

The guide to selling on Amazon Business

ANSWERS TO 20 QUESTIONS ABOUT THE B2B MARKETPLACE ON AMAZON



1

What is Amazon Business in a nutshell?

Amazon Business is the B2B marketplace on Amazon, providing business customers with the pricing, selection and convenience of Amazon, with features and benefits designed for businesses of all sizes.

Amazon Business customers can create free, multi-user accounts that allow them to choose from hundreds of millions of products on Amazon, including business-only items.

All kinds of organizations around the world benefit from business-only pricing, easy price comparisons, quantity discounts, **FREE Two-Day Shipping with Business Prime Shipping** and a familiar shopping experience.

2

Who buys on Amazon Business?

More than 1 million businesses across a variety of industries purchase the products they need on the Amazon Business Marketplace.

Organizations of all kinds buy on Amazon Business



GOVERNMENT



MANUFACTURING



EDUCATION



BANKING



ENERGY



HEALTHCARE



HOSPITALITY



TECHNOLOGY

3 How do we start selling on Amazon Business?

If you already have an Amazon Seller account, [just sign in and check your eligibility here](#). If you don't already have a Seller account on Amazon, [contact the Amazon Business team](#) and we'll tell you what you need to do to start selling on Amazon Business.

Once your account is activated, you'll receive the benefits of the Business Seller program, which we'll talk about below.

4 Are existing Amazon sellers eligible for the Business Seller program?

The Amazon Business Seller program is available to Professional Sellers on Amazon in good standing. Members of the Business Seller program are held to higher performance requirements than those businesses selling via Amazon.com.

If you're a current seller on Amazon.com, you may be eligible for the Business Seller program based on your performance history. If you're not currently eligible for the program, you can request a special exception for access; we'll review your request and get back to you within about three days.

5 What are the high-level features and benefits?

The Amazon Business Seller program gives sellers like you the tools and features needed to effectively sell products on Amazon Business. These include:

- **Business pricing** – The ability to offer prices only available to business customers.
- **Quantity discounts** – Pricing features that make it easier for customers to buy from you in large quantities, including the ability to request a special price on an even larger purchase.
- **Tax exemption** – Automated tax exemption on qualified purchases from sellers participating in the Amazon Tax-Exemption program.
- **Credentials** – Claim quality, diversity and ownership credentials to help your company stand out to business customers who are looking to learn more about their suppliers.

6 What is business pricing?

Business pricing means offers that are lower than your retail prices that are intended to incentivize buyers to purchase in bulk.

When you set a business price, these special offers are only available to registered Amazon Business buyers. While your products will be visible to all Amazon consumers, only registered Amazon Business buyers can see and read your business pricing. All other Amazon consumers will see your set consumer price. Business pricing cannot be higher than the consumer price on a product.

7

What are business-only offers?

You can restrict offers in product categories like healthcare, industrial or lab equipment so they're only visible to verified business buyers. While business-only offers limit the discoverability of your products, they can help build credibility with certain customers.

8

What are quantity discounts?

To encourage larger orders, you can set up to five pricing tiers on each of your products. Customers can see the price discounts for certain quantity orders, which are completely defined by you. For even larger quantities, customers can request pricing from all sellers who offer a specific product.

9

What is enhanced product content?

You can help potential buyers better understand your products by uploading detailed information to your product pages. From manufacturer specs to user guides to CAD drawings, this enhanced content helps answer specific and technical questions, so purchasers can make informed buying decisions.

10

What is the Profile Editor?

Your potential customers want to know more about your company than just the price of your products, especially if they're looking at larger purchases or recurring business. The Profile Editor helps you tell your company's story, display Seller Credentials and build trust. **When business customers better understand who they're sourcing important products from, they're more likely to buy.**

Enhanced product content helps your customers make informed purchases

MSDS or SDS

CAD files

User guides

CoC

Safety information

Application guides

Spec sheets

Comparison charts

CoA

Installation manuals

11

What is the Seller Credential program?

You can distinguish your business in the eyes of Amazon Business customers by participating in the Seller Credential program, which enables you to claim and display the credentials that apply to your organization.

12

Does Amazon award seller credentials?

Amazon doesn't award or validate credentials; it's up to you to obtain credentials from an authorized certifying body like the International Organization for Standardization (ISO) and to provide whatever supporting documentation is appropriate for the credential, such as a picture of a physical certificate or a business identifier number (like DUNS).

