to get started selling your product to consumers across the country.

This guide will start you on your way. Read it through and then click on the link below.

Start Here

https://services.amazon.com/content/sell-on-amazon.htm

Benefits of Icelandirect's Private Labeling Service:

- Minimum orders as low as just 100 bottles for private labeling
- Graphic design services and label printing
- Fast turnaround time
- Over 100 high quality vitamins and dietary health supplements
- Every private label vitamins and supplements we manufacture has a 2-year shelf life
- Volume discounts on large order sizes
- FDA Registered production facility

Getting started checklist

1. Prepare your product information

- ❑ Product identification (UPC, SKU)
- ❑ Product attributes (title, description, bullet points)
- ❑ Product image requirements
- ❑ Create search terms
- ❑ Understand Amazon classification

2. List your products on Amazon.com

- ❑ Choose the method for adding your products
- ❑ Upload your products to Amazon's catalog

3. Account setup

- ❑ Confirm your business name and address
- ❑ Enter contact information
- ❑ Enter your payment information
- ❑ Set where your products 'Ship from'
- ❑ Set your shipping calculation method
- ❑ Set your shipping regions and service levels

4. Setting up your seller profile

- ❑ About seller
- ❑ Set your seller logo
- ❑ Set your returns and refund policy
- ❑ Enter your shipping information

About this document

Thanks for joining Amazon's seller platform. Please use this document as a guide for setting up your Amazon selling account and as a tool to help you be successful. We recommend that you print out the first page and check off the tasks as you complete them. Please remember that this is just a quick reference. If you require more detailed information please consult the Seller Central help pages.

1. Prepare your product information

On Amazon.com each product has its own page with detailed information, customer reviews, and more. We call this a Product Detail Page. When you add your information on Amazon.com, information regarding the product will appear on the Product Detail Page. Your listing is called an offer and all offers associated with one product appear on the Offer Listing Page.

If the item you want to sell already has a Product Detail Page, you just need the price, quantity and condition of your item and you're ready to list it.

Product identification

There are two codes used to recognize your item:

- **The UPC or EAN number:** These are unique 12 or 13 digit bar codes widely used to track products. There is only one Product Detail Page for a given UPC or EAN number.

- **The SKU:** This is a unique number that you create to track each of your listings. Amazon uses this number in your sales reports. (Example: Your SKU for a XL blue shirt might be blshtxl.)

Product title requirements

Your product titles are key to helping customers discover your products and should describe your products as concisely as possible. Do not include offer-related information in the product title (pricing, promotion etc.).

Product description and bullet points

The bullet points are brief descriptive text to catch the buyer's interest. While the product description is the content that thoroughly describes your product. (Please note that High ASCII characters such as ®, ©, ™, etc. or other special characters are not supported)

Product image requirements

When was the last time you bought a product without an image? To create the best buying experience for our customers we require all product images to be on pure white background without text or watermarks. Your images should be well-lit and show the entire product where the product takes up at least 80% of the image area. The images should be crisp and clear and be at least 500x500 pixels. However, for your products to be viewed in detail we recommend you use images at least 1000x1000 pixels in size.

Search terms

There are five fields for you to enter key search words. Each field can contain up to 50 characters (several words) separated by spaces, not commas. The title, UPC, manufacturer, and merchant are added automatically. Don't waste characters by repeating these words.

Amazon product classification

Take some time getting familiar with Amazon product classification. One key to successful selling on Amazon is properly categorizing your products so that customers find them when browsing. Think of this as organizing product placement within a physical store. If a product is placed in an aisle with completely dissimilar items it is unlikely to be found by a customer who wants to purchase it. There are two tools available to you in the *Downloads* section of Seller Central Help that can assist you with categorizing products; the Browse Tree Guide and the Item Classification Guide. Always use the most specific browse node for any give product.

2. List your products on Amazon.com

Amazon.com offers you different options for listing your products and easily update and track your inventory. Which listing method works best for you? Look on Amazon.com to see if your product already exists.

- If you want to sell only few products (up to 50), you can add them using the Seller Central **Add a Product** tool.

- If you sell many products which are already in the Amazon catalog, you can use the **Listings Loader**, which is a simple template that requires UPC/EAN codes to create your listings. This template is in Excel format and can be downloaded from Seller Central.

