



Lois Rouder, Sr. Manager
Small Business Development

Amazon Business Introduction

Agenda

What is **Amazon Business**?

How to get started **selling on Amazon Business**?

How to grow and **scale your business on Amazon Business**?

Where do I find **additional resources**?

US B2B e-commerce sales¹⁰



+10%
compound annual
growth rate

\$829 billion 2016

\$889 billion 2017

\$1.8 trillion^{xx} 2023

Projected sales from 2016–2023 in US dollars

Global B2B e-commerce transactions



\$7.66
trillion

\$9
trillion

2005

2010

2015

2017

2020

2021

Source: Forrester

Amazon's mission

To be earth's most customer-centric company

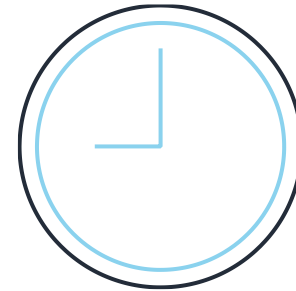
where people can **find** and **discover** anything they want to buy online.



Price



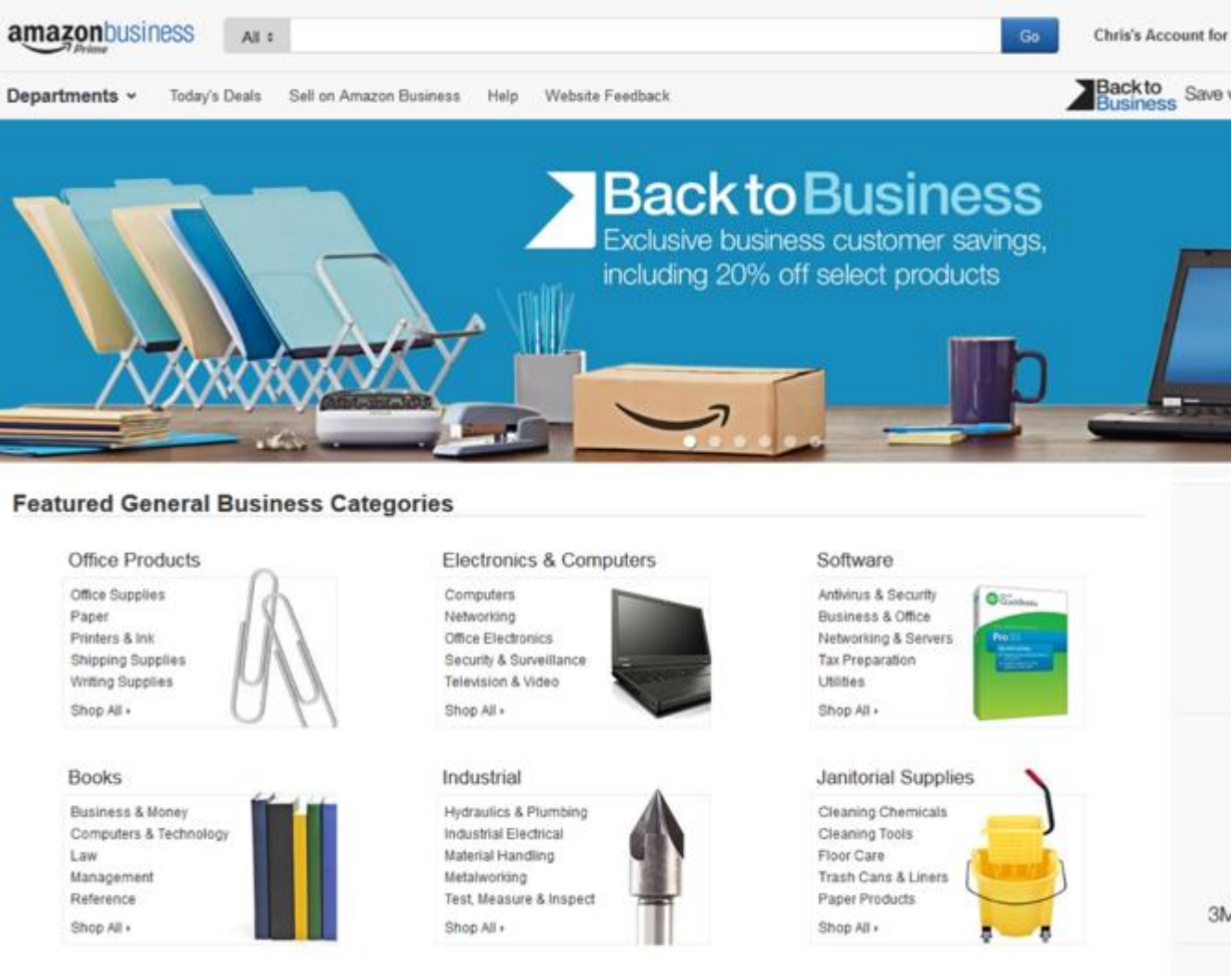
Selection



Convenience

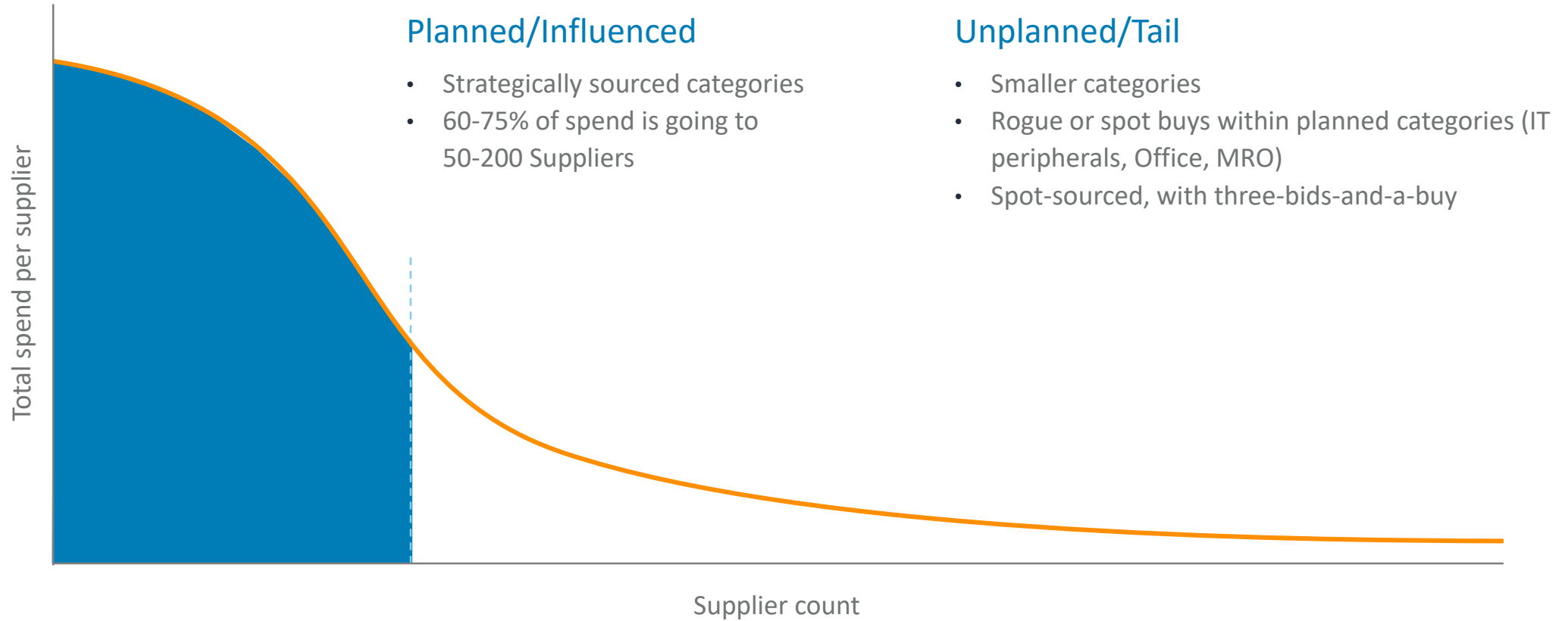


Everything you love about Amazon. For work.



- ✓ Business selection
- ✓ Price savings
- ✓ Fast, convenient shipping
- ✓ Business solutions
- ✓ Dedicated customer support

What's in your tail spend?





