

Marketplace Superheroes:

Module #10 – Managing & Growing Your Business

Jay Boyer

© Copyright 2015 J.J. Fast Publishing. All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

Table of Contents

Promoting, Managing & Growing the Business.....	4
Grow Your Traffic with Advertising Campaigns.....	6
Creating Product Promotions within Amazon	11
Customer Service – The Right Way to Do It.....	14
Maintaining Your Amazon Account Health	17
How & When to Upload Sales Data to the Software.....	21

Promoting, Managing & Growing the Business



By now you should have your Amazon account set up, and you're products should be for sale on the site. So, it's time to start learning to grow your business. You're going to be looking at a lot of reports and how to deal with these reports inside of the Xcellerator software. You're also going to be learning how to keep your account healthy and things like that as well. A lot of people, when they first start out, don't pay enough attention to things like customer feedback.

There are times when customers have a bad delivery experience and other such things. In scenarios such as this, the customer might give you negative feedback even though it was something that was totally outside of your control. The good thing is that you can get this type of feedback removed. This is important because negative feedback of any kind affects your seller score. Therefore, you need to manage these sorts of things quite closely in order to maintain your account and keep it in good standing.

In this lesson, things like your daily routine are going to be covered. Also, topics pertaining to cash flow will be discussed as well, such as when to actually remove money from the business for your own expenses. This is really key because if you start removing money too early from this business, you can stunt your business' growth by a lot. Remember, it's all about taking the profit that you have made and reinvesting it into new products or more into what's currently working for you. You'll want to be sure and keep your products in stock and move towards expanding internationally.

In this portion of the training, you'll also discover when you should start looking into how to go about adding in more products as well as promoting the ones that you have even further. You're going to hear a lot of different theories about what you should be doing elsewhere, but what you'll be learning to do in this training is very, very simple. There a form of advertising on the Amazon platform that's going to help more people find your product. This is going to help you sell more.

You won't be learning a lot of crazy ninja tactics in this lesson. You're going to learn how to grow your business sensibly. The biggest thing that you're going to receive is reports that Stephen and Robert spent years putting together. They are going to help you to make sure that you're always growing your stock and expanding your business wisely. It's so important that you don't stunt the growth of your business, and that's one of the reasons why this lesson and the one to follow are so critical to your success.

Grow Your Traffic with Advertising Campaigns

AMAZON SPONSORED PRODUCTS



- Amazon's own PPC advertising platform
- Extremely cost effective
- Appear on Search Results & Detail pages
- Extremely easy to set up & manage
- Selecting the 'right' keywords is very important

In this section you are going to learn how to grow the amount of traffic being sent to your listings. You'll hear about a lot of different methods that you can use to send traffic to your listing if you pay attention to some of the media on the subject that resides elsewhere. No matter what you learn about, know that that Amazon's internal advertising platform is by far the most cost-effective way to start sending traffic to your listings.

The reason why you don't want to spend a lot of time and money investing in outside boosting methods is because you have already done a lot of the hard work upfront. The products that you have found, branded, and imported were in-demand products. In other words, they were products that customers were already actively buying. So, all you're really doing is matching buyers to products.

The main reason why Amazon's internal advertising system works so well is because customers are already buying these in-demand products on Amazon. That being said, where do you think the best place to track these customers is? Of course, it's on the Amazon platform itself. When the internal Amazon advertising system is discussed in this training, it's really Amazon Sponsored Products that's being referred to. This is a pay-per-click (PPC) advertising initiative, which means that you pay Amazon a set fee every time a customer clicks on your advertisement, which will be displayed in various locations on Amazon's website.

Using Amazon Sponsored Products is an extremely cost-effective and targeted method of advertising your products because the ads that are related to a search that a customer has performed. For example, if a customer types in 'pool rake', they would see ads for various available pool rakes that sellers are actively promoting through Amazon Sponsored Products. This program is extremely easy to manage, and the "secret sauce" to using it is selecting the right keywords. Again, you are trying to match your advertisement with what the customer is looking for.

Also, as previously mentioned, these ads are extremely targeted. You are advertising exactly what the customer is searching for on the site. For instance, if the customer using the search term 'pool rake' and you have matched your advertisement to that keyword, then your ad will display when a customer types in that exact keyword. This has a much higher chance of converting a browser due to its targeted nature.

