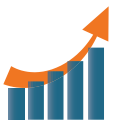


AMAZON SERVICE SOLUTIONS



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Amazon Service Solutions

As a full service Amazon consulting agency we offer a comprehensive suite of services for Amazon sellers. After conducting an account assessment, our team can more accurately help you decide which services are best for your needs. We will be by your side every step of the way to help guide you in selecting the right service solutions to achieve your business goals.



- A+ CONTENT
- ACCOUNT SETUP
- ADVERTISING & PROMOTIONS
- BRAND & PRODUCT PROTECTION
- BRAND REGISTRY
- CASE MANAGEMENT
- COPYWRITING
- CUSTOMER SERVICE
- FULFILLMENT BY AMAZON (FBA)
- GLOBAL SELLING
- LISTING OPTIMIZATION
- LISTING SETUP & MANAGEMENT
- ONE-ON-ONE TRAINING
- PLATFORM ASSESSMENT
- PRODUCT PHOTOGRAPHY & EDITING
- PROFITABILITY & VIABILITY ANALYSIS
- REPUTATION MANAGEMENT
- SELLER CENTRAL ACCOUNT MANAGEMENT
- SHIPMENT PROCESS EVALUATION
- STRATEGY & PLANNING
- VENDOR CENTRAL ACCOUNT MANAGEMENT

A+ Content

Definition of Service

Amazon offers Sellers and Vendors an eye-catching way to elaborate on product descriptions that goes beyond the standard listing. The goal is to offer a more creative way to share in-depth information about your brand story and line of products in order to increase conversion rates and build customer loyalty. For those selling on Amazon's platform, this special showcase section is called [A+ Content](#).

A+ Content offers businesses selling on Amazon a way to stand out in the marketplace while driving more traffic to their listings. Additionally, as a seller, you'll be engaging prospective customers with meaningful and helpful product information through the use of visual imagery. A+ Content offers a wider selection of formatting options and creative layouts that can help trigger the "buy now" response.

We Offer Services To:

- Determine if A+ Content is right for your company and products
- Organize and design your brands A+ Content
- Write rich, engaging product titles, descriptions, bullet points that highlight key benefits and product features
- Provide high resolution photography, graphics and videos to highlight details and meet Amazon's stringent specifications
- Optimize product descriptions using the latest keyword research results to ensure that your product listing has a better chance of ranking high in the Amazon algorithm
- List products on Amazon marketplace

Typical Results Include:

- Increased sales/margins
- Increased traffic
- Increased conversions
- Improved search rankings
- Improved customer experience and satisfaction
- Reduced returns



Account Setup

What You Need to Know

An Amazon Seller Central account sets you up as a third-party seller on the Amazon.com marketplace. Setting up an Amazon Seller Central account can be time consuming. For example, some categories and products are restricted and require special approval. Navigating through the complexities and nuances of setting up the account and gaining these approvals can be frustrating, even after hours of scouring the help documentation and materials Amazon provides.

We Offer Services To:

- Gather additional detailed information necessary to establish your Amazon Seller account
- Create your new Seller Central account and provide information to Amazon as needed
- Initiate the application process to sell in gated categories

Typical Results Include:

- Increased product exposure to clients through the world's largest and most trusted online retailer; over 200 million users visit Amazon's website each month in the United States and this number is growing every year
- Ability to sell in restricted categories that are difficult to gain access to

Advertising & Promotions

What You Need to Know

As with any sales channel, you need to consider what level of advertising support will best suit your products. Advertising and promotions give your products an advantage and boost in a popular and crowded marketplace. Amazon has three types of PPC (Pay Per Click) ads for sellers (Sponsored Products, Sponsored Brands and Sponsored Display) as well as promotion tools such as coupons, discounts, Lightning Deals, Subscribe and Save, and more. It can be challenging for sellers to develop a strategic advertising and promotions plan, and budget on their own.

We Offer Services To:

- Develop strategic and effective advertising and promotional campaigns
- Expand brand and product exposure
- Monitor and manage all advertising initiatives
- Evaluate promotions for cost efficiency
- Extract and analyze PPC data for high conversion key terms and to discover additional market niches
- Optimize product page search terms using keyword data
- Leverage connections with Amazon personnel for exclusive opportunities

Typical Results Include:

- Increased product exposure to customers by utilizing the worlds largest and most trusted online retailer
- Increased sales due to consumers coming to Amazon ready to make a purchase
- Boost in visibility for your brand and products since PPC ads are strategically displayed in highly visible places and designed to easily grab attention
- Ability to sell in restricted categories that are difficult to gain access to



Brand & Product Protection

What You Need to Know

Often, manufacturers find that their products are not positioned well on Amazon. This can be due to a proliferation of duplicate listings or due to inconsistencies in how products are presented between the pictures, bullet points, and descriptions.