Amazon Business by the numbers



\$10B+ global annualized sales



2M+ customers on Amazon Business

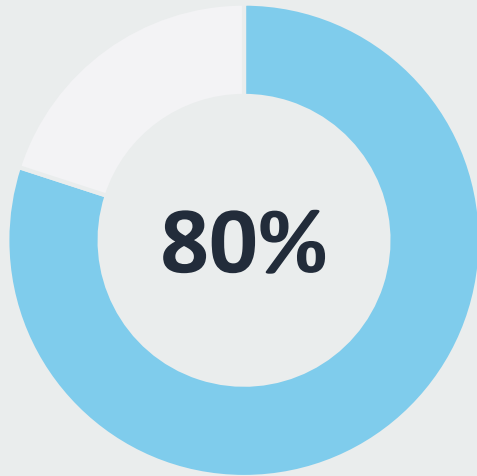


200K+ sellers on Amazon Business

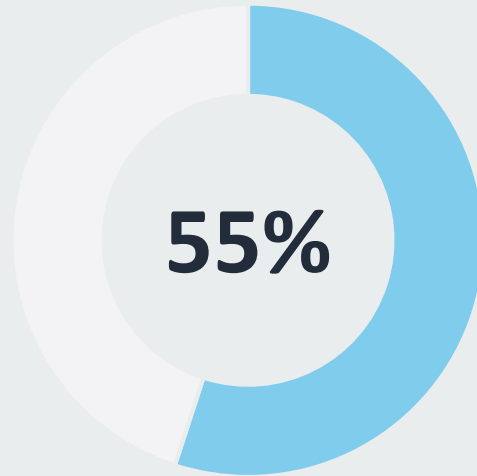
“This is Amazon’s
fastest-growing
business ever.” ⁷

—The Motley Fool, September 13, 2018

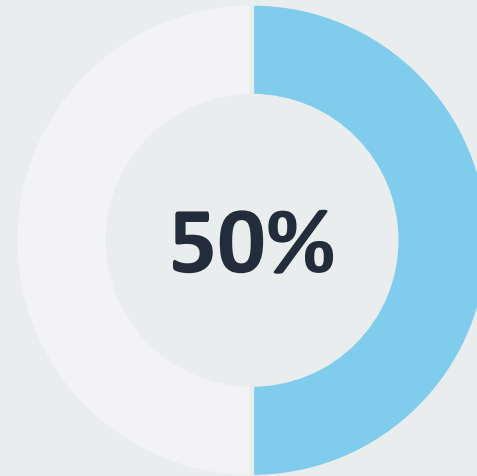
In the US, Amazon Business currently serves...



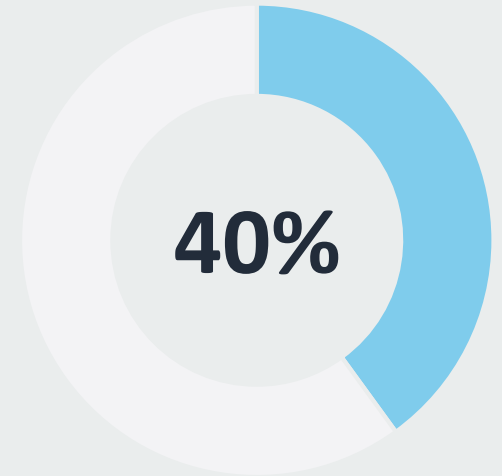
Nearly 80%
of the 100 largest enrollment
education organizations



55 of the fortune 100
companies



More than half of the 100
biggest hospital systems



More than 40%
of the 100 most populous local
governments

Store with multiple suppliers – all in one place



Broad Selection

Hundreds of millions of products in one place.



Comparison Shop

Prices, fulfillment options and seller ratings.



Suggested Products

Based on purchase history and what's popular among other customers like you.

COVID-19 Supplies

[COVID-19 Supplies](#)

[Learn more to access supplies »](#)

[Supply products »](#)

Priority COVID-19 supplies for organizations on the front lines

Inventory is currently limited.

We are urgently working to procure additional inventory.

We will not make a profit on this service.

We are waiving all standard referral fees for all third-party sellers on products for this effort.

Learn from the CDC.

Protective measures to slow the spread of COVID-19 »

[PROTECTIVE APPAREL](#)

[INFECTION PREVENTION](#)

[DIAGNOSTICS AND LAB](#)

[RESPIRATORY](#)

[TELEHEALTH](#)

Supplies below are available for purchase only by organizations on the front lines and not for resale.


Distance Learning Supplies

business Distance learning supplies ▾ Enter keyword or product number Control rogue spend; Define approvals »

Deliver to RDG Mukilteo 98275 **Departments** ▾ Buy Again Quantity Discounts Today's Deals Business Plus Add People Help EN Hello, Robert Account for RDG Enterpri... ▾ Lists ▾ Try Business Prime

Distance learning supplies

Empowering educators to innovate and adapt during COVID-19



Find additional solutions to support distance learning including allocating relief funds or requesting spot buys.

