

# AMAZON CONSULTANT CHECKLIST

CONSULTING COMPANY NAME

CONTACT

DATE

## PROVIDE EXCEPTIONAL CUSTOMER SERVICE

Overall, extremely responsive to your questions, emails, and phone calls. You've looked up their reviews and their clients are confirming (or not) the consultant's ability to communicate.

## DEEP UNDERSTANDING OF AMAZON'S SELLING PLATFORMS

They know the difference as well as the pros and cons to selling on Seller Central (3P) vs Vendor Central (1P) or utilizing the Hybrid Model.

## FOLLOW THE RULES

They don't make unrealistic promises that may put your business in jeopardy. Instead they provide a strategy to help obtain positive results without tricking the system.

## KNOW AMAZON SEO

Understand the strength of Amazon's algorithm and they know how to use it to their client's benefit. They not only utilize keywords but strive to improve your seller ranking.

## DEVELOP PRODUCT LISTINGS THAT CONVERT

Craft compelling listing copy that follows Amazon's strict guidelines while still appealing to the customer. In addition, provide photography, infographics, and video services to improve buyer confidence and conversions. Lastly, they are able to expand on your listings to include EBC and/or A+ Content.

## UNDERSTAND THE POWER OF REVIEWS

Know reviews are important to gain customer confidence and they know how to help you get those challenging and treasured reviews.

## WIN THE BUY BOX

Winning the Buy Box gives you a competitive advantage and they understand the value in that. They can provide you with a detailed strategy to perform better as a seller.

## ESTABLISH AND MANAGE YOUR AMAZON ADVERTISING

Can explain the different PPC advertising options available and highlight which ones will work best for your business needs and budget.

## KNOW FBM VS FBA

Understand the difference between FBM (Fulfillment by Merchant) and FBA (Fulfillment by Amazon) and can guide you in the right direction for your business.

## PROVEN TRACK RECORD

They can back up their claims with quality website content, years in business, reviews, case studies, retention rates and more.

Notes

SCHEDULE A FREE, 30-MINUTE CONSULTATION WITH US ONLINE OR BY CALLING 800.238.1811.