Furthermore, unauthorized sellers may offer counterfeit products using your brand name. They may have quality control issues, and tarnish the hard work you've put forth. An unauthorized seller leads to unhappy customers, bad reviews and a loss of trust among customers. Ultimately, your reputation and sales will be affected, so it pays to be proactive and take steps to prevent potential problems.

Resolving these types of issues can be extremely difficult and time consuming, which is why we offer services to evaluate your situation and provide an in-depth scope of work. Together, we'll create a strategy specifically designed to protect your brand on Amazon from counterfeiters and unauthorized third-party sellers.

We Offer Services To:

- Assist in applying for Amazon's Brand Registry program; includes facilitation of documentation and proof of ownership, verification of products, etc.
- Develop strategies to remove unauthorized third-party sellers on listings
- Identify, investigate, and report on sellers using your registered brands(s) intellectual property in their listing(s)
- Merge, remove, or otherwise mitigate the impacts from problem duplicate listings where appropriate
- Handle inauthentic products or IP infringers through test purchases and violation reporting
- Supply chain consultation to get on track and take control of your supply chain

Typical Results Include:

- Brand consistency across Amazon
- Removal of counterfeit products
- Protection against rogue sellers



Brand Registry

What You Need to Know

A product's manufacturer doesn't necessarily control that product's listings on Amazon. Similarly, there are no guarantees of brand control for the private labeler, contracted distributor or authorized seller. Anyone who sells products can contribute details to product pages.

The [Amazon Brand Registry](#) is a program for sellers who manufacture or sell their own branded products. The program's goal is to give priority control to:

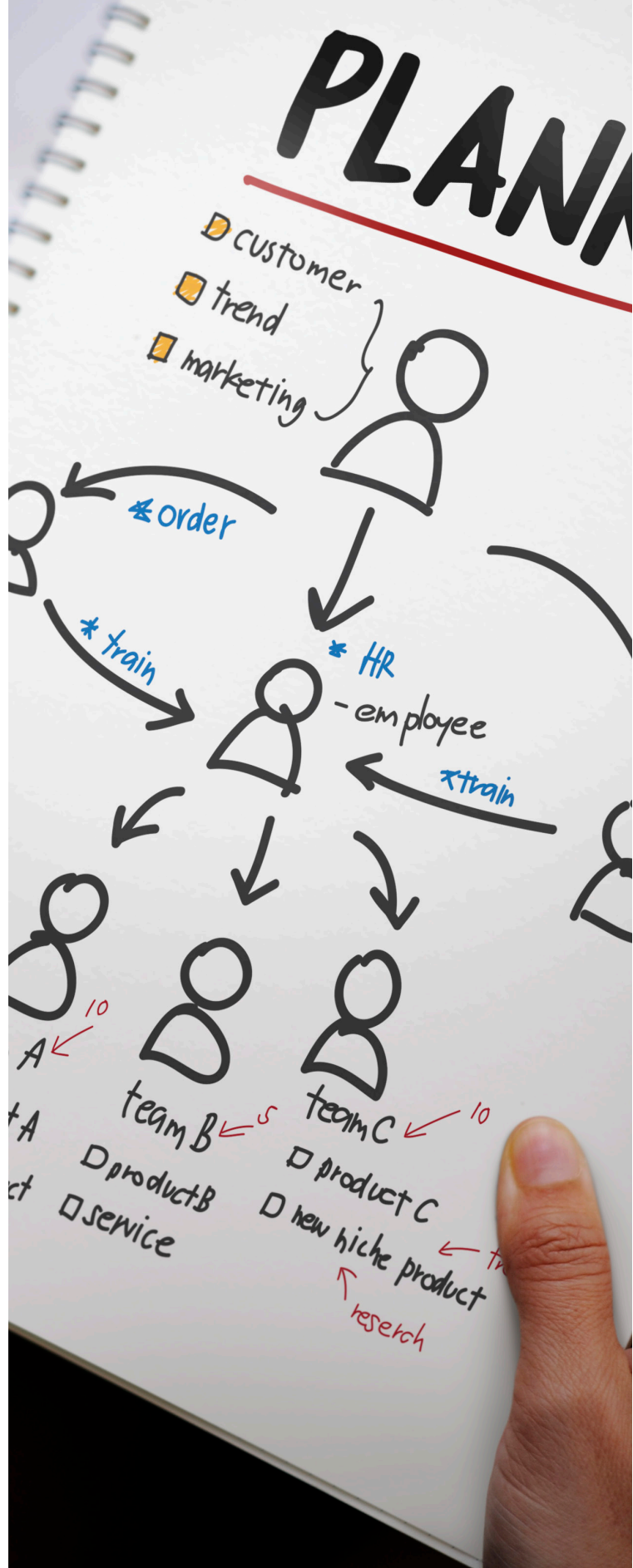
1. Manufacturers who want to sell their own branded and trademarked product
2. Sellers who private label their own branded product and control the trademark
3. Distributors, resellers or individuals with authorization from the brand and trademark owner