[Explore solutions >](#)

Shop by Category



SCHOOL SUPPLIES



EDUCATIONAL ACTIVITIES & STEM



BOOKS



TECHNOLOGY



SNACKS & WELLNESS



SPECIAL EDUCATION

Business Prime

Guided Buying



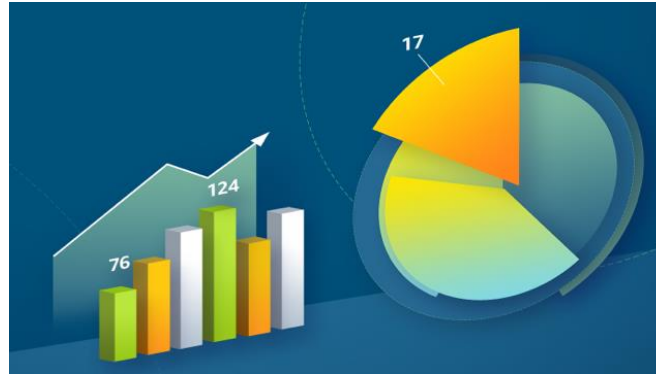
Empower employees to make the right buying choices by educating them via signposts throughout Amazon Business

More efficient buying

Gain more control over spending

Reduce rogue spend in your organization

Spend Visibility



Analyze spending patterns for insights to inform your budgeting decisions and buying policies

Control who sees and manages data

Gain rich insights

Access insights anytime, anywhere

More for Your Money



Extend cash when you need it, all with the best deals on Amazon

Extended payment terms

Access to deals

Volume-aware pricing discounts

Manage Suppliers

You can easily find local or credentialed suppliers on Amazon and add them to your list of Saved Suppliers

The screenshot shows the 'Manage Suppliers' page. At the top, there are two tabs: 'Search All' and 'Saved Suppliers 0'. Below the tabs is a search bar with the placeholder text 'Search your saved suppliers by name' and a 'Search' button. A message below the search bar reads 'Not finding the supplier you are looking for? Suggest a supplier'. On the left side, there is a 'Refine by' section with two categories: 'Seller Type' (with a checkbox for 'Business Seller') and 'Business Location' (with a text input field for 'State or Country'). On the right side, there is a grey box with an information icon and the text 'No Saved Suppliers' and 'Start a new supplier search'.

The screenshot shows a supplier profile for 'Premium Batteries'. The profile includes the company logo, name, location (Miami, FL), a star rating (5 stars), and a badge indicating '95% positive in the past 12 months' and '3,092 total ratings'. A 'Sort by: Name: a to z' dropdown is visible at the top right. On the right side, there is an 'Actions' menu with options: 'Remove from saved', 'Ask a question', and 'View' (with sub-options: 'Profile', 'Storefront', 'Return policy').

“Amazon Business has now reached a **\$10 billion annual sales run rate and is serving millions of private and public-sector organizations in eight countries,” **said Jeff Bezos, Amazon founder and CEO.****

“And we’re not slowing down** – Amazon Business is adding customers rapidly, including large educational institutions, local governments, and more than half of the Fortune 100. These organizations are choosing Amazon Business because it increases transparency into business spending and streamlines purchasing, with increased control. The team is doing a fantastic job building and **innovating for customers.**”**

- 2018 Q3 earnings release

**COVID-19 update:**

Visit the [Day One blog](#) for daily updates on how Amazon is responding to the crisis. [Sign in to Seller Central](#) for additional updates specific to Amazon sellers.