A very important aspect of traffic is the quality of it that you are getting. If you're not receiving quality traffic, you're simply not going to make sales. Thankfully, when you are using Amazon Sponsored Products, you're getting the best quality of traffic available because a customer is trying to find a specific product and you are offering exactly what they need. Furthermore, because of the Amazon platform, they can buy it straight away. Due to all of this, the conversions from clicking a product to making a sale are very good as long as you have created a quality listing which included all of the listing elements that have been discussed in this training. This makes for a fantastic return on investment (ROI).

SPONSORED ADVERTISEMENTS		
LIFETIME		
View advertising reports		
Spend	Sales	ACoS
0,00€	0,00€	—
2,39€	24,98€	10%
10,89€	151,93€	7.0%
0,89€	323,73€	0.0%
151,47€	1.244,24€	12%
96,56€	3.261,25€	3.0%
277,90€	8.609,10€	3.0%
37,22€	589,73€	6.0%

LIFETIME		
View advertising reports		
Spend	Sales	ACoS
—	—	—
\$0.73	\$99.95	1.0%
\$137.91	\$524.83	26%
\$4.66	\$7.99	58%
\$56.27	\$2,922.75	2.0%
\$410.74	\$13,088.38	3.0%
\$574.28	\$10,808.12	5.0%
\$7.16	\$129.93	6.0%
\$485.62	\$6,210.05	8.0%

There are a couple of different examples shown above. You can see that the ACoS, or advertising cost, is in the 6% range on average. Whenever you have an expensive

advertisement, it makes it easy to either alter or stop the advertisement entirely. Another nice part of the features for these sponsored ads is the fact that you can assign a daily spending limit each day. This allows you to test the waters very easily without having to spend very much money.

It's an extremely wise investment as it requires minimal upkeep. Once you find that your ads are working, you can simply leave the ads running in the background and check on them every week or so to make sure that the ACost hasn't slipped or increased by too much. To give you an idea of a good ACost, you should look to keep it around 10%. Obviously, the lower it is the better. This is why vital that your profit on return figure is around 30% or more. That gives you room to gauge this kind of activity and potentially increase your sales. If it helps you to make more sales, your product ranking will increase as well, due to a higher average in sales and a higher conversion rate.

Try going to Amazon and typing in a search term. This will bring up all the products that Amazon is selling that are related to the keywords you use in the main area, but over on the right-hand side, you'll also find some sponsored advertisements. This is demonstrated in the picture below. Also, if you were to scroll down to the bottom of this page, you would find even more sponsored ads. In addition, whenever you are inside a product listing, if you scroll down to the middle section you'll find even more sponsored products that are related to the item you were originally looking into. So, if you have a related product, your results may be shown in that product's sponsored ads section as well.

The screenshot displays Amazon search results for 'Pool Rakes'. On the left, there's a sidebar with navigation options like 'Patio, Lawn & Garden', 'Toys & Games', and 'Refine by'. The main area shows a list of products with their images, prices, and ratings. On the right, a 'Sponsored' section features four advertisements for pool rakes, each with a product image, title, price, and rating. The products include 'Swimline 8040 Professional Heavy Duty Deep-Bag Pool Rake', 'Purity Pool ULTD Ultra-Lite 18-Inch Lightweight Professional Leaf Rake', 'Poolmaster 21162 Solid-Core Aluminum Leaf Rake', and 'Intex Leaf Rake for Pools'. The sponsored section also includes 'Crystal Pool Rake, HEAVY DUTY', 'SpaPool skimmer net-TK spa net-San...', 'Pool and Spa Net-Medium Large-Prof...', and 'Pool and Spa Net-Fine Mesh-Small De...'.

Product Name	Price	Rating	Prime
Swimline 8040 Professional Heavy Duty Deep-Bag Pool Rake, Blue	\$14.99	4.5 stars	Yes
Purity Pool ULTD Ultra-Lite 18-Inch Lightweight Professional Leaf Rake, Tuff Duty Model	\$22.50	4.5 stars	Yes
Poolmaster 21162 Solid-Core Aluminum Leaf Rake - Premier Collection	\$26.71	4.5 stars	Yes
Intex Leaf Rake for Pools	\$5.27	4.5 stars	Yes
Hydro Tools 6033 Aluminum Premium Deep Bag Rake	\$11.39	4.5 stars	Yes

Product Name	Price	Rating	Prime
Crystal Pool Rake, HEAVY DUTY	\$49.00	4.5 stars	Yes
SpaPool skimmer net-TK spa net-San...	\$29.95	4.5 stars	Yes
Pool and Spa Net-Medium Large-Prof...	\$28.95	4.5 stars	Yes
Pool and Spa Net-Fine Mesh-Small De...	\$27.95	4.5 stars	Yes