We Offer Services To:

- Provide training on how to complete the Brand Registry application process
- Facilitate the provision of documentation and proof of ownership of your brand to Amazon
- Verify that your products have been enrolled in the Brand Registry and assigned Global Catalog Identifiers (GCIDs)
- Identify and report on any other sellers using your registered brand(s) in their listing(s)
- Troubleshoot and correct any products not enrolled automatically

Typical Results Include:

- Control over your branded products' titles, technical details, product description, images, bullet points and other important attributes
- Ability to list products without UPCs or EANs
- Access to exclusive advertising and features such as a [Brand Store](#)
- Protection against counterfeiters and illegitimate sellers



Case Management

What You Need to Know

When a seller seeks to resolve an issue through Amazon seller support, or post a question to Amazon seller support, they must use Amazon's online case management system. This involves opening a case that is monitored and tracked by Amazon seller support personnel for the duration of the issue.

Amazon's case management system can seem remote, robotic, slow moving and, oftentimes, the first answer Amazon gives is not necessarily the right answer, nor the final answer. While frustrating for sellers, Amazon's case management system is a necessary method for efficiently responding to the tens of thousands of interactions Amazon has with sellers each day. A demeanor of patience and persistence when dealing with Amazon's seller support and case system more often than not provides a satisfactory answer or outcome to a situation. Awesome Dynamic speaks the "lingo" and can serve as the designated case management interface with Amazon for sellers who are not interested in applying the steady, positive pressure and diligence necessary to resolve cases satisfactorily.

Cases may be opened for reasons pertaining, but not limited to:

- Feedback removal requests
- Product details
- Brand Registry acquisition
- Product miscategorization
- Suppressed listings
- Blocked listings
- Stranded inventory
- FBA shipping & receiving
- Seller metrics
- Duplicate listings

We Offer Services To:

- Submit and respond to cases on your behalf
- Track and follow-up on cases to ensure timely resolution
- Identify items that can be resolved without involving Amazon's online case management system

Typical Results Include:

- Resolution to issues Amazon has identified as "non-compliant" with Amazon policies
- Simpler, more direct dealings with Amazon
- Efficient and effective communication of your needs to Amazon
- Resolution of issues in as timely a manner as possible



Copywriting

What You Need to Know

Creating strategic and compelling copy that motivates buyers is essential to your listings and sales success on Amazon.

Shopping is traditionally a sensory experience but online selling does not afford the customer the advantage of the tactile sense; they cannot touch and feel your product. Good copywriting can provide shoppers a sense of what it feels like to hold the product in their hands. Just as a good novelist can make a story come alive in a book, a copywriter can make a product come alive in a reader's imagination via descriptions that appeal to both emotion and logic.



Well written copy provides your buyers a vision of possibility. Furthermore, it ensures that the text provided meets Amazon's requirements and aligns with your strategies for being found by Amazon customers.

We Offer Services To:

- Write fresh, unique, compelling listing titles, descriptions and feature bullet points; written to engage and motivate shoppers to purchase your product
- Provide a basic keyword search engine optimization (SEO) analysis; researching and putting into practice the words most often used by potential customers when searching Amazon for products like yours
- Identify and cater content towards a specific target audience (such as gender, age, language, location, etc.)
- Provide compelling copy that complements photography and images for a fuller and more satisfying online shopping experience

Typical Results Include:

- Favorable perception of your products
- Increased conversion rates
- Reduced bounce rates
- Engagement of retained visitors
- Text formatted for various devices, which includes desktop and mobile-friendly formatting
- Content customized for your audience
- Optimized listings for Amazon
- Fewer returns due to improved product clarity for customers
- Value added through quality descriptions and "verbal imagery"



Customer Service

What You Need to Know

Online sales platforms such as Amazon allow customers to review items and provide feedback regarding their experiences with sellers. In making their buying decisions, shoppers place substantial emphasis on these messages.