Become an Amazon seller

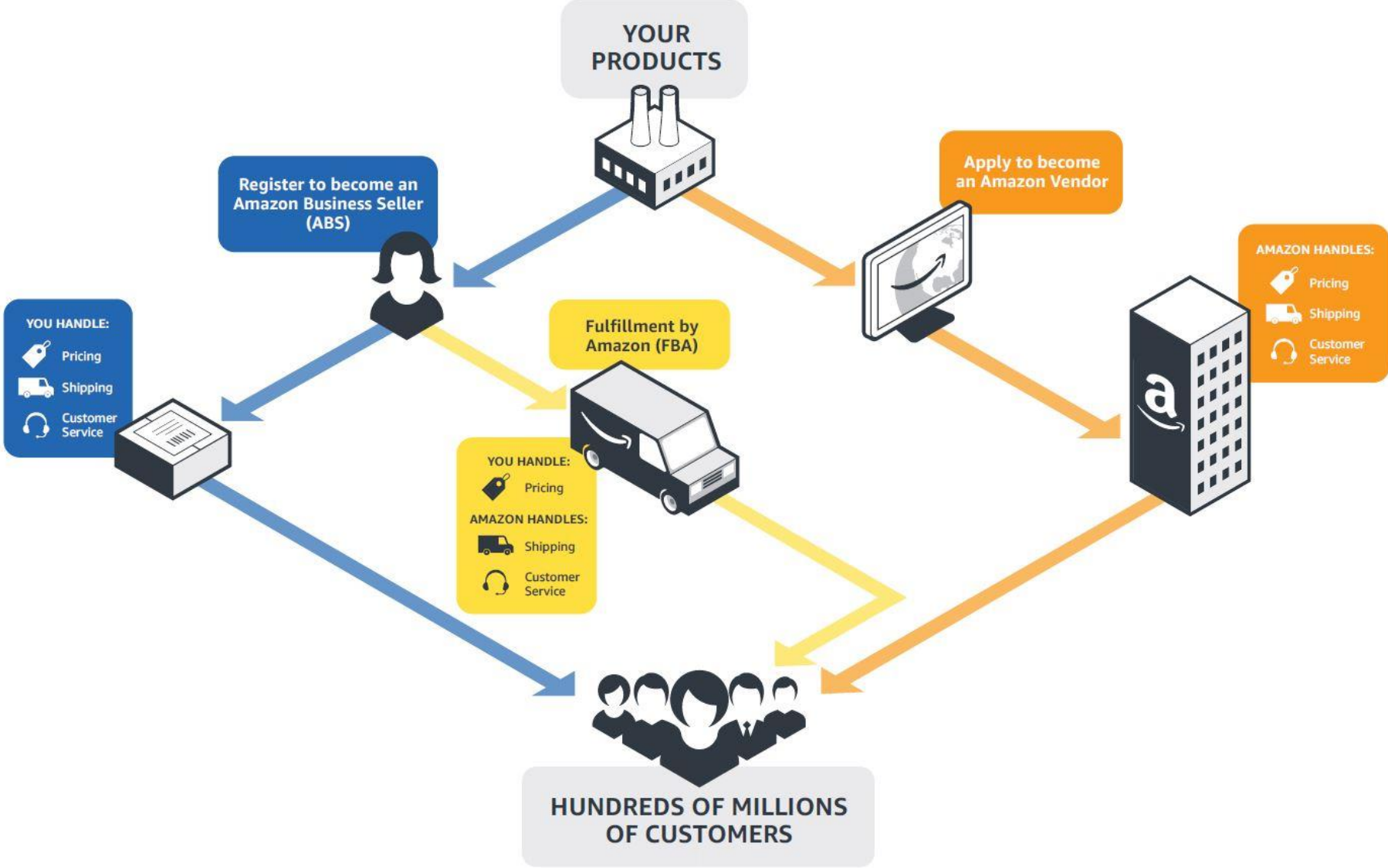
Sign up

\$39.99 a month + selling fees



<https://sell.amazon.com/>

Amazon Business: Selling Partners



Diversity Certifications

- Amazon Business enables Selling Partners to promote 18 national diversity certifications and 150+ state certifications
- Selling Partners can [supply certifications](#) to Amazon to identify themselves as part of a diversity group
- Customers can refine a product search by including [filters](#) to identify those [certifications](#) type or by setting policies which guide buyers to [preferred certifications](#).

Registered Small Business

Women-Owned Small Business

Veteran-Owned Small Business

Service Disabled Veteran-Owned Small Business

Economically Disadvantaged Women-Owned Small Business

IEE – Indian-owned Economic Enterprise

SBA – ISBEE Indian-owned Small Business Economic Enterprise

Minority-Owned Business

Women-Owned Business Enterprise

SBA-Certified Small Disadvantaged Business

SBA-Certified 8(a) Firm

SBA-Certified HUB

LGBT Business Enterprise Zone Firm



Product Detail Page - Customized Business Features



BUSINESS PRICING

Reach your specific customer base through targeted listings.



QUANTITY DISCOUNTS

Encourage large orders with a tiered discount structure.



