

# SALES NEARLY TRIPLE AFTER SWITCHING TO SELLER CENTRAL

## OVERVIEW

A large healthcare product provider was experiencing stagnant sales while selling on Amazon's Vendor Central. By utilizing Awesome Dynamic's expertise and following our directions, the company was able to achieve a sales increase of 160% within less than three months.



## OBSTACLES

- Already low margins
- Issues with inconsistent payments,
- No control over pricing and inventory,
- Slow case resolution,
- Poor communication,
- Unexplained fees,
- Impossible deadlines for filling orders,
- Inability to respond to client and market opportunities quickly.

## SOLUTIONS

- Strategically pivoted platforms from Vendor Central to Seller Central
- Positioned client with the leeway they needed to apply the right business decisions for their market
- Cleaned up and merged duplicate listings
- Optimized all listings for keywords, copy and images
- Maintained consistent and appropriate inventory stock levels via FBA
- A process was created for review of metrics and date for ongoing optimal decision making

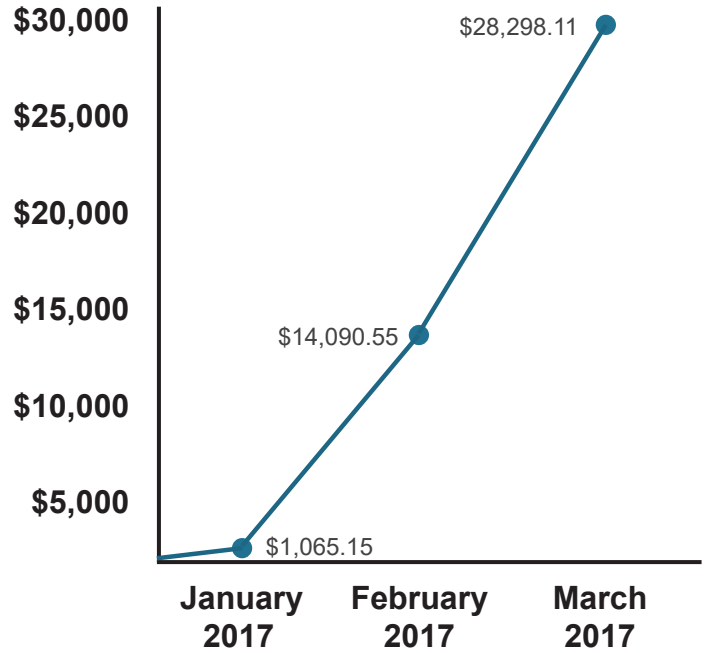


*Awesome Dynamic's guidance in transitioning us to the Seller Central Platform from Vendor Central has made all the difference. Within the first 60 days, we made more margin than both our Vendor accounts combined, with a lot fewer headaches. The Awesome team is really "Awesome"! Very responsive and proactive and will provide training as needed. Helpful and a pleasure to work with!*

*-KL, E-Commerce Manager*

## RESULTS

- The client was set on a 60-day course of unprecedented momentum, doubling average sales per item
- Awesome Dynamic established a pattern of reliable direct deposits of funds from Amazon every two weeks
- Placed listings within the top 100 sales rank on Amazon
- Won the Buy Box



## AVERAGE SALES PRICE PER ITEM