Having based and built their business on incredible customer service, Amazon expects no less of the third-party sellers using their platforms. Amazon's sales platforms and algorithms are structured to identify, reward and highlight the listings of sellers who provide exceptional customer service and to de-emphasize those who do not. In extreme cases, sellers providing poor customer service may find their accounts suspended or even deleted.

For success on Amazon, sellers must address and attempt to effectively reverse negative seller feedback on listings and employ methods to minimize the chances of a customer becoming dissatisfied in the first place. It can be time intensive, but is essential to seller success.

To deliver strong customer service, sellers should:

- Proactively minimize the chances of a customer become dissatisfied at every point in the shopping experience
- Address and mitigate the impact of negative seller feedback
- Look for opportunities to create positive outcomes
- Regard and evaluate the time and expense involved with appeasing a dissatisfied customer as a cost of doing business

The return of merchandise, for example, can be a low-cost opportunity to turn a dissatisfied customer into a happy one, thereby building positive customer relations.

We Offer Services To:

- Create a buying experience that supports your customers to proactively minimize negative situations
- Encourage positive feedback and reviews from your customers
- Respond to your customers' inquiries in a timely manner
- Respond to, mitigate, or reverse negative seller feedback
- Handle customer returns of your products in a customer-friendly, business-building manner
- Identify defective product issues by gathering photos and/or product returns

Typical Results Include:

- Better, more consistent sales due to a positive seller reputation
- Favorable feedback and reviews which improves branding
- Conversion of negative customer situations into positive experiences
- Organic growth
- Increase in Buy Box rate

Fulfillment by Amazon (FBA)

What You Need to Know

As a seller on Amazon, you can pick and ship your merchandise yourself (Fulfillment By Merchant or FBM), or you can pay to have Amazon do it on your behalf ([Fulfillment By Amazon or FBA](#)). With FBA, you determine an amount of inventory to store at an Amazon Fulfillment Center. You prep and ship your products to the fulfillment center(s) rather than sending them directly to the customer. When customers order your products, Amazon then picks, packs and ships your products directly to the consumer and provides customer support.

Although mastering FBA is time consuming and challenging, it is one of the biggest competitive advantages you can have over other sellers, if it makes sense for you and your products. Advantages can include savings of overhead-related costs, storage, inventory, and time, as Amazon stores your inventory and fulfills your orders. Some sellers in more competitive situations with smaller margins, however, can be frustrated by the costs and strict requirements of the FBA program.

We Offer Services To:

- Analyze whether FBA is right for you and, if so, develop a strategy to convert to FBA
- Help you plan and strategize for inventory and restocking
- Facilitate keeping your stock at a healthy level
- Reconcile shipments
- Help you prepare, label and ship products properly
- Determine the most cost-effective way to ship
- Provide packaging requirements
- Manage excess inventory
- Determine how to get achieve the coveted “Prime badge” for your listings to help boost sales
- Assess packing costs and find efficiencies in packing
- Calculate FBA fulfillment and storage fees
- Conduct an FBA viability analysis
- Determine FBA eligibility
- Monitor the latest FBA process and fee structures that could impact your operations

Typical Results Include:

- Maximized bottom line
- Increased sales volume
- Increased Buy Box wins
- Improved inventory management
- Two-day shipping on most products
- Eliminated concerns regarding daily order fulfillment
- Decreased fees associated with incorrectly prepared products
- Majority of customer service handled by Amazon
- Fulfillment problems handled by Amazon
- Reduced likelihood of out of stock situations



Global Selling

What You Need to Know

Extending your reach to markets outside of the United States can have a powerful effect on your business. Whether you are familiar with international selling or have never done business across borders, Amazon makes global selling easy. At Awesome Dynamic, we can help you navigate the world of Amazon Global Selling to determine whether or not expanding your sales reach by exploring international markets is a smart choice for your business.

We Offer Services To:

- Leverage the power of Amazon's trusted, global brand
- Optimize listings and establish fulfillment requirements for international markets

Typical Results Include:

- Boost in your international sales
- Reach millions of new customers
- Improved cash flow and reduction in low sales periods by taking advantage of peak seasons in other countries

While these benefits may make Amazon global selling seem like a no-brainer, it's important to keep in mind that each of Amazon's international marketplaces has their own barriers to entry. Despite these obstacles, the benefits of cross-border commerce far outweigh the startup costs for most businesses.





Listing Optimization

What You Need to Know

The best listings rank higher in customer searches on Amazon and, as a result, are seen by more buyers and generate more sales. Determining what makes one sales listing perform better than another, even when the products are similar, can seem like a daunting task. However, there are tools, best practices, and gold standard working examples that Awesome Dynamic uses to [optimize listings](#) on your behalf. Use of these practices typically results in listings that rank consistently higher and convert views to sales more effectively than listings that do not utilize these practices.