ENHANCED CONTENT

Augment your listings by uploading CAD drawings, User Guides and more.

amazonbusiness Tools & Home Improvement Go Liana's Account for Business Wish List Shopping Cart

Departments Today's Deals Sell on Amazon Business Help Website Feedback **BUSINESS SOLUTIONS** [Learn more](#)

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

Tools & Home Improvement Welding & Soldering Welding Equipment Welding Equipment & Accessories Cable

6 AWG Premium Extra Flexible Welding Cable 600 VOLT - BLACK - 25 FEET Share Facebook Twitter Pinterest

by EWCS Be the first to review this item | 3 answered questions

List Price: ~~\$69.90~~
Business Price ▼ **\$31.10** & Free Two-Day Shipping on orders over \$49. [Details](#)
You Save: **\$38.80 (56%)**

In Stock.
Get it before Christmas. Select delivery options in checkout.

Want it Sunday, Dec. 6? Order within **9 hrs 46 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Business Seller | Sold by **Electric Wire & Cable Specialists** and Fulfilled by Amazon.
Seller Credentials: Registered Small Business

- Sunlight Resistant
- Water Resistant
- Highly flexible 30 guage copper stranding
- Ships as a coil

[See more product details](#)

New from **\$31.10**

CYBER MONDAY DEALS WEEK **STANLEY** **IRWIN**
in Tools & Home Improvement **PROGRESS LIGHTING** [Learn more](#)

Roll over image to zoom in

Qty: 1 ▼

Quantity discount available.

Add to Cart

1-Click ordering is not available for this item.

Ship to:
Select a shipping address: ▼

Add to List

Other Sellers on Amazon

\$32.12 **Add to Cart**
+ Free Shipping
Sold by: Crimp Supply Inc

\$32.12 **Add to Cart**
+ Free Shipping
Sold by: Wire N Cable

New from **\$31.10**

Have one to sell? **Sell on Amazon**

Seller Profile Page - Customized Business Features



PROFILE EDITOR

Showcase your logo and tell your company's story.

amazonbusiness All :

Departments Today's Deals Sell on Amazon Business Help Website Feedback

IT Source Distribution
 Business Seller -
 Orlando, FL
 Established 2011
 ★★★★★ 98% positive in the last 12 months (111 ratings)

Have a question for IT Source Distribution?
[Ask a question](#)
 Customer Service Phone: 754-307-7776

IT Source Distribution customer service can be reached by phone: (754)-307-7776
 Monday - Friday: 9AM - 6PM Eastern Standard Time.

We Are A Procurement Powerhouse - A Global Supplier of Computer Equipment

IT Source Distribution specializes in networking equipment and our specialty are HP Procurves. We also deal in servers, HDD's, memory, controllers and storage units as well as pre-built systems and options & peripherals. Major brands carried include Cisco, Juniper, IBM, Intel, HP, Brocade and S...
[Read more](#)

Quality & Diversity Credentials	Minority-Owned Business (sba.gov) For additional information, see Amazon's Seller Credential Program
Seller Type	Distributor
Top Brands	APC, StarTech, HP, Cisco, Sonicwall, Intel... (9) more



CREDENTIALS

Differentiate your business with 18 different quality and diversity credentials.



by 3M

3M 88 Electrical Tape, .75-Inch by 66-Foot by .0085-Inch
[See all 8 in this Product Family](#)

★★★★★ 125 customer reviews

Price: \$7.49 & FREE Shipping

In Stock

Business Seller | Ships from and sold by **MAGELLAN DISTRIBUTION CORPORATION**.
 Veteran-Owned Small Business
[See more](#)


Estimated Delivery Date: June 11 - 15 when you choose Standard at checkout.

Product Specifications

Color	Black
EAN	0054007061434
Number of Items	1
UPC	054007061434

Specification for this product family ([See all 8 products](#))

Seller Central Homepage

 MARKETPLACES 3	OPEN ORDERS 1	7 DAYS SALES \$167.97	BUYER MESSAGES 0	BUY BOX WINS --	TOTAL BALANCE \$785.05
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[Read the latest COVID-19 related announcements >](#)

Ship Orders

You have orders to ship

1

You must buy shipping or confirm shipment of these orders to be paid

[Ship Your Orders](#)

News


JUL 2, 2020
COVID-19 Related Announcements, Updated: 6/24/20, 10:00 a.m.
[Read more >](#)

