

# Successful Sales on Amazon

Presented by Nick Hawks

The logo for Amazon.com, featuring the text "amazon.com" in a white, lowercase, sans-serif font. A yellow curved arrow is positioned below the text, starting under the letter 'a' and ending under the letter 'z', pointing to the right.

## How Selling on Amazon Works



### List your products

If a product is already available on Amazon, just add the quantity, condition, and price for your offer. Professional Sellers can add large batches of items using bulk listing tools.



### Customers can see your products on Amazon

With features like 1-Click and a brand millions trust, Amazon helps customers make quick, easy, worry-free purchases.



### Ship products to customers

Amazon notifies you when customers place an order. Use Fulfillment by Amazon and let Amazon do the shipping—or handle shipping yourself.



### Get paid

Amazon deposits payment into your bank account at regular intervals, and then notifies you that your payment has been sent.

Have questions? [Check out our FAQ](#) 

"With Amazon, we can sell our innovative products to customers around the globe."  
**Bernie Thompson, Founder, Plugable Technologies**



Please note: All new Selling on Amazon subscriptions include access to sell on Amazon.com as well as Amazon.ca. Fees, available product categories, and selling requirements may vary between the two marketplaces.

\*Offer limited to new Professional Selling on Amazon subscriptions only. Offer is not available to sellers who have previously registered to list on Amazon.com. Offer includes one month of subscription fees only (you will be charged other fees, including referral fees, for items that sell on Amazon). A credit of \$39.99 will be posted to your seller account to offset one month of subscription fees charged. Other limitations apply. After the trial period we will automatically charge your credit card the monthly subscription fee at the beginning of every month thereafter.



➤ If you are new to Amazon and don't have an Amazon account you will need to go to [www.amazon.com](http://www.amazon.com) to register.



[Your Account](#) | [Help](#)

### Registration

New to Amazon.com? Register Below.

My name is:

My e-mail address is:

Type it again:

My mobile phone number is:  (Optional)

[Learn more](#)

### Protect your information with a password

This will be your only Amazon.com password.

Enter a new password:

Type it again:

Create account

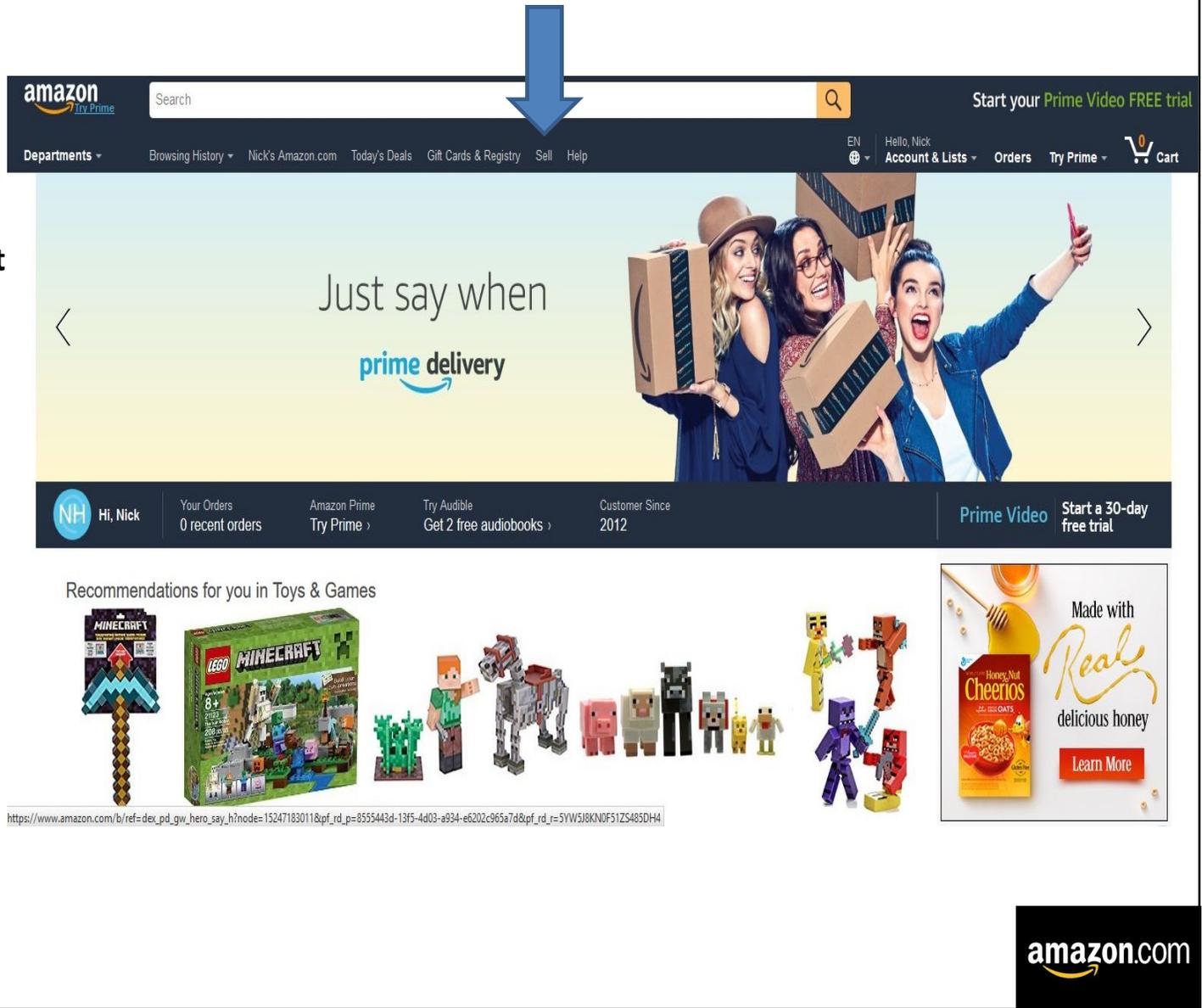
By creating an account, you agree to Amazon.com's [Conditions of Use](#) and [Privacy Notice](#).