At this point, you might be wondering how you can go about setting up and managing an ads campaign such as this. This is a very straight forward process. You would begin by logging into your Amazon Seller Central account and clicking on the 'Advertising' option that's within the

menu bar at the top of the page. Then you would click on the 'Campaign Manager' option within the 'Advertising' dropdown menu. After that, you'll be brought to a page that shows all of the advertise campaigns that you have. Of course, if this is your first advertising campaign, nothing will be listed on this page yet. Either way, you'll want to click on 'Create Campaign'.

amazon sellercentral INVENTORY ORDERS ADVERTISING REPORTS PERFORMANCE

www.amazon.com

Messages | Help | Settings

CAMPAIGN SETTINGS 1 CREATE AD GROUP 2

Set your campaign budget and duration:

Campaign name

Only visible when managing campaigns

Average daily budget

\$1.00 minimum

Start date End date

Select a targeting type:

☒ Automatic targeting
Amazon targets your ads to all relevant customer searches based on your product information. You can download a report of the customer search keywords that resulted in clicks on your ads. [Learn more](#)

☐ Manual targeting
Your ads are targeted based on the keywords you choose. [Learn more](#)

Cancel Continue to next step

Rate this page

CAMPAIGN SUMMARY

Campaign settings

Name:

Daily budget: \$

Date range: 12/08/2014 - No end date

Targeting:

Next, you'll be led to the page above. Here you'll be able to name your campaign. It's recommended that you put in a campaign that is relevant to your product so that you can easily identify it. You'll also want to put in the daily average amount that you would like to spend on the campaign. The minimum is \$1, and you can always come back in and set your budget higher if you need to. You also have the option of selecting a start date and an end date. Robert usually just lets his run because you can come back in and change them any time. Also, he recommends that you use 'Manual Targeting'. That way, you can choose the keywords that will be used for your ad. After you choose all of these options, you can move forward to the next step.

You can have a number of different ad groups for one campaign. Again, you'll want to name these in a product-related fashion so that you can easily identify them. If you only have one product in a particular ad group than it just makes sense to name it after the product. Then can review the different products that you have in your catalogue, but if there's only one you can go ahead and just select it. Once you select a product, it will be added in, and choose a default bid. It's recommended that you choose to view the winning bids by category, which will bring up the average cost-per-click bids in each individual category; doing this will give you a default bid to start off with.

After putting your bid in, you will find that you have some suggested keywords. However, you'll want to select some keywords, relevant terms, and search phrases. You'll want to type them in, entering one per line (pressing return after each one). Once you've gotten them all in,

click on 'Add these keywords' and they will be populated in the next window below. When you are done, click 'Save and Finish'.

If you want to go in and look at a campaign on down the line, or if you want to change something about one of your campaigns, you will find your campaigns listed within the main 'Manage Advertising' page within your account. From there, you'll be able to click into any of your campaigns.

You can click on one of the 'Ads' tab to go into your campaigns settings, or you can click on 'Keywords' to change anything pertaining to the keywords that you have chosen. You'll see that there are a number of settings that you can choose from within the former tab. You will find that these options and data pertain to each specific keyword, not the group as a whole. This page allows you to view which keywords are performing well and which are not. At times, you might want to turn off a keyword if it's not doing you much good. For example, if one of your keywords is leading to a lot of clicks but not converting, then you might want to turn that one off.

Creating Product Promotions within Amazon

Frequently Bought Together

Price for all three: **\$43.95**
[Add all three to Cart](#) [Add all three to Wish List](#)
Some of these items ship sooner than the others. [Show details](#)

- This Item:** Kona® BEST BBQ GRILL MAT - Set of 2 Mats - Up to 400% Thicker Than Miracle, Yoshi, Others Plus 2,000 ... \$25.97
- Weber 6482 Original Instant-Read Thermometer \$9.99
- Weber 6494 12-Inch 3-Sided Grill Brush \$7.99