JUL 2, 2020
New Apparel size attributes for your listings
[Read more >](#)

JUL 2, 2020
Update to FBA stranded inventory removals
[Read more >](#)


Explore FBA

Enroll products in FBA to make them eligible for Prime



[Get Started with FBA](#)

What's New

 **Important**

You can now find orders, sales, and payments data on the toolbar at the top of the page

B2B Central

Sales Snapshot i

Last Updated 6/19/2018 12:24 PM

Showing previous: Today 7 Days 30 Days 6 months 1 year 📅 Date Range

B2B
 Non-B2B
 --- Compare to last year

	Sales	Sales YoY
B2B	\$4.30k (13%)	+100%
Non-B2B	\$27.23k (87%)	+100%
Total	\$31.52k (100%)	+100%

B2B performance by industry i

Last: week month 6 months 1 year 📅 Date Range

Industry	Sales YoY	Sales	Orders	Units	Average order
Commercial	+100%	\$6,396.77	77	209	\$83.07 (2.71 units)
Education	+100%	\$815.02	7	35	\$116.43 (5.00 units)
Government	+100%	\$275.84	7	11	\$39.41 (1.57 units)
Healthcare	+100%	\$167.25	5	11	\$33.45 (2.20 units)
Other	+100%	\$273.91	7	9	\$39.13 (1.29 units)

Seller Learning Resources

What do you want to learn?

New to selling on Amazon? [Start here](#)

Browse topics

^ Quick Start Guide
Introduction to Seller University
Intro to Seller Central
Account Info
Understanding Our Listing Guidelines
Products Requiring Approval
Understanding Product IDs
Ways to List Your Products
How to Create a Great Amazon Detail Page to Optimize, Rank and Drive Sales Conversion
Ways to Advertise on Amazon - Sponsored Products, Deals, Coupons & Promotions

Recommended For You



Intro to Prime Day

What you'll learn:

- ✓ Learn about Prime Day and how to make the most of this global More...

175,219 Views 22-Jun-19

[View lesson →](#)



How FBA Works

What you'll learn:

- ✓ Get a basic understanding of the Fulfillment by Amazon (FBA) More...

456,898 Views 23-Jan-20

[View lesson →](#)



Intro to Sponsored Products

What you'll learn:

- ✓ Learn more about Sponsored Products and how to get started

202,391 Views 05-Mar-20

[View lesson →](#)

Most Popular



Amazon business: Supporting small/local business

“Implementing a marketplace-based e-commerce business model was the equivalent to hiring several full-time sales people, but for far less money. We effortlessly bridged the gap between our inventory and our suppliers, reaching tons of new global customers without having to get out there and knock on doors or launch a nationwide marketing campaign to find them. Through our marketplace, we found success with government, education, and healthcare customers that we weren’t previously servicing.”

Rita Bonarrigo
CEO, The Office Tex

What suppliers are saying

“Our business-to-business experience with Amazon has been extremely positive. Within a few short months, we have seen steady order and revenue growth.”

- Industrial parts supplier

“Selling through Amazon has been a wonderful experience for us. It’s easy to use and update our product listings, and to keep in touch with our customers.”

- Projector lamp supplier

“The ability to customize pricing, product by product, has never been easier with Amazon’s new B2B site. We are extremely excited and appreciate the opportunity to be a part of this.”

- eCommerce distributor

“Our sales have doubled compared to the same period in 2014. Amazon makes it very easy for us to manage orders, inventory, and customer inquiries, and helps our staff to be more efficient.”

- Surveillance systems development company

Next Steps

1. Review your products –
 - a) Do you have a relationship with a Wholesales/Distributor?
 - b) Can you get the products quickly?
 - c) Are your products competitively priced?
 - d) Are the products aligned with a business need?
2. Sign up for an Amazon Selling Account – [Sell.Amazon.com](https://sell.amazon.com)
 - a) Professional Selling account allows you unlimited listings for a flat monthly fee + a referral fee
 - b) Upload your Credentials – help all Buyers find you!**
3. Review Seller University content
 - a) Take the courses
4. Sign up for additional Webinars: Amazon.com/SmallBusinessAcademy
 - a) Stay on top of the latest information

Resources

<https://sell.amazon.com/>

<https://www.amazon.com/smallbusinessacademy>

<https://www.amazon.com/buildyourbusiness>

Email Questions: B2BSLCSales@amazon.com

Thank you for joining