[Conditions of Use](#) [Privacy Notice](#)

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➤ After you register you will need to click on the “sell” link at the top of Amazon’s home page.



The screenshot shows the Amazon.com homepage. At the top, there is a search bar and navigation links. A blue arrow points to the 'Sell' link in the top navigation bar. Below the navigation bar is a large banner for Prime Delivery featuring three women holding boxes. Underneath the banner is a user profile section with the name 'Hi, Nick' and various account options. Below that is a 'Recommendations for you in Toys & Games' section displaying several Minecraft-related products, including a Minecraft sign, a LEGO Minecraft set, and various Minecraft figurines. To the right of the recommendations is an advertisement for Honey Nut Cheerios cereal. At the bottom right of the page is the Amazon.com logo.

amazon  
try Prime

Search

Start your Prime Video FREE trial

Departments ▾ Browsing History ▾ Nick's Amazon.com Today's Deals Gift Cards & Registry Sell Help

EN Hello, Nick Account & Lists ▾ Orders Try Prime ▾ Cart

Just say when  
prime delivery

NH Hi, Nick Your Orders 0 recent orders Amazon Prime Try Prime > Try Audible Get 2 free audiobooks > Customer Since 2012 Prime Video Start a 30-day free trial

Recommendations for you in Toys & Games

https://www.amazon.com/b/ref=dex\_pd\_gw\_hero\_say\_h?node=15247183011&pf\_rd\_p=8555443d-13f5-4d03-a934-e6202c965a7d&pf\_rd\_r=5YW5J8KN0F51ZS485DH4

Made with Real delicious honey  
Learn More

amazon.com

➤ Next choose the selling option that best suits your needs if asked.

**Sell 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

"With Amazon, we can sell our innovative products to customers around the globe."  
Bernie Thompson, Founder, Plugable Technologies



1 month  
**FREE\***

**Sell as a Professional**

You plan to sell more than 40 items a month  
Unlimited sales for \$39.99 a month + other selling fees

What can I sell as a professional?

**Sell as an Individual**

You plan to sell fewer than 40 items a month  
\$0.99 per item + other selling fees

What can I sell as an individual?

## Pricing Plans

We offer two Selling on Amazon plans. Which suits your needs?



Selling Plan Features	Professional Selling Plan <i>(Pro Merchant Subscription)</i>	Individual Selling Plan <i>(Sell Your Stuff)</i>
Best for Sellers who...	Plan on selling more than 40 items a month	Plan on selling fewer than 40 items a month
Monthly subscription fee	\$ 39.99	N/A
Selling fees	per-item referral fees & variable closing fees <sup>1</sup>	\$0.99 per item + referral fees & variable closing fees <sup>1</sup>
Add new products to the Amazon catalog	✓	✓
Have Amazon handle customer service, shipping, and fulfillment with Fulfillment by Amazon service for Amazon.com orders	✓	✓
Use bulk listing and reporting tools from Amazon Marketplace Web Service**	✓	✗
Customize your shipping rates for products other than Books, Music, Video, DVDs, Software, and Video Games	✓	✗
Offer special promotions and gift wrap options for your products (does not apply to Books, Music, Video, DVDs, Software, and Video Games)	✓	✗
Eligible for top placement on product detail pages	✓	✗



➤ **Most per-item fees will be \$0.99.**

➤ **If you use the Amazon fulfillment service you will incur an additional fee(s).**

➤ **It's free to list items but Amazon charges a fee when the item sells.**

## Selling Fees

### Per-item fees

Professional Selling Plan: no per-item fee  
Individual Selling Plan: \$0.99 fee for each item sold

When your item sells, Amazon collects the amount paid by the buyer (including the item price and any shipping, gift wrap, or other charges). Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. Only Professional Sellers can offer gift wrap.

### Shipping Fees (Fulfilling Orders)

When you fulfill orders yourself, Amazon platform shipping rates apply to media products (books, music, video, DVD, software, and video games) sold by Professional Sellers, and to all products sold by Individual Sellers. We charge these shipping rates based on the product category and shipping service selected by the buyer, and then pass the amount on to you.

[View shipping credits for Professional Sellers](#)

[View shipping credits for Individual Sellers](#)

For products that Amazon fulfills for you, in addition to the **Selling on Amazon fees**, you will be charged fees for order fulfillment, storage and optional services. See [Fulfillment by Amazon fees page](#) for more information or [learn more about Fulfillment by Amazon](#).

### Referral Fees

Sellers pay a referral fee on each item sold. Items in several categories have a per-item minimum referral fee (i.e., sellers pay the greater of the referral fee or the per-item minimum referral fee).

For media products (books, music, video, DVD, software, and video games), Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the item price, excluding any taxes collected through Amazon tax collection services.

For non-media products, Amazon deducts the greater of the applicable referral fee percentage or applicable per-item minimum referral fee calculated on the total sales price (the total amount paid by the buyer including the item price and any shipping or gift wrap charges), excluding any taxes collected through Amazon tax collection services.

### Variable Closing Fees

For each media item that is sold, sellers also pay a variable closing fee.