- If you sell multiple products which are not yet in the Amazon catalog, you need to use the **Inventory File** which corresponds to your primary product category. You can download these Excel templates from Seller Central.

- If you would like to work offline and can install an application on your computer, you can list products using the **Amazon Seller Desktop**. It provides wizard-like functionality to help you create and maintain your product listings.

If you choose to upload your listings through one of the Excel templates, once you have created your inventory file, save it as a tab delimited text file. You can find this option when you chose the *Save As* option under the *File* menu and chose *text (tab delimited)*.

We recommend that your first upload less than twenty products. This gives you the chance to get everything right with minimal effort, and you don't need to fix your complete inventory if the upload fails due to incorrect data. Generally the listing will happen within minutes, however please allow up to 24 hours for your listing to appear on Amazon. Once you have your upload running smoothly and without errors, you can upload your entire inventory.

3. Entering account settings

Confirm your business name

During the registration process you are asked to provide both your business name which will be shown on the Amazon site and your legal name and address which is stored in your account for Amazon's reference. If you are a registered company, it is important to use the exact name and address under which you are registered. To change this information go to the *Settings* tab in Seller Central.

Contact information for Amazon and your customers

We need an e-mail address to contact you with order notifications, Guarantee Claim notifications, as well as service and technical updates. The customer service e-mail and phone number allows customers to reach you if they have any questions about their orders.

Set where your products 'Ship from'

If you ship from one location you will want to set the *Ships From* location buyers see in your listings. While this does not change the shipping time displayed or cost that is displayed and charged to your buyers, customers often use this information to select between listings with similar prices.

Payment information

Your Amazon sales funds will be disbursed to your bank account once every 14 days from the day you set up your payments account. To set up your payments account you will need to provide us with a valid U.S. Bank Account. You can edit your bank account information in the *Account information* menu under the *Settings* tab.

How shipping costs are calculated for buyers

There are two basic methodologies you can choose from for how the cost is calculated:

- **Item-based shipping:** A per-shipment charge and either a per-pound or per-item fee. Amazon charges one fee for the order and then additional charges based on the weight of the item or the number of items in the shipment.

- **Revenue Banded shipping:** Shipping costs are charged based on what monetary range the total amount of the order falls into. For example if the order total is between $0.00 and $25.00, one fee is charged; while from $25.01 to $50.00 there would be a different fee.

Shipping regions and service levels

Lastly, you will also want to identify the regions, world-wide, where you are willing to ship your products and whether you want to offer expedited shipping.

4. Set up your seller profile

Store settings are where you provide information to buyers about your company. This is where you can begin to establish a relationship with buyers and gain their trust.
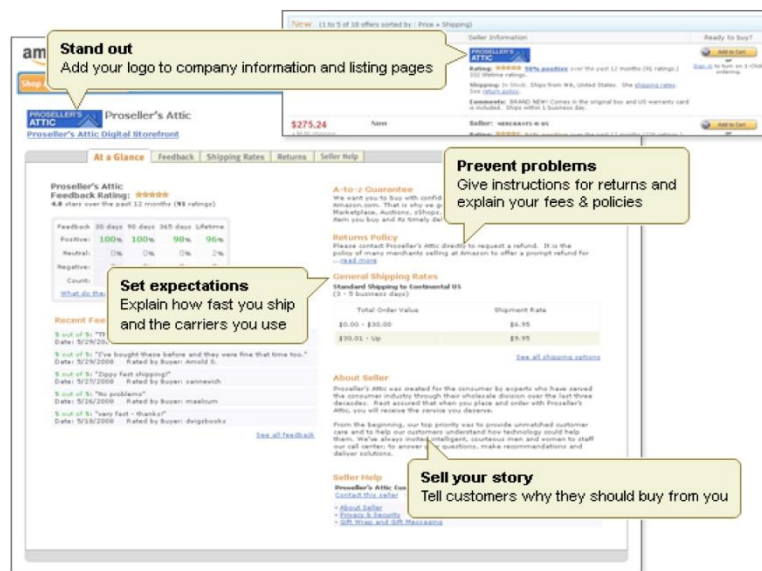
About seller

Use this section to describe how your business started, how long you've been around, what your company philosophy is, whether you have a physical store, and/or how many employees you have

Seller logo

Your logo will be on your *At a Glance* page, on your storefront (where applicable), and on the Offer Listing Page. This makes it easier to identify you as a merchant to customers when they have the choice between several offers. Amazon does not permit the use of a URL (.com, .net, etc) contained within the image. Your logo must be 120x30 pixels in size and may not contain a reference to your own website.