Customers Who Bought This Item Also Bought

Page 1 of 6

Product	Price	Rating
BBQ Grill Mat (Set of 2)	\$6.99	4.97
Highest Rated Heat Resistant Silicone BBQ Gloves - The Original Ekogrips - 3 Sizes...	\$27.27	5.89
Cuisinart CSBP-100 3-in-1 Stuffed Burger Press	\$8.57	4.28
BBQ Mat - Set of 2 BBQ Grill Mats - Baking Mat - BBQ Mats - Barbecue Mat - BBQ Mat Grill...	\$9.99	4.39
Weber 6494 12-Inch 3-Sided Grill Brush	\$7.99	4.55
GrillPro 98121 Porcelain Coated Square Wok Topper	\$16.28	4.105
Brinkmann 812-9236-S Rib Rack for Grilling	\$9.97	4.144
Weber 6482 Original Instant-Read Thermometer	\$9.99	4.824
Perfect Kitchen Envy BBQ Grill Mat with Set of 2 Mats - 80% Thicker Than Yoshi, Miracle...	\$12.99	4.124
Grillaholics Grill Mat - Set of 2 - Bonus Gifts - Heavy Duty Nonstick Grilling Surface for...	\$29.97	4.52

Sponsored Products Related To This Item (What's this?)

Page 1 of 9

Product	Price	Rating
BBQ Grill Mat - Set of 3 Heat Mats - Make Grilling Easy with These 100%...		4.8
Grillaholics Grill Mat - Set of 2 - Bonus Gifts - Heavy Duty Nonstick Gr...		5.2
BBQ Grill Mat By BBQ Shield - Set of 2 - Best Barbecue Accessory Works...		
Tekks Silicone BBQ Gloves (1 Pair) + Bear Claw / Paw (1 Pair) + Season...		
BBQ GRILL MAT SET OF 2 - #1 BEST SELLING PREMIUM BBQ / GRILL MAT - EASY...		
The Best Silicone Heat Resistant Grilling BBQ Glove Set - Great for Use...		
2 Backyard Building Grill Mats - As Seen on TV Grilling Mats for BBQ - PD...		

There are ways that you can sometimes increase the volume of sales that you receive on Amazon. In other words, it's possible to turn a one-unit order to a sale of multiple pieces. You have to remember that your Amazon FBA charge is made up of an order handling fee, a "pick and pack" fee per item, plus a web-based fee. So, if you can send multiple units in one order, the FBA fee that's usually charged for an individual sale per unit will effectively be reduced.

Here's an example. A single unit sale of a product weighing 300 grams will have an order handling fee, a "pick and pack" fee of \$1.02, and a web-based fee of \$0.55. This comes out to be \$2.57. An order of three units of that product will have an order handling fee of \$1, a "pick and pack" of \$3.06, and a web-based fee of \$1.34. In total, that comes out to be \$5.40, or \$1.68 per unit. Do you see? Every additional unit that you can sell inside of a single order will help to reduce your order fees. Promotions help to encourage these multi-unit sales.

As a side note, it's important to monitor these multi-unit sales because this may give us the opportunity to create a pack size, or additional pack sizes, that you can sell. This is imperative because you can optimize the profitability of your products by efficiently reducing your Amazon fees. When you offer different pack sizes, you're not going to need to have Amazon pick and pack multiple units as they had to before you decided to create these new pack sizes. Generally speaking, you will create specific codes that customers will use when they check out. These codes will appear within your listings. You can set them up and control them 100%. This is completely optional, and you shouldn't treat this as a license to spam your audience.

The 'Customers Who Bought This Also Bought' section of a product listing is shown above as well as the sponsored products that are related to the product at hand. Listed after that on this

page, you'll find a 'Special Offers and Product Promotions' section. With this particular listing, you would save 30% if you bought a secondary product. All of your special promotions will appear in this area of your listing. There are four promotion options available on Amazon. They include:

- Free Shipping
- Buy One Get One
- Money Off
- External Benefits

This training is going to focus on providing 'Money Off' solutions. Free shipping is irrelevant as you are using FBA, and 'Buy One Get One' isn't suitable for this model of business because you would be giving away profit. Finally, 'External Benefits' is a form of promotion that doesn't apply to what you are doing.

To set up a promotion within your Amazon Seller Central account, you'll want to click on the 'Advertising' tab up at the top of the screen and then click on 'Promotions'. This will bring you to a page titled 'Promotions'. All four of the different types of promotions will be shown on this page; again, you'll want to choose to create a 'Money Off' offer. This will bring you to a page full of options for setting up your promotion.

The first option you'll find is the option to set a minimum for what the customer has to buy in order to take advantage of your promotional item offer. You can also choose to make them purchase a minimum quantity of items. Robert recommends setting at least a minimum of \$10, but of course that's up to you. The next option will be to assign a specific product to your promotion. Again, you're trying to bring the volume of your orders up, so you may want to set a minimum quantity of items.

