

## Our Amazon 5-day Course



If you already have products and you want to increase your sales then use the world's biggest marketplace – Amazon - to sell more in your home country and beyond. It is not easy to get it right on Amazon and you need to know all of the “insider” secrets to ensure maximum sales and profitability.

### Course Objectives

- ✓ Learn why you need to sell your products on Amazon
- ✓ Learn how to list your product properly for maximum sales
- ✓ Learn how to create photographs that will sell your products
- ✓ Learn how to use and comply with Amazon Seller Central
- ✓ Learn how to price your products correctly for maximum profits
- ✓ Learn how to get external traffic to your Amazon listings
- ✓ Learn how to use Amazon Marketing Services to increase sales
- ✓ Learn about killer software that will give you the edge

### Who Should Attend?



- ✓ People looking to sell their products on the world's largest marketplace – Amazon.
- ✓ People who want to know the insider secrets of the top 1% of sellers on Amazon.
- ✓ People who have tried to sell their products online and who haven't got the results that they were looking for.
- ✓ People who want to expand their product sales on an international basis.

## Day 1

- ✓ Why Amazon? Introduction to Amazon and the Various International Markets
- ✓ What are Amazon Shoppers Looking for?
- ✓ The importance of Keywords
- ✓ Fulfillment by Amazon (FBA) Overview
- ✓ Amazon Seller Central Overview
- ✓ Best Seller Rank Explained

## Day 2

- ✓ Selling Price and Profit calculation
- ✓ Repricing
- ✓ Universal Product Codes
- ✓ Creating a Keyword Rich and Compelling Listing
- ✓ Writing a High Converting Product Description
- ✓ Creating High Quality Photographs of your Products

## Day 3

- ✓ Product “Ungating”
- ✓ Product Branding
- ✓ Packaging
- ✓ Sending Product to Amazon
- ✓ Inventory Management
- ✓ Using Amazon’s Marketing Services
- ✓ The Importance of Reviews

## Day 4

- ✓ Going International
- ✓ How to list your Products on International sites
- ✓ Local support
- ✓ Dealing with returns
- ✓ Translations
- ✓ Tax Implications

## Day 5

- ✓ Using software to your advantage
- ✓ Getting external traffic to your Amazon listings
- ✓ Selling your products on our account
- ✓ Amazon accountancy

For more information and pricing, please contact

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