Returns and Refunds

Instructions for how customers should send you items they wish to return. Include the address where the merchandise should be sent and the estimated time to process a refund. If you charge a restocking fee, it is important to be extremely clear on the conditions and how it is calculated. Indicate if shipping is reimbursed for damaged or defective products. The Participation Agreement and Amazon policy requires a minimum 30-day allowable return period.

Shipping Rates

This section has one part for you enter information such as when you ship merchandise and the carriers you use. This should match your shipping settings in Seller Central that you set up in the last step. The second part is automatically populated based upon your shipping settings.

5. Selling tips and advice

Check for orders daily

To ship quickly you need to find out about orders promptly. We will e-mail you when you have a sale, but e-mails are unreliable and can be caught by spam filters. That is why we recommend checking for orders daily on Seller Central. Under the *Orders* tab you can view a list of orders and set up automatic order reports. We also offer an order notification application that makes it easy to keep on top of orders.

Confirm when you ship

Amazon charges the buyer's credit card and automatically emails the buyer only after shipment is confirmed. Once an order is placed, you are responsible for confirming shipment within the time that you specified in your shipping settings. (The default is two business days.) To do this, go the *Orders* tab and click the *Confirm Shipment* button.

Check your inventory regularly

Keep an eye on quantity of inventory you have in stock – especially if you sell in multiple channels. Customers who submit orders for products that turn out to not be in stock are likely to leave negative feedback. If you get into this situation, the best move is to quickly inform your customer and, if appropriate, offer to compensate them for their trouble.

Keep pricing accurate at all times

The Offer Listing Page displays the lowest shipping inclusive priced items first. Amazon shoppers are always looking for the best deals and are more inclined to purchase items that appear at the top of the Offer Listing Page.

Be accessible to your customers

Nothing is more frustrating to a customer than not knowing the status of their order. Respond quickly to customer contacts and notify them when an order is delayed. Make it easy for customers to know how to reach you so that they trust that you will make their sales experience go smoothly.

Build a good feedback rating

Customers pay close attention to feedback, as does Amazon for your performance rating. We've found that the keys to good feedback are getting items to customers quickly, accurately describing your items, and being prompt and responsive to their questions. You may also want to solicit feedback on your packing slips.

Know where to look for answers

Take time to examine all the tools on Seller Central as well as your legal agreement and our other policies. If you have questions, a good place to begin is the Seller Central *Help* link located in the upper right hand corner of the page.

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Common terms

Amazon Marketplace – The general term where buyers can purchase from sellers on Amazon.

ASIN (Amazon Standard Item Number) – A 10-digit Amazon.com product identifier. Each ASIN is unique. When you submit a SKU, it is linked to an ASIN.

EAN (European Article Number) – An equivalent of the UPC used outside the United States. The EAN is a 12- or 13-digit product identification code.

Inventory – The total products offerings of a single merchant, or the total quantity of a unique product/SKU.

ISBN – International Standard Book Number is a unique 10 digit number assigned to each published book.

Offer – An individual listing for a product that must have price, quantity, and condition.

Offer Listing Page (OLP) – The offer listing page displays sales listings for a product offered by a variety of sellers. Customers reach the offer listing page from the product detail page or from links provided in search results.

Product Detail Page – We create the best possible detail pages by combining information provided by our many contributors. There is no guarantee that the product information you provide will appear on Amazon.com, but your price, availability, and shipping fees will be associated with your listing.

SKU (Stock Keeping Unit) – A SKU is a specific merchant's product identifier. Amazon.com uses the SKUs in your inventory file to associate your products with the appropriate product detail page in our catalog (if one already exists).

UPC (Universal Product Code) – The primary product identifier used in North America for 30 years on products other than books. It is usually 12 digits in length, although a variant used in periodicals is only eight digits.