You will then have to assign a purchased item or a product to your offer. The easiest way to do this would be to click on the 'Create a new product selection' and then select the option to search by ASIN. After you do that, you can click 'Submit' and you'll be brought to a page where you can put in your tracking information, an internal description, and your product's ASIN. When you are done with these settings, you will be brought back to the 'Create a promotion' page where you can move on to decide how much a buyer will get off of their purchase.

Next, you'll be able to select a start date and start time as well as an end date and an end time. After that, you can enter in an internal description, and by the way, this cannot be left blank. There are also options for setting up customized messaging. You'll need to click on this in order for the menu to appear. Then you can select all the checkout display tags, terms and

conditions, etc. When you are done with this, you can click 'Review', and you will be brought to another page where you can see all the details of your promotion. Click 'Submit' and your promotion will go live.

Customer Service – The Right Way to Do It

The screenshot shows the Amazon Seller Central interface. On the left sidebar, the 'Your Orders' section is circled, showing 'Buyer Messages' with 'Messages waiting for response (in the last 7 days)' and 'Under 24 hour target' and 'Over 24 hour target' both at 0. The main dashboard area includes 'Amazon Selling Coach', 'Technical Notification - Fulfilment by Amazon', 'Headlines' with 'Important information about new UK tax legislation', and 'Previous Headlines'. A banner at the bottom asks 'Did you know that you need approval to sell some categories on Amazon?' with a 'Sell on amazon' button.

When it comes to customer service, the good news is that Amazon takes care of most of the inbound customer service queries. In fact, it's actually pretty rare for a customer to need your help. If they do, they will get in touch with you through the messaging feature within your Seller Central account. Most of the time, they do this to ask a product-specific question that Amazon can't answer. For example, they might have a question pertaining to the compatibility of your product to another. This doesn't happen often, but when it does, it definitely needs to be taken care of.

One great aspect to all of this is that you can use these queries to add more detail to your listing. As your listing becomes more complete, less people will be asking questions of you. Especially if certain questions are being asked over and over, you need to address these issues within your listing. That way, you can avoid having to answer question again and again.

At times, people will send you a message before getting in touch with Amazon. If a customer asks you about the status of an order or anything to do with the delivery of an order, you can simply redirect them back to Amazon and certainly offer the option to return to you if they continue having any issues. One of the other main queries would be a request for an invoice. This happens in the European marketplaces especially. You must provide this to your customer if requested because you are technically the one that sold the product to them, not Amazon.

To create an invoice on the fly, you can use many different services. Robert and Stephen recommend using Invoiceto.me. This service is completely free of charge. You'll be able to type in your company name and address, and then you can put in an invoice number and break down the order for your customer. If there are details that you don't know but need, you should be able to grab them from your Seller Central account. Once you have everything put into the invoice, you can send it to the customer as an attachment.

It's very important that you answer all customer service queries within 24 hours. That is regardless of weekends or public holidays. This does mean that you need to log into your accounts every day at minimum. This is particularly important when you are setting up in multiple territories. You can have the messages forwarded to whatever regular email address that you use if you like. To reiterate, you need to log in every day and check to make sure that there aren't any messages, or at least check the email address that you have associated with your account.

It's a good idea to create pre-written templates for your most common questions. This speeds up the process a lot. It's highly recommended that you at least create a template for the messages in which you are referring customers back to Amazon. Also, don't forget that it's critical for you to never overstep your boundaries when it comes to contacting a customer. The reality is that you should only contact a customer whenever they have contacted you first. Don't treat your customer service as a way to reach out, ask for reviews, or anything like that. Bear in mind that Amazon does a lot of that for you already.

You can get in touch with a customer if they have had a negative order experience. This will be discussed further in lesson. Make sure that you always answer customer questions professionally and give them the same level of care as Amazon gives them. This is obvious to most, but it needs to be stated.

The screenshot above demonstrates where to go to find your messages. This is the 'Performance' area. This was shown to you in a previous lesson, and you may have even been to this page before. The buyer's message area is what's circled in the screenshot, and when there are messages a number will be shown next to either the 'under' or 'over' 24-hour target. Clearly, you would want the messages to stay in the 'under' 24-hour target and the 'over' number to stay at zero. Anyway, if you see a number in this box, you can click on the number to view your messages.