### Want More Information About Fees?

[View the Selling on Amazon Fee Schedule](#)

[Sign up now](#)

amazon.com



### Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process

Click here to create a new account using a different e-mail address. [Click here](#)

If you do not have this information handy right now, please collect it and then return to the product detail page. After you re-enter your item information, you will return to this page to begin your registration.

#### Seller Agreement

Legal Name:

Nick Hawks

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.

Amazon Services Business Solutions Agreement:



I have read and accepted the terms and conditions of the [Agreement](#)

Continue

[Privacy Notice](#)





Would you like to use an existing Amazon account? [Click here](#)

### Create a new account

First and Last Name: Nick Hawks

Email Address: 12teachyou@hotmail.com

Re-type E-mail Address: 12teachyou@hotmail.com

Password: ●●●●●●●●

Re-type Password: ●●●●●●●●

Legal Name: Nick Hawks

If registering as a business, enter the business's legal name. If registering as an individual, enter your name.

#### Seller Agreement

I have read and accepted the terms and conditions of the

[Amazon Services Business Solutions Agreement](#)



Continue

[Privacy Notice](#)

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Welcome Nick Hawks.

Complete a few more steps to finish setting up your seller account.

If you don't have the requested information available, you can skip a step and return to it later. Your subscription will begin when you finish the setup process

This is a four step process.



### Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number:

Expiration date: 12 / 2014

Cardholder name:

Address:

Address line 2:

City/Town:

State/Province/Region:

Postal/ZIP code:

Country: United States

Phone number:  [Add extension](#)

Your account setup is 25% complete. (1/4)

#### Service

Selling on Amazon - Individual

#### FAQs

[Why do I need to provide credit card information?](#)

[Will you start charging my credit card right now?](#)

[Can I provide a different credit card after I open my account?](#)

[Go to setup summary](#)

Skip Step

Save & Continue



## Seller Information

Display name:  [Check availability](#) 

Business address:  



[Add new address](#)

[Go to setup summary](#)

[Skip Step](#)

[Save & Continue](#)

  
Your account setup is 50% complete. (2/4)

### Service

Selling on Amazon - Individual

### FAQs

[What is a display name?](#)

[Can I change my display name later?](#)

[Should I include my country code if I provide an international \(non-US\) phone number?](#)

## Verify Your Identity

- Call me
- Send me a text message

### 1. Add telephone number

Telephone Number [Add extension](#)

For international phone numbers, please include the complete phone number with the country code (including a leading "+"). Example: +1 (123) 456-7890

[Show instructions for dial up connections](#)

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)

Your account setup is 75% complete. (3/4)

#### Service

Selling on Amazon - Individual

#### FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)

## Verify Your Identity

1. Add telephone number

2. Call in progress

Please key in the following PIN when prompted.

**Your PIN: 4460**

If you have not yet received a call at the number indicated above, please wait. This page will automatically update with what you need to do next.

3. Phone verification complete

  
Your account setup is 75% complete. (3/4)

### Service

Selling on Amazon - Individual

### FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)

## Verify Your Identity

1. Add telephone number

2. Call in progress

3. Phone verification complete

[Go to setup summary](#)



**Complete Registration**

Your account setup is 100% complete.  
(4/4)

### Service

Selling on Amazon - Individual

### FAQs

[I don't have access to a phone right now, what should I do?](#)

[I did not receive a phone call, what should I do?](#)

[I tried 3 times and now I can't try again, what should I do?](#)

**How to add a product to Amazon  
that is already in Amazon's product  
catalog.**

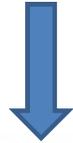
**amazon.com**

The Amazon logo, a yellow curved arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

➤ If you are not signed in you will need to click here.

The image shows a screenshot of the Amazon.com homepage. At the top left is the Amazon logo with a "Try Prime" button. Navigation links include "Your Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help". On the top right, there is a yellow banner for "Sprint The Cut Your Bill in Half Event" with a "Switch now" button. Below this is the user account area with "Hello, Sign in Your Account", "Try Prime", "Cart", and "Wish List" links. A "Go" button is positioned above the main banner. The main banner is for "Amazon Fashion Free One-Day Shipping" and features a watch, jewelry, and a "Sign in" button highlighted by a blue arrow. Below the banner is a section for "Movies Included with Prime Membership at No Additional Cost" with a "See more" link and a row of movie posters including Jack Ryan, Catching Fire, Barefoot, I, Frankenstein, The Last Legion, Star Trek Into Darkness, and Labor Day. To the right is a "Shop Gifts for Valentine's Day" section with images of gifts and TurboTAX software. The Amazon.com logo is in the bottom right corner.

➤ Click the  
“sell” link.



amazon [Try Prime](#) [Nick's Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#) Free One-Day Shipping on Valentine's Day Jewelry & Watches >

Shop by Department  All  Hello, Nick [Your Account](#) [Try Prime](#) [Cart](#) [Wish List](#)

[Your Amazon.com](#) [Your Browsing History](#) [Recommended For You](#) [Improve Your Recommendations](#) [Your Profile](#) [Learn More](#)

### Your Amazon.com

#### Hot New Releases in Kindle eBooks

Page 1 of 13

<b>New Release</b> Wreckage Emily Bleeker ★★★★☆ (164) \$4.99	<b>New Release</b> The Dead Key D. M. Pulley ★★★★☆ (93) \$4.99	<b>New Release</b> The One That Got Away Simon Wood ★★★★☆ (75) \$4.99	<b>New Release</b> The Girl on the Train: ... Paula Hawkins ★★★★☆ (1,403) \$8.99	<b>New Release</b> The Mermaid's Sister Carrie Anne Noble ★★★★☆ (69) \$4.99	<b>New Release</b> Miramont's Ghost Elizabeth Hall ★★★★☆ (1,482) \$4.99	<b>New Release</b> 14th Deadly Sin ... James Patterson \$12.74	<b>New Release</b> Private Vegas James Patterson ★★★★☆ (116) \$9.99