The 18 nationally recognized diversity, ownership and quality credentials

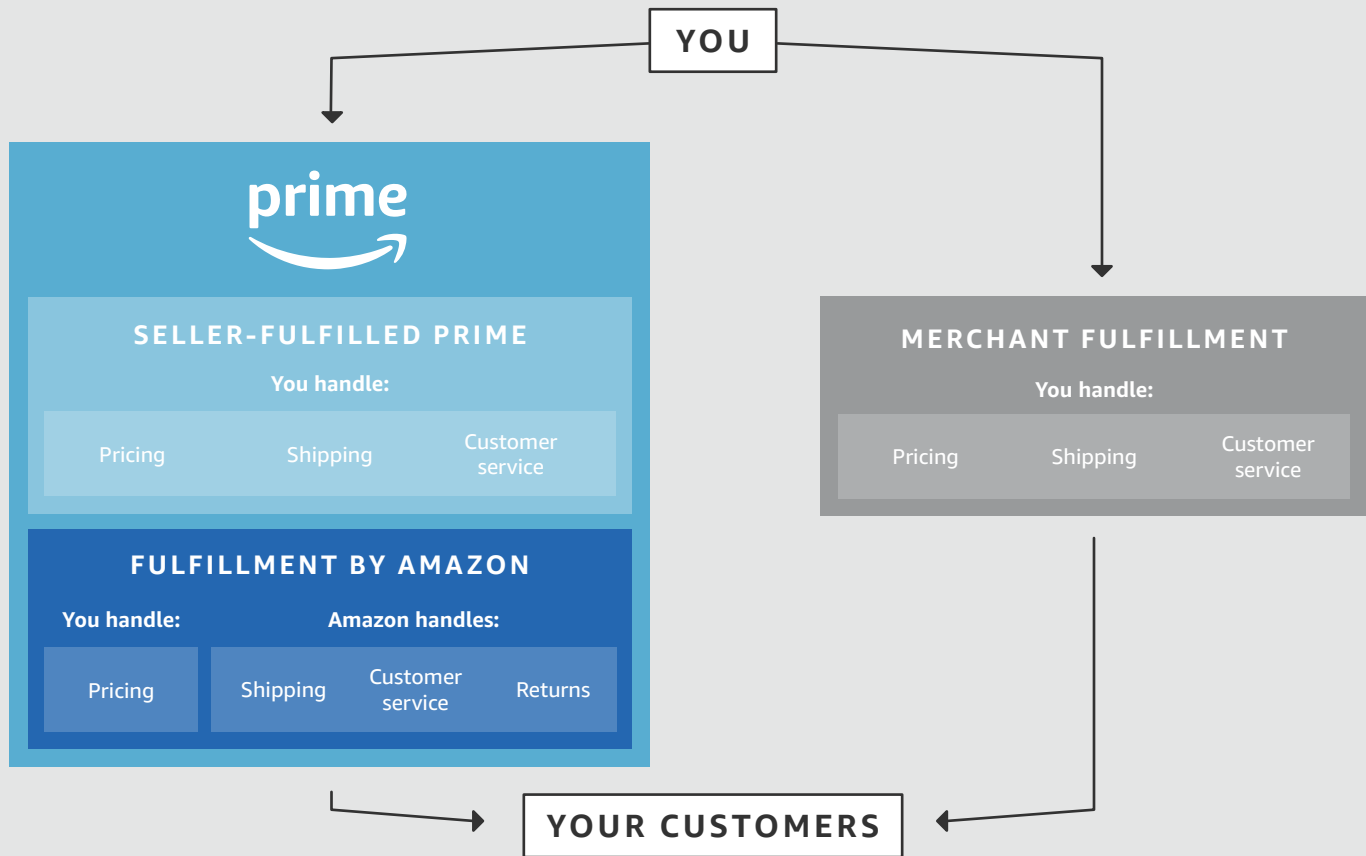
DIVERSITY AND OWNERSHIP CREDENTIALS

- Small Business
- LGBT Business Enterprise
- Minority-Owned Business
- Women's Business Enterprise
- Woman-Owned Small Business
- Economically Disadvantaged Women-Owned Small Business
- SBA-Certified Small Disadvantaged Business
- SBA-Certified HUBZone Firm
- SBA-Certified 8(a) Firm
- Veteran-Owned Small Business
- Service-Disabled Veteran-Owned Small Business

QUALITY CREDENTIALS

- Quality Management Systems (ISO 9001)
- Medical Devices Standards (ISO 13485)
- Environmental Management Systems (ISO 14001)
- Food Quality Standards (ISO 22000/HAACP)
- Quality Management Systems – Automotive (ISO/TS 16949)
- Quality Systems – Aerospace (AS 9100)
- Quality Systems – Aerospace – Distributors (AS 9120)

Multiple ways to fulfill your orders and attain the valued Prime status on your listings



13

How are orders fulfilled by Amazon Business Sellers?

You can adopt one of four approaches to fulfilling orders placed on the Amazon Business Marketplace:

1. **Seller-fulfilled Prime** – For sellers who qualify, based on their own mature fulfillment and logistics infrastructure, Seller-fulfilled Prime enables offers to achieve Prime status, but ship directly from a seller location according to the Prime customer promise.
2. **Fulfillment by Amazon (FBA)** – Orders are fulfilled by Amazon and your products are shipped from state-of-the-art Amazon fulfillment centers. Orders fulfilled through FBA achieve Prime status.
3. **Merchant fulfillment** – Just like it sounds; you fulfill orders directly from your own facility, following the Amazon Business packaging requirements. Prime status does not apply to merchant fulfilled orders.
4. **Hybrid approach** – Many organizations use a mixed fulfillment strategy, shipping certain products directly and others through Fulfillment by Amazon.

14

What is Fulfillment by Amazon?

The Fulfillment by Amazon program helps you meet the stringent delivery expectations of business customers.

Using our advanced web-to-warehouse high-speed picking and sorting system, Amazon quickly ships your products from our fulfillment centers. Amazon handles the customer service and returns on any orders fulfilled and shipped through Fulfillment by Amazon. Business customers recognize and trust the Prime logo, which signifies fast shipping and superior customer service.

15

How much does Fulfillment by Amazon cost?

You pay as you go with Fulfillment by Amazon; you're charged for the orders we fulfill and the storage space you use in our fulfillment centers. Shipping costs are included in your fees, and there's no extra charge for Amazon Prime FREE Two-Day Shipping and FREE Shipping on eligible orders.

16

Who handles customer service after the sale?

Just like on Amazon.com, you handle customer service for any orders that you fulfill directly. Amazon provides world-class, 24/7 customer service on orders fulfilled and shipped through the Fulfillment by Amazon service.



Business customers recognize and trust the Prime logo, which signifies fast shipping and superior customer service.

17

What are the costs and fees for Amazon Business?

The monthly subscription fee for Professional Sellers is currently \$39.99 per month.

The Professional Selling Plan is a month-to-month contract; you can cancel at any time by opting out.

Referral fees in the Amazon Business fee schedule apply to business transactions involving products in the following categories:

- Consumer Electronics
- Office Products
- Tools & Home Improvement
- Industrial & Scientific

Fees in all other categories are the same as for all Professional Sellers on Amazon. Please note that we may implement fees specific to the Amazon Business Seller Program in the future. For more detailed information about referral fees, see the [Selling on Amazon Business Fee Schedule](#).

18

What are the quality requirements?

Customers purchasing products on the Amazon Business Marketplace have high standards for both service and quality. Therefore, Amazon Business sellers must meet certain requirements:

- Low pre-shipment cancellation rate (less than 1%)
- Low late-shipping rate (less than 2%)
- Low order-defect rate (for example, few A-to-z claims, returns or chargebacks)

Business sellers who meet and exceed quality requirements don't just make their customers happy — they increase their organic discoverability in the Amazon Business Marketplace with the program badge visible on their offers.

19

How do we know if we're meeting the performance requirements?

The Seller Central Portal provides you with **personalized, up-to-the minute metrics** on your performance relative to the requirements.

20

How do we start selling?

If you're a current Amazon Seller in good standing, registering for a Business Seller account is a straightforward process — just sign in to your account to check your eligibility.

[START SELLING](#)

Business Seller packaging requirements

1. A **tracking number** on every business order package
2. A **packing slip** with every business order package
3. A **purchase order number** with every business order package (when provided by the customer)

Questions?

No problem! The Amazon Business team is happy to help you figure out your next steps — just drop us a line.

[CONTACT US](#)