When you get into the messaging area, you'll find that there are some tools and resources that will allow you to manage the email templates that you have. Here, you can also view your current email contact response messages, which give you a seven-day average response time. Anyway, you can click on 'Manage Email Templates' to view them. This page will contain a list

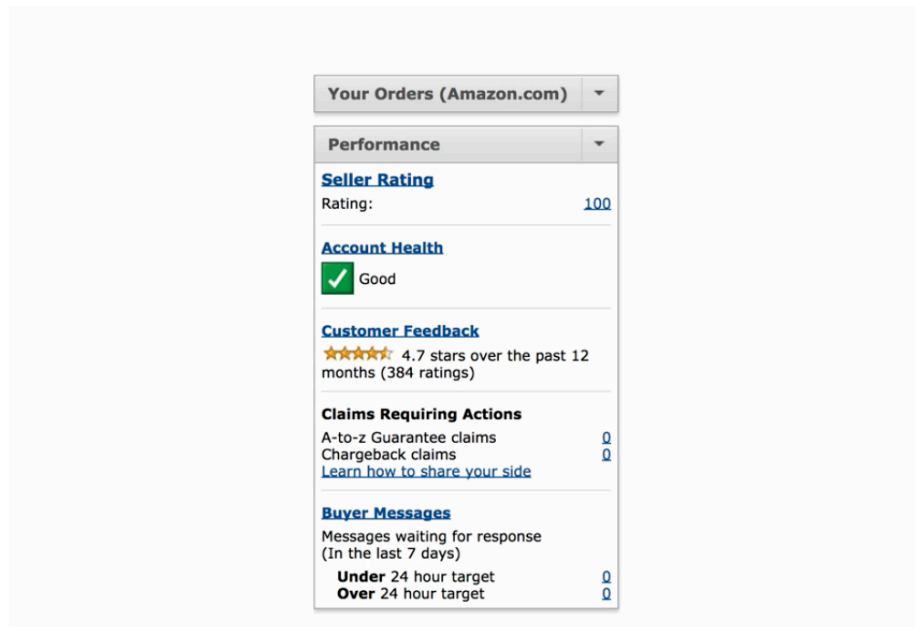
of the email templates that you have created. Of course if you don't have any yet this list will be empty. These aren't hard to create open a new template, give it a name, and input the text for the message you want to send. Once you are done creating a template, you can always come back and edit or delete it if you need to.

As far as your messages go, all you have to do to answer a message is click on the subject line of the message itself. This will bring you into the message where you will find a reply area to type your new message into. If you need to add any attachments such as an invoice, a picture, or whatever it may be that the customer needs you can click 'Add attachment' and then browse to select your file.

To use a template, simply click on 'Insert Email Template' and select the template that best relates to the message you want to send. When you are done, click on the 'Reply' button that's located at the bottom of the messaging area. That message will be sent out and you can move on to the next one. If you ever need to look into a particular order, you can go to the 'Order ID' area to view the order. Then, you can go back into your message and finish your reply.

Don't forget that it's vital to answer your customer queries within 24 hours, and therefore, you will need to log in and check your messages each day. Many times, you'll log in and there will be no messages. In that case, you can log out, safe in the knowledge that everything is fine.

Maintaining Your Amazon Account Health



Now, let's talk about how to maintain your Amazon.com health. You want to make sure that you are a quality seller on Amazon because you don't want to run into any major problems with your Amazon account. Your account health and seller rating are indicators of how well you are performing on Amazon. A screenshot of some performance data is shown above. This section can be found on the homepage of your Seller Central account. As you can see, it provides you a quick snapshot of your standing as well as some options for taking action, such as links to click your messages.

There are certain elements that make up your seller rating. These include your performance checklist, your order defect grid, your customer metrics, your on-time deliveries score, and your buyer-seller contact response time. By clicking on the 'Account Health' link, you will be able to see a more in-depth details pertaining to your ranking. Viewing your seller ranking score will also help you to understand what makes up that score.