[See all recommendations in Hot New Releases in Kindle eBooks](#)

#### Hot New Releases in Amazon Instant Video

Page 1 of 10

<b>New Release</b> John Wick Keanu Reeves ★★★★☆ (434) \$4.99 to rent	<b>New Release</b> Gone Girl Ben Affleck ★★★★☆ (1,664) \$4.99 to rent	<b>New Release</b> The Judge Robert Downey Jr. ★★★★☆ (366) \$3.99 to rent	<b>New Release</b> Dracula Untold Luke Evans ★★★★☆ (226) \$4.99 to rent	<b>New Release</b> Fury Brad Pitt ★★★★☆ (808) \$3.99 to rent	<b>New Release</b> Lucy Scarlett Johansson ★★★★☆ (969) \$4.99 to rent	<b>New Release</b> The Best of Me Michelle Monaghan ★★★★☆ (84) \$3.99 to rent	<b>New Release</b> The Homesman Tommy Lee Jones ★★★★☆ (56) \$4.99 to rent

[See all recommendations in Hot New Releases in Amazon Instant Video](#)

amazon.com

➤ Click the “add product” link.

The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with 'amazon sellercentral' on the left and 'INVENTORY ORDERS REPORTS PERFORMANCE' in the center. A search bar and utility links like 'Messages | Help | Settings' are on the right. The main content area is divided into several sections. On the left, there are sidebars for 'Your Orders (Amazon.com)', 'Performance' (including Seller Rating and Account Health), 'Seller Forums', and 'Other Amazon Links'. The central area features a 'Manage Inventory' dropdown menu with 'Add a Product' highlighted by a large blue arrow. Below this, there are sections for 'started on Amazon', 'Terminal Notification', 'Headlines', and 'More Selling Tools'. On the right, there are summary boxes for 'Payments Summary', 'Manage Your Case Log', and 'Unshipped orders'. The Amazon logo is visible in the bottom right corner of the page.

➤ Type into the box  
your products name.

The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with the Amazon Seller Central logo and menu items: INVENTORY, ORDERS, REPORTS, and PERFORMANCE. A dropdown menu is open under INVENTORY, showing 'Manage Inventory' and 'Add a Product'. To the right of the navigation bar, there is a search bar with 'www.amazon.com' selected, a search button, and links for Messages, Help, and Settings. Below the navigation bar, the main heading is 'Add a Product'. A sub-heading reads: 'The product you are adding may already exist in our catalog for the product you want to sell and save yourself some time.' Below this, there are links for 'Learn more' and 'Video Tutorials'. To the right, there is an advertisement for Amazon Prime Rewards, showing a gold card and the text 'Learn how to earn 25,000 Membership Rewards points\* Terms and limitations apply.' with an 'OPEN' button. The main content area is titled 'Find it on Amazon' and contains a search input field with the placeholder text 'Enter your product name, UPC, EAN, ISBN or ASIN' and a yellow 'Search' button. Below the search field, there is a section for 'If it is not in Amazon catalog:' with a 'Create a new product' button. A large blue arrow points upwards from the bottom of the page towards the search input field. At the bottom of the page, there are links for 'Rate this page' and 'Contact Seller Support', and a footer with 'Nick Hawks © 1999-2014, Amazon.com, Inc. or its affiliates'.

➤ **Next click the search button.**

## Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.

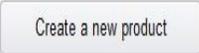
[Learn more](#) | [Video Tutorials](#)

 Run your business in the cloud 

Advertisement 

**Find it on Amazon**

If it is not in Amazon's catalog: 



➤ Your product is likely to be displayed in the search results.

➤ If so just click the “Sell yours” button.

amazon seller central INVENTORY ORDERS REPORTS PERFORMANCE www.amazon.com Search Messages | Help | Settings

### Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time. [Learn more](#) | [Video Tutorials](#)

Pay with Amazon Pay on your site using Amazon information [Learn more](#) Advertisement

**Find it on Amazon**

🔍 Kohler Forte 10433-BN Kitchen Faucet

If it is not in Amazon's catalog:

**Narrow your results**

**Category**

All Categories

Tools & Home Improvement (4)

**Can't Find it?**

If your product is not in the Amazon catalog, you may create a new product detail page.

1 to 4 of 4 Results

	<b>KOHLER K-10433-VS Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Stainless</b> UPC: 650531236975 EAN: 0650531228055 <a href="#">See all product details</a>	<input type="button" value="Sell yours"/>
	<b>KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel</b> UPC: 650531224774 EAN: 0650531224774 <a href="#">See all product details</a>	 <input type="button" value="Sell yours"/>
	<b>KOHLER K-1041319-BN Forte Kitchen Faucet Sprayhead, Vibrant Brushed Nickel</b> UPC: 650531227263 EAN: 0650531227263 <a href="#">See all product details</a>	<input type="button" value="Sell yours"/>
	<b>Kohler 1041321-BN Handle: Brushed Nickel Replacement Handle for Kohler K-10433-vs Forte Single Control Pullout Kitchen Sink Faucet</b>	<input type="button" value="Sell yours"/>

amazon.com

➤ Amazon will fill in most of the item information for you.

➤ You will still need to enter some info as shown.