We Offer Services To:

- Audit listing detail and complete listings as necessary to meet gold standard practices
- Review, revise, and format copy (title, bullet points and description) for the appropriate target audience
- Maximize number and impact of photos, and ensure proper formatting of photos
- Optimize keyword and search term fields

Typical Results Include:

- Better product exposure
- Higher rankings in searches
- Greater customer satisfaction
- Fewer returns as a result of enhanced product information
- Higher sales volume



Listing Setup & Management

What You Need to Know

The detail contained in your product listings is a crucial factor in your sales success on Amazon.com, especially if you offer variations on your products (such as size, shape, color, flavor or scent, bundling, etc.). Amazon has many tools that allow you to add your products one by one or in bulk to the catalog. One of these tools, Amazon Flat File, permits you to add more listing detail than is otherwise available through the standard Amazon Seller Central interface. Using a Flat File to update and add your products to Amazon allows you to make changes or additions in bulk, add and define SKU variations, and fully optimize your listing details.

We Offer Services To:

- Add basic required information to your listing(s) (product photos, graphics, copywriting, etc.)
- Add category-specific details to your listing(s) for better search results
- Add and update listings for your products in bulk via Flat File
- Use specific category style guidelines

Typical Results Include:

- Customer-friendly shopping and product selection experience
- Positive change in search rankings
- Increased in sales volume
- Upsell and cross-sell through improved communication of product variations to customers
- Improved sub category node placement when selecting attributes



One-on-One Training

What You Need to Know

Teaching yourself how to sell products effectively on Amazon requires a lot of trial and error. In our experience, help documents are frequently unclear, Amazon support provided to sellers is inconsistent, and advice provided via Amazon Seller forums or Reddit is rife with differing opinions which can result in actions that actually damage your listings.

There are many different facets of selling on Amazon that one must keep track of, from optimizing product listings through uploading new items, filing cases, and much more. Our experienced team is well-versed and up-to-date on Amazon's guidelines, procedures, and policies thus saving your time and helping you get current and accurate information and procedures to maintain your account.

We Offer Services To:

Train you and/or a set number of your staff on just about any aspect of Seller Central or Vendor Central in less time than it will take to learn by trial and error. We can train on any topic we provide as a service. Our most popular training topics include:

- Seller Central Dashboard
- FBA Shipping Procedures
- Self-Fulfillment Shipments (AKA "merchant fulfillment")
- Pay-Per-Click Advertising Setup & Management
- Photography Best Practices
- Effective Customer Service

This training is conducted remotely utilizing a screen share software which is recorded and made available to you as a link you can share with your team.

Typical Results Include:

- Staff capable of handling your Amazon Seller Account
- Fewer fees or fines for violations of Amazon procedures
- Avoiding account suspensions for the more grievous violations
- Rapid development of the ability to manage your Amazon Seller account



Platform Assessment

What You Need to Know

Amazon offers several order fulfillment avenues and platforms to suit the many different types of retailers wishing to sell on Amazon. Each has pros, cons, requirements, fees, and options. These platforms include:

- Seller Central (SC)
 - Fulfilled By Amazon (FBA)
 - Fulfilled By Merchant (FBM)
 - Seller Fulfilled Prime (SFP)
 - Multi-Channel Fulfillment (MCF)
- Vendor Central (VC)

We Offer Services To:

- Assess your operations relative to the platform choices
- Help you navigate these fulfillment avenues to find, transition to, and best utilize the optimal platform for your product(s) based on several criteria, including:
 - Product type
 - Product size/weight
 - Current fulfillment abilities
 - Current shipment abilities
 - Customer service abilities
 - Resources
 - Sales goals
- Provide recommendations regarding which platform best meets your needs and how to best use that platform



Typical Results Include:

- Utilization of a fulfillment platform that is the best operational fit for your Amazon sales, which improves efficiency
- Customized use of the fulfillment platform based on your current fulfillment operations, abilities, and goals



Product Photography & Editing

What You Need to Know

Sellers who dominate their competitors understand that their customers make purchasing decisions based on their senses, emotion, and logic. Effective product photography appeals to all three.

As to the sensory side of the purchasing decision, online sales listings must compensate for the inability of shoppers to feel and touch the product when contemplating a purchase. Properly presented images of your product can help fill those gaps and give you a big advantage over competitive listings. There are two primary types of photography essential to successful online listings:

- **Product Isolation** - To inform the logical side of the purchasing decision, photography and related illustrations should isolate the