

90-DAY GUIDE TO SUCCEED IN SELLING ON AMAZON

FOR DOMESTIC RESELLERS

START



Day 1: Kickstart your Amazon Selling Journey

Register for a seller account.

[Guide for Account Registration](#)

Day 2-6: Master How to Sell on Amazon

Start by learning about the features and fees of selling on Amazon.sg

Navigate through [Seller University](#) on Seller Central or "[The Beginner's Guide to Selling on Amazon.sg](#)"

Day 6-10: Start Listing Your Products

Once you are ready, you can start [listing your products](#).

If you have many products, you may upload multiple listings with a single click via "[Bulk Upload](#)". If you are already selling in other Amazon marketplaces, you can port over your listings with [BIL tool](#).



Day 31-44: Send Your First Shipment to Amazon Fulfilment Centre (If you choose FBA)

Let Amazon handle the last mile delivery and customer support while you focus on growing your business by using [Amazon Fulfillment by Amazon \(FBA\)](#). FBA also increases chances of winning Featured Offer placement.

[Guide for Shipment Creation](#)



Day 16-30: Boost Sales with Amazon's Merchandising Tools

Heighten product visibility and drive traffic to your products with powerful solutions such as [Vouchers](#), [Sponsored Products](#). When you become eligible, create [Limited Time Deals](#) (Lightning Deals, Best Deals).



Day 11-15: Enroll in Brand Registry (If you have a registered trademark)

If you are a brand owner that meets the [pre-requisite](#), you may enroll in Brand Registry to benefit from brand tools that can help your brand improve conversion up to 1.5x faster than average sellers*, drive discoverability and protect intellectual property.



SUCCESS

Day 45-65: Manage Your Inventory

Leverage [Amazon's inventory manage dashboard](#) to learn about related indicators and prevent out of stock issues.

Day 66-85: Understand your Business with Business Reports

Review your [Business Reports](#) (e.g. Sales Reports and Traffic Time Reports) for important information that can help you increase sales on Amazon.

Day 86-90: Drive Conversions via Competitive Pricing

With customised pricing tools, Amazon helps you respond to competitors' price changes in real time.

[Automated pricing](#) also improves your chances of becoming the Featured Offer, increasing visibility and sales potential.

*Source: Amazon Global Marketplace Data Report 2019



CHECKLIST FOR SUCCESSFUL SELLING ON AMAZON

FOR DOMESTIC RESELLERS



Improve Discoverability of your Products with Sponsored Products

Help customers find your products quickly with [Sponsored Products](#) which generates ads from your product listings and offers automatic targeting.



Offer Attractive Discounts with Vouchers and Promotions to Build Sales Velocity

Create [Vouchers](#) and offer [Promotions](#) (Buy X, Get Y Free, or Percentage, or Money off) to drive sales. Combine vouchers with Sponsored Products for even more visibility.



Scale Your Business with Amazon Shipping Services

[Fulfillment by Amazon \(FBA\)](#) helps businesses grow by providing access to Amazon's advanced logistics network. Send your products to Amazon's fulfillment centers and when a purchase is made, we will handle receiving, packing, shipping, customer service and returns. Alternatively, you can use [Amazon Easy Ship](#), an end-to-end shipping service under Merchant-fulfilled shipping options. Easy Ship allows you to ensure faster, more affordable, and more predictable delivery experiences for customers, with integrated tracking in Seller Central.



Boost Sales with Self-Service Deals

Create your own customisable [Deals](#) (Lightning Deals, 7-day Deals) and be featured on the Amazon Deals page which will help promote your brand to customers.



Drive External Traffic to your Amazon Listing

Go above and beyond and drive external traffic to your product listings. Explore the use of email, social media platforms or search engines like Google to draw visitors to your Amazon listings.