### Amazon Product Summary



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

[\(View amazon detail page\)](#)

**ASIN:** B000MFA41G  
**Manufacturer:** KOHLER

#### Competing Marketplace Offers

**15 All** from \$212.27 + \$0.00 shipping  
**14 New** from \$237.85 + \$0.00 shipping  
**1 Used** from \$212.27 + \$0.00 shipping

**List Price**  
~~\$342.55~~

**Amazon Sales Rank**  
65,317

Vital Info	Offer	Images	Description	Keywords	More Details
<a href="#">Next</a>					
<b>Seller SKU:</b> <small>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</small>		<input type="text"/>			
<b>Condition:</b>		New <input type="button" value="v"/>			
<b>Condition Note:</b> <small>(Add your comments about the condition)</small>		<input type="text"/>			
<b>Low price:</b> <small>(Lowest price for selected condition) <a href="#">Learn more</a></small>		\$237.85 + \$0.00 shipping <input type="button" value="Match Low Price"/>			
<b>Your price:</b> <small>(Price based on condition) <a href="#">Learn more</a></small>		\$ 229.37 + \$7.99 shipping <small>Example: 50.00</small>			
<b>Sale price:</b> <small>(A sale price must have a start &amp; end date)</small>		Sale price: \$ <input type="text"/> Sale start date: <input type="text"/> <input type="text"/> Sale end date: <input type="text"/> <input type="text"/>			
<b>Quantity:</b>		<input type="text" value="1"/>			



➤ Amazon will provide the Technical Details, Product Description, and Additional Info for you.

### Product Information

Color: Vibrant Brushed Nickel

#### Technical Details

Part Number	K10433-BN
Item Weight	5 pounds
Product Dimensions	11.2 x 10.5 x 11.8 inches
Item model number	10433-BN
Color	Vibrant Brushed Nickel
Style	Transitional
Finish	Brushed Nickel
Material	nickel
Installation Method	Deck Mounted
Item Package Quantity	1
Flow Rate	2.2 GPM
Number of Handles	1
Certification	No
Warranty Description	Lifetime Warranty

#### Additional Information

ASIN	B000MFA4IG
Customer Reviews	★★★★☆ <a href="#">222 reviews</a> 3.6 out of 5 stars
Best Sellers Rank	#85,317 in Home Improvement ( <a href="#">See top 100</a> )
Shipping Weight	7 pounds ( <a href="#">View shipping rates and policies</a> )
Shipping	This item is also available for shipping to select countries outside the U.S.
Shipping Advisory:	This item must be shipped separately from other items in your order. Additional shipping charges will not apply.
Date First Available	September 14, 2004

#### Warranty & Support

Manufacturer's warranty can be requested from customer service. [Click here](#) to make a request to customer service.

#### Feedback

[Would you like to update product info, give feedback on images, or tell us about a lower price?](#)



➤ When all required info has been added just click the “Save and finish” button to list your item for sell.

<b>Handling time (in days):</b> <small>(Default is 1-2 days)</small>	2
<b>Start selling date:</b> <small>(mm/dd/yyyy)</small>	01/10/2015
<b>Restock Date:</b>	
<b>Seller Warranty Description:</b>	Item must be returned in the original box and in an undamaged and uninstalled condition to be eligible for a refund.
<b>Import Designation:</b> <small>(If made in US from imported materials select "Made in USA and Imported." If some units are from US and some imported select "Made in USA or Imported." If made in US from US materials select "Made in USA." If made outside the USA, select "Imported.")</small>	Made in USA or Imported <small>Example: Made in USA or Imported</small>
<b>Country as Labeled:</b> <small>(Complete only if Import Designation is "Imported." Select country shown on product label.)</small>	 <small>Example: CN</small>
<b>Shipping Method:</b>	<input checked="" type="radio"/> I want to ship this item myself to the customer if it sells. <input type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. <a href="#">Learn more</a>

**Shipping Options:**

	Transit Time	Shipping credit *	Amazon fees (if sold) *	Total you will receive *
<b>Standard Shipping</b>	<input checked="" type="checkbox"/> 4 - 14 business days	\$7.99	\$36.59	\$200.77
	<input type="checkbox"/> 3 - 5 business days <small>Qualified sellers have the option to offer reduced shipping times. <a href="#">Learn more</a></small>	\$7.99	\$36.59	\$200.77
<b>Expedited Shipping</b>	<input checked="" type="checkbox"/> 2 - 6 business days	\$13.42	\$37.41	\$205.38
	<input checked="" type="checkbox"/> 1 - 3 business days <small>Qualified sellers have the option to offer reduced shipping times. <a href="#">Learn more</a></small>	\$13.42	\$37.41	\$205.38

\* If Sold  
Sorry! We are unable to allow you to select shipping methods at this time. We will use your default shipping settings for this product. You will be able to select shipping methods later by editing the product.

[Next](#)

[Cancel](#) [Save and finish](#)




You are participating in **New Manage Inventory Page**. [Feedback](#) | [Exit Beta](#)

All Inventory

# Manage Inventory <sup>BETA</sup> [Learn more](#)

Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



**KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel**  
 ASIN: B000MFA4IG  
 SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

[Edit details](#) [Copy to a new product](#) [Add another condition](#)

Action on 0 selected

Search SKU, Title, ISBN, A#

Search

Filters: 1 applied

1 product(s)

Selected Filters: Status: All [Reset all filters](#)

Filters: Status

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	<a href="#">Save all</a>
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + -	\$212.27 + \$0.00	<a href="#">Edit</a>

25 results per page

[Save all](#)



➤ Click on the “Fee Preview” drop down arrow to see your Amazon selling fees.



SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

[Edit details](#) [Copy to a new product](#) [Add another condition](#)

Action on 0 selected ▾  [Search](#) Filters: 1 applied ▾ 1 product(s)

Selected Filters: **Status: All** [Reset all filters](#)

Filters: **Status** ▾

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	<a href="#">Save all</a>
<input type="checkbox"/>	Inactive (Start Date in future)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59 ▾	\$ 229.37	\$212.27 + \$0.00	<a href="#">Edit</a> ▾

**Fee Preview** ×

Type	Amount
Amazon Referral Fee	\$35.60
Variable Closing Fee	\$0.00
Per Item Fee	\$0.99
Fee Estimate	\$36.59 <sup>1</sup>

<sup>1</sup> The fees shown are estimated based on your listed price (not your discounted or promotional price) and include referral fees, variable closing fees, and per-item fees (if applicable). The fee estimate does not take into account gift wrap and does not include other selling fees, such as monthly subscription fees or fees for any optional services. [Selling on Amazon Fees](#)

[Rate this page](#) | [Contact Seller Support](#)

All Inventory

# Manage Inventory BETA [Learn more](#)

Add a product

Preferences: 3 columns hidden

✓ Congratulations! Your product is now listed for sale on Amazon.



KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

ASIN: B000MFA4IG  
SKU: MU-CCR2-VHN9

Tell your friends about your listing: [f](#) [t](#)

You have successfully updated your listings. It may take up to 15 minutes for your changes to propagate to all systems.

Edit details

Copy to a new product

Add another condition

Action on 0 selected ▾

Search SKU, Title, ISBN, A#

Search

Filters: 1 applied ▾

1 product(s)

Selected Filters: Status: All

Reset all filters

Filters: Status ▾

<input checked="" type="checkbox"/>	Status	Image	SKU Condition	Product Name ASIN	Date Created	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save all
<input type="checkbox"/>	Inactive (Closed)		MU-CCR2-VHN9 New	KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color- Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel B000MFA4IG	12/31/2014	1	\$36.59	\$ 229.37 + --	\$212.27 + \$0.00	Relist ▾

25 results per page ▾

Save all



➤ You will receive an email from Amazon confirming your items listing.

Amazon Listing Created - KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel



Amazon Services (seller-notification@amazon.com) Add to contacts 11:52 AM Actions  
To: 12teachyou@hotmail.com

Dear Nick Hawks,

Thank you for listing your product on Amazon.com. Your item will be available for purchase on our site within minutes, but it may take up to 15 minutes to appear in your inventory. Please do not relist your item if you do not see the open listing immediately.

Listing details:

Product Name: KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel

Quantity remaining: 1

Total quantity sold: 0

Price: \$229.37

Amazon commission (if sold): (Standard Shipping) \$36.59

Standard Shipping credit (if sold): \$7.99

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Amazon commission (if sold): (Expedited Shipping) \$37.41

Expedited Shipping credit (if sold): \$13.42

Condition: New

Comments:

Listing ID: 1231OSSJK12

SKU: MU-CCR2-VHN9

amazon.com

➤ This is how it appears on Amazon.

The screenshot shows an Amazon product page for the Kohler K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet. The page features a large product image on the left, a detailed title and description on the right, and a shopping cart on the far right. The top navigation bar includes the Amazon logo, user account information, and search options. The breadcrumb trail indicates the product's location within the 'Tools & Home Improvement' category. The product title is 'KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel'. The current price is \$237.85, with a list price of \$342.66 and a savings of \$104.70 (31%). The product is sold by Adams Quality Plumbing and has 222 customer reviews. A 'Frequently Bought Together' section suggests purchasing a soap dispenser and an air gap body with the faucet for a total price of \$293.70. The right sidebar shows the 'Buy new' option for \$237.85 with free shipping, and the 'Buy used' option for \$212.27. Other sellers are listed with prices ranging from \$236.36 to \$256.91. The page also features a 'New Year New You' promotion banner.

amazon  
Try Prime  
Nick's Amazon.com Today's Deals Gift Cards Sell Help

Year-End Deals

Shop by Department - Search Tools & Home Improvement - Go Hello, Nick Your Account - Try Prime - Cart - Wish List -

Home Improvement Best Sellers Gift Ideas Lighting & Ceiling Fans Hardware Kitchen & Bath Fixtures Power & Hand Tools Woodworking Home Automation Deals & Bargains

Tools & Home Improvement › Kitchen & Bath Fixtures › Kitchen Fixtures › Kitchen Faucets › Kitchen Sink Faucets › Touch On Kitchen Sink Faucets

  
Roll over image to zoom in

**KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and Lever Handle, Vibrant Brushed Nickel**  
by Kohler  
★★★★☆ 222 customer reviews | 16 answered questions

List Price: ~~\$342.66~~  
Price: **\$237.85 & FREE Shipping**  
You Save: **\$104.70 (31%)**

**Only 3 left in stock.**  
Ships from and sold by Adams Quality Plumbing.

Color: **Vibrant Brushed Nickel**



- KOHLER ceramic disc valves exceed industry longevity standards two times for a lifetime of durable performance
- Premium material construction for durability and reliability
- KOHLER finishes resist corrosion and tarnishing, exceeding industry durability standards over two times
- Features MasterClean sprayface that resists mineral buildup and is easy to clean
- High-temperature limit stop allows you to preset a comfortable maximum temperature to eliminate scalding

[See more product details](#)

17 new from **\$205.53** 1 used from **\$212.27**

**This Item Is Eligible for Our KOHLER Faucet Promotion**  
This item is eligible for our promotion of up to 25% off on select KOHLER Faucets when shipped and sold by Amazon.com. Discount reflected in price.. [See details and all eligible products.](#)

**Frequently Bought Together**

  
Price for all three: **\$293.70**  
[Add all three to Cart](#) [Add all three to Wish List](#)  
These items are shipped from and sold by different sellers. [Show details](#)

