

Amazon Training Module 3 – One Day Course



Do you want to ensure that your products delight customers and you end up with many 5/5 star reviews? Do you want to know the secrets to product packaging and sending your inventory to Amazon? In this course you will also discover how to manage your inventory properly so you avoid the dreaded “sold out” scenario.

About the Course

This Amazon course is one day in duration and is delivered in person to audiences of 1 – 10 people. The prerequisites for the course are:

- ✓ You have an established product to sell on Amazon
- ✓ You have a basic ability to use computers and the Internet (searching, keyboard skills etc)

Course Objectives

- ✓ Discover what product categories require “product ungating” and how to do this
- ✓ Learn the best way to brand and package your products and what to insert so that you delight your customers
- ✓ Understand the right way to send your inventory to Amazon
- ✓ Find out how to manage your inventory properly so you never “sell out”
- ✓ Discover what Amazon Marketing Services can do to increase your sales
- ✓ Learn why reviews are so important and how you can get them
- ✓ Understand about Amazon account and ASIN suspensions and how to deal with them



Who Should Attend?

- ✓ People that are already selling or want to sell on Amazon.
- ✓ People who want to know how their products should be branded and packaged for the best results.
- ✓ People who want to know how to control their inventory on Amazon so that they do not run out of stock.
- ✓ People who want to know how to generate positive reviews to increase sales.

Course Content

- ✓ **Product “Ungating”.** In some Amazon categories your product will need to be “ungated” before you can start selling. You will be shown how to do this.
- ✓ **Product Branding.** Your branding is very important and key considerations will be discussed here.
- ✓ **Packaging.** Learn how you should package your products for maximum impact with customers.
- ✓ **Sending Product to Amazon.** How do you send your products to Amazon? All will be revealed here.
- ✓ **Inventory Management.** Why you must have tight control over your inventory and the best methods to use.
- ✓ **Using Amazon’s Marketing Services.** There are several marketing services available from Amazon and here you will learn how to use them to your advantage.
- ✓ **The Importance of Reviews.** Reviews are very important for your sales. You will learn how to get them and how to deal with negative reviews.
- ✓ **Dealing with account or ASIN suspensions.** Sometimes Amazon will suspend your account or one or more of your ASIN’s. You will learn what you need to do if this happens.

For more information and pricing, please contact

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