Customer Satisfaction

Summary **NEW** Account Health Seller Rating Customer Feedback Reports

Customer Metrics

Check this page for information that indicates how you are doing with respect to customer satisfaction. [Learn more](#)

Performance Checklist

Order Defect Rate	Cancellation Rate	Late Shipment Rate	Policy Violations	On-Time Delivery	Contact Response Time
					
Learn more	Learn more	Learn more	Learn more	Learn more	Learn more

Order Defect Rate	0.87% (2/2,943)	0.09% (3/3,410)	< 1%
- Negative Feedback Rate [2]	0.87% (2)	0.09% (3)	--
- Filled A-to-z Claim Rate [2]	0% (0)	0% (0)	--
- Service Chargeback Rate [2]	0% (0)	0% (0)	--

Recent Customer Metrics Data

	7 days (Feb 14, 2015 to Feb 21, 2015) Orders: 446	30 days (Jan 22, 2015 to Feb 21, 2015) Orders: 1,632	90 days (Nov 23, 2014 to Feb 21, 2015) Orders: 4,837	Target
Pre-fulfillment Cancel Rate [2]	0% (0)	0% (0)	0% (0)	< 2.5%
Late Shipment Rate NEW [2] Show Old Late Shipment Rate	0% (0)	0% (0)	0% (0)	< 4%
Refund Rate [2]	0.45% (2)	1.56% (26)	2.16% (87)	--

On-Time Delivery Score (seller fulfilled orders only) [Learn more](#)

	7 days (Feb 4, 2015 to Feb 11, 2015)	30 days (Jan 13, 2015 to Feb 11, 2015)	90 days (Nov 13, 2014 to Feb 11, 2015)	Target
Delivered on time [2]	0% (0)	0% (0)	0% (0)	> 97%
Packages with tracking info [2]	0% (0)	0% (0)	0% (0)	> 98%
Request Report	Download Past Reports			

Buyer-Seller Contact Response Time [Learn more](#)

	7 days (Feb 16, 2015 to Feb 23, 2015)	30 days (Jan 24, 2015 to Feb 23, 2015)	90 days (Nov 25, 2014 to Feb 23, 2015)	Target
Response times under 24 hours	N/A (0)	100% (2)	100% (3)	> 90%
Late responses	N/A (0)	0% (0)	0% (0)	≤ 10%
No response for more than 24 hours	0	0	0	--
Response times over 24 hours	0	0	0	--
Average response time	N/A	21 minutes	6 hours 55 minutes	--

You have [0 messages](#) that you have not responded to in the past 7 days.

When you click on the ‘Account Health’ link, you’ll be brought to the page shown above. Some of the elements that pertain to your account health are things that Amazon takes care of itself since you are using FBA. For example, the on-time deliveries score isn’t one that you have to worry about becoming too low since Amazon is handling all of your deliveries. This is also true for the majority of your customer metrics, excluding your refund rate.

Earlier in this lesson you learned that you needed to respond to your customer queries in a timely manner. As long as you respond to these messages within 24 hours, you don’t have to worry about this at all. You just need to stay on top of it. As far as the performance checklist goes, this is just a basic list of what Amazon expects from you. You’ll want to check this regularly to stay in line with Amazon’s requirements.

The order defect rate, or ODR, is an area where you can actively improve your rating. This is made up of negative feedback ratings as well as A-to-Z claim rates. Just to touch on the last one briefly, an A-to-Z claim is when a customer has had an issue with an order and is not happy with the response that you have given or that Amazon has given. The buyer will contact Amazon to make one of these claims, but the good news is that these claims don’t apply to you due to the fact that you’re using FBA for all of your orders.

Let’s look at what you can do to keep your ODR under control. Again, customer feedback is really what influences your ODR. If a customer has a negative experience, this is going to have an effect on your account health. In general, you shouldn’t contact your customers; however, if they have given some negative feedback related to an order, then it’s advisable to do one of two things. First, if the negative feedback is related to shipping or delivery in any way, or if the

feedback is actually a product review, then you can get in touch with Amazon and request that the feedback be removed.

Now, if the feedback is a result of a negative experience that someone had, then you should get in touch with that customer via Amazon's messaging system. You need to see if you can resolve the issue somehow and request that the customer removes the negative feedback after the problem has been taken care of. To get in touch with either Amazon or a customer, you can visit the 'Resources' section or search within Amazon's help menu to find out more information about this.

At the bottom of the screen within most of the page of your Seller Central account, you will find the option to contact Seller Support. This is who you will need to contact anytime there is an issue with your account. Now, let's take a look at where to find the negative feedback you have gotten or have been getting. On the main page of your account, you will find a section titled 'Customer Feedback' over on the left-hand side. This portion of the page is circled in the picture below. By the way, the layout of this page is all the same no matter what country you are selling in.

The screenshot shows the Amazon Seller Central interface. On the left-hand side, there is a navigation menu with several options: 'Your Orders (Amazon.co.uk)', 'Performance', 'Seller Rating' (showing a rating of 100), 'Account Health' (with a green checkmark), 'Customer Feedback' (which is circled in black and shows a 5-star rating and 'stars over the past 12 months'), 'Claims' (with 'A-to-Z Guarantee Claims' and 'Chargeback claims'), 'Buyer Messages' (showing 'Messages waiting for response (In the last 7 days)' and 'Under 24 hour target'), 'Your Returns', 'Seller Forums' (with a post about 'Amazon has removed one of my lis...'), 'Other Amazon links' (including 'Amazon.co.uk Home Page', 'Your Buyer Account', 'Your Trade-In Account', 'Amazon Associates', and 'Kindle Direct Publishing'), and 'Site Map' (with 'Inventory' and 'Manage Inventory').

The main content area is titled 'Amazon Selling Coach' and includes sections for 'Low Inventory Alerts', 'Additional Popular Products to Sell', 'Opportunities to Grow Your Business with FBA', and 'Products to Sell to International Customers'. Below this is a 'Technical Notification - Fulfilment by Amazon' section dated 24 Feb 2015, mentioning challenges in Germany. There is also a 'Headlines' section with 'Important information about new UK tax legislation' dated 17 Feb 2015. At the bottom, there is an advertisement for 'Sell on amazon' with the text 'Did you know that you need approval to sell some categories on Amazon?' and a 'Learn more' link.

When you click on 'Customer Feedback', you'll come to a page that gives you a breakdown of your feedback over certain periods of time. You'll also get a list of your most recent feedback. You can also click to view all of your feedback. This data page will show you information about all the details that you might need. It shows what ratings were left, what comments were

written, whether the item arrived on time, whether they required customer service, etc. Here you'll also find the customer's ID and the email that they have left for the Amazon system.

You can respond to comments if you wish, and you have the Order ID to use if you want to contact Amazon if you want to remove certain feedback that's not related to your customer's experience with you as a seller. If you click on the Order ID, you can look at details pertaining to the order itself. Anyway, from this master list, you should be able to find everything that you need, and you should be able to tackle some feedback queries from this section.

How & When to Upload Sales Data to the Software

SALES DATA



- Collected from Amazon Platforms every Term
- Term is a 14 day period
- Your first Term may not be Term 1
- Attached form will determine dates of Terms
- Upload periodically

In relation to uploading sales data, let's look at how and when to record this in your Xcellerator software. Your sales data is collected from each and every Amazon marketplace that you do business in, and it's collected from there every term. As you know, a 'Term' on Amazon is a 14-day period. There is a lot of different data gathered within each of these terms.

The first term that you need to upload to Xcellerator will be the term in which you made the first sale. This may differ across countries. For example, you might start with one country and upload that sales data, and then when you expand into other countries, you'll start to collect data from these countries as you start making sales in them. Your first term may not be Term 1. Xcellerator will know your first term when you first upload and work out everything accordingly for you. There's an attached form that gives you all the dates for each term, and the next term will be the 14-day period after the end of the previous.

You will be collecting this information and uploading it periodically, every 14 days. Don't worry if you miss one because you can upload them whenever you choose. However, do try to get into the habit of uploading this data regularly. With that said, let's discuss how you can go about finding this information and how to upload it into Xcellerator. You'll start off, as usual, on the homepage of your account. From there you'll go into the 'Reports' section. You'll find this option within the menu at the top of the screen. From the 'Reports' dropdown menu, you'll want to select 'Business Reports'.

In the 'Business Reports' section, you'll find graphs and other data pertaining to the sales that you have made. Over on the left-hand side of this page, you'll find a panel containing many

different options. Within this panel, you'll find a link marked 'Detail Page Sales and Traffic'. When you click on this, a report will appear that contains data on all of the items that you have sold in the last 30 calendar days. At the top-right, you'll find options for selecting dates that you want to include in your report.

Always change the beginning date first and then end date second. When you do this, the system will regenerate the report based on those two dates. After it's generated, go to the download area on the page to download a CSV file of this report. Whenever this downloaded, it's recommended that you change the name of that file to the term number followed by the country code. For instance, you might name it 'Term26UK'.

Once this is downloaded, open up your Xcellerator software and then go into the 'Management' section. At the bottom of this section, you'll find the option to 'Upload Data'. A pop-up menu will appear, allowing you to select the term that you would like to upload and the country that you are uploading. Then, you'll be able to choose the file that you wish to upload to the software, and the software will organize that data inside the program for you.