- This item:** KOHLER K-10433-BN Forte Single Control Pullout Kitchen Sink Faucet with Color-Matched Sprayhead and ... **\$237.85**
- KOHLER K-1893-C-BN Soap or Lotion Dispenser with Transitional Design, Vibrant Brushed Nickel **\$33.99**
- KOHLER K-9110-BN Air Gap Body with Cover, Vibrant Brushed Nickel **\$21.86**

Share

**Buy new:** **\$237.85**  
Qty: 1  
**\$237.85 + Free Shipping**  
In Stock. Sold by Adams Quality Plumbing  
[Add to Cart](#)  
Turn on 1-Click ordering

**Buy used:** **\$212.27**  
[Add to Wish List](#)

**Other Sellers on Amazon**

**\$236.36** [Add to Cart](#)  
+ \$11.98 shipping  
Sold by: FAUCETS AND ACCESSORIES

**\$250.75** [Add to Cart](#)  
+ Free Shipping  
Sold by: Faucets and More

**\$256.91** [Add to Cart](#)  
& FREE Shipping. [Details](#)  
Sold by: Amazon.com

18 used & new from **\$205.53**

Have one to sell? [Sell on Amazon](#)

amazon.com

*How To*  
**RANK YOUR PRODUCTS**  
**ON**  
**AMAZON**



# How To Rank Your Products On Amazon – The Ultimate Guide

If you want success on Amazon, you need to understand how Amazon's Search Algorithm works – right?

Sounds obvious, but you'd be surprised...

Most sellers have no idea how Amazon ranks and delivers search results; let alone how (easily) exploitable it can be!

**Ranking Factors**

amazon.com

But before we get into the meat of the matter, here are some basics you should know...

## Introducing A9: Amazon's Product Search Algorithm

A9 is the name of Amazon's product search algorithm. Since this is a guide about ranking products in Amazon, it makes sense to start at the source. So, [this is A9's official statement](#) for how they calculate search results.

[quote name="Amazon"]Our work starts long before a customer types a query. We've been analyzing data, observing past traffic patterns, and indexing the text describing every product in our catalog before the customer has even decided to search.[/quote]

As we can see here, much of the work is done before the customer even touches the keyboard. Once the customer actually hits "Enter" to perform a search, the A9 algorithm delivers results through a two-step process:

[quote name="Amazon"]Once we **determine which items are good matches** to the customer's query, our ranking algorithms **score them to present the most relevant results** to the user.[/quote]

On the whole, **ranking in Amazon is more straightforward than Google** because you're essentially cutting the work in half. This is because there's no such thing as off-page SEO for Amazon; they only use internal factors to determine how a product ranks. Backlinks, social media, domain authority... These are all things you don't need to worry about on Amazon.

That being said, there are a few simple rules you must always remember about Amazon. **These 3 rules are critically important to making the most of this guide, so make sure you read them twice:**

- Amazon's top goal in everything they do is always maximize Revenue Per Customer (RPC)
- Amazon tracks every action that a customer takes on Amazon, right down to where their mouse hovers on the page
- The A9 algorithm exists to connect the data tracked in #2 to the goal stated in #1

So far, so good?

## Core Pillars Of The A9 Algorithm

From A9's website and from the information that Amazon makes available to us through their [Seller Central](#) (login required), we can group Amazon's ranking factors into three equally important categories:

**Conversion Rate\*** – These are factors that Amazon has found have a statistically relevant effect on conversion rates. Examples of conversion rate factors include customer reviews, quality of images and pricing.

**Relevancy** – Remember the first step in the A9 algorithm? They gather the results, and then they decide how to list them. Relevancy factors tell A9 when to consider your product page for a given search term. Relevancy factors include your title and product description.

**Customer Satisfaction & Retention** – How do you make the most money from a single customer? Make them so happy that they keep coming back. Amazon knows that the secret to max RPC lies in customer retention. It's a lot harder to get someone to spend \$100 once than \$10 ten times. Customer Retention factors include seller feedback and Order Defect Rate.

## PRICE

Remember earlier when we talked about how Amazon's A9 product search algorithm uses both predicted and real conversion rates to determine which products to show in their search results?

One of the biggest factors Amazon uses to determine predicted conversion rate is pricing – they know that customers tend to seek the best deals. More importantly, Amazon uses pricing as a major factor in picking which product to show in the buy box, which is the part of the page containing the Add to Cart button (we'll talk more about that later).

1-24 of 1,482 results for Home & Kitchen: Kitchen & Dining: Small Appliances: "juicer" 56

Show results for

- Any Category
- Home & Kitchen
- Kitchen & Dining
- Small Appliances**
- Juicers (1,101)
- Centrifugal Juicers (225)
- Masticating Juicers (421)
- Blenders (202)
- Citrus Juicers (275)
- Countertop Blenders (142)
- Personal Size Blenders (22)
- Small Appliance Setb (20)
- Food Processors (44)
- + See more

Showing results in Home & Kitchen. Show instead results in All Departments.

Related Searches: blender, breville juicer, juice extractor.

Product	Price	Customer Reviews	Sales Rank
Black & Decker JE2200B 400-Watt Fruit and Vegetable Juice Extractor with Custom Juice Cup	\$29.99 (was \$49.99) Prime Get it by Friday, Nov 21	4.5 stars (363)	1,426
Breville BJE200XL Compact Juice Fountain 700-Watt Juice Extractor	\$99.95 (was \$159.99) Prime Get it by Friday, Nov 21	4.5 stars (58 offers)	3,873
Breville JE98XL Juice Fountain Plus 850-Watt Juice Extractor	\$149.95 (was \$199.99) Prime Get it by Friday, Nov 21	4.5 stars (51 offers)	2,274
Omega J8006 Nutrition Center Juicer - Black and Chrome	\$241.50 (was \$309.99) Prime Get it by Friday, Nov 21	4.5 stars (17 offers)	1,678

Notice here that the top-ranking product for the search term "juicer" has less customer reviews, lower customer reviews and lower Sales Rank than every other listing in the top 4. It still shows #1 because it's got decent ratings and is priced waaaaay below the category average.

Note that customer reviews are still vital here. And pricing isn't the only reason that the Black & Decker Juicer ranks #1...



## Customer Satisfaction & Retention Factors

### NEGATIVE SELLER FEEDBACK

Why do I list negative seller feedback specifically, as opposed to just seller feedback in general?

Interestingly, Amazon actually claims not to track positive seller feedback; at least, not for the sake of their product search algorithm.

Instead they track **negative seller feedback rates**, or frequency. It doesn't matter how bad the feedback is – all negative feedback is the same, and it all counts against you equally in terms of search result rankings.

To be clear – as a third-party seller attempting to win the buy box (shown below) you want your seller feedback as high as possible. However, **negative feedback rate is the only metric with a known effect on product search results.**

#### Buyability Factor: Seller Rating

- ✓ Strong Buy Box factor
- ✓ Mostly comprised of multiple components found within Seller Central (ex. On-Time Delivery Rate (ODR), Late Shipment Rate, etc.)



Performance	
<b>Seller Rating</b>	
Rating:	93.49
<b>Account Health</b>	
Good	
<b>Customer Feedback</b>	
4.9 stars over the past 12 months (71 ratings)	
<b>Claims Requiring Actions</b>	
A-to-z Guarantee claims	0
Chargeback claims	0
<a href="#">Learn how to share your side</a>	
<b>Buyer Messages</b>	
Messages waiting for response (in the last 7 days)	
Under 24 hour target	0
Over 24 hour target	0

amazon.com

# Hack #1 - Winning the Buy Box

As an Amazon seller, you need to know how to win the Buy Box. This is a crucial part of successfully selling on Amazon, especially if you're not creating and manufacturing your own products.

Here's an example of what it means to win the Buy Box:

**Cap Barbell Kettlebell**  
by CAP Barbell  
★ ★ ★ ★ ★ 1,217 customer reviews

List Price: \$29.26  
Price: **\$19.56** + \$4.99 shipping  
You Save: \$9.69 (33%)

**In Stock.**  
Ships from and sold by Wayfair.

Style Name: **15 lb**

15 lb 30 lb 40 lb 10 lb 20 lb 25 lb 35 lb  
45 lb 50 lb 60 lbs 70 lbs 80 lb

- CAP Barbell kettlebells are both versatile and durable
- Offers a varied series of exercises to tone your entire body
- Particularly effective in toning core muscles
- Weighs 15 pounds; made of solid cast iron
- Includes limited 30-day manufacturer's warranty

16 new from \$15.65

Share [Email] [Facebook] [Twitter] [Pinterest]

Qty: 1

**\$19.56 + \$4.99 shipping**  
In Stock, Sold by **Wayfair**

**Add to Cart**

Turn on 1-Click ordering

Add to Wish List

**Other Sellers on Amazon**

\$26.45 + Free Shipping Sold by: homecomfort	<b>Add to Cart</b>
\$24.47 + \$1.99 shipping Sold by: PlumStruck	<b>Add to Cart</b>
\$27.18 + Free Shipping Sold by: Warehouse Fitness	<b>Add to Cart</b>

16 new from \$15.65

**Also Bought Together**

Price for both: **\$27.51**

**Add both to Cart** **Add both to Wish List**

These items are shipped from and sold by different sellers. Show details

Be a winner...



Of the 20 sellers for this product, only 4 of them are shown on the product page. You can bet that these four sellers are getting most of the sales for this listing...

If you're one of the 16 losers for this product, what could you do to win the Buy Box?

## Important Buy Box Metrics

First, let's take some time to review known Buy Box metrics. They can basically be grouped into three categories. For reference, you can see the first page of sellers for the kettlebell listing above, shown to your right.

**Pricing!** – This is without a doubt the most important Buy Box metric.

By default, Amazon lists products on this page in order of Price + Shipping, and that carries into the Buy Box unless one of the other metrics are way out of whack.

**Shipping Performance** – Amazon puts an enormous priority on fast, hassle-free shipping for their customers. That’s why they encourage sellers to use their Fulfilled by Amazon program.

Shipping performance includes a number of individual metrics, including Order Defect Rate (ODR) and Perfect Order Percentage (POP), both of which we talked about in our [last post on Amazon ranking factors](#).

- **ODR** (Order Defect Rate) is how many orders are cancelled, returned, shipped improperly or get negative feedback for any reason.
- **POP** (Perfect Order Percentage) is how many orders go perfectly smoothly without any customer intervention.

Amazon also keeps track of how often you run out of stock, so try to maintain a 100% in-stock rate.

## **Final Words**

Selling on Amazon doesn't have to be intimidating, even if you're a new seller. It's the largest e-Commerce platform in the world, and now you have all the tools you need to make the most of it. But in the end, nothing beats getting your hands dirty and actually putting these Amazon ranking hacks to work!

What are you waiting for? Get out there and make some money!

## The End

**To purchase a copy of this Amazon class e-book send payment of \$3.99 to Nick Hawks via PayPal at [12teachyou@hotmail.com](mailto:12teachyou@hotmail.com) or pay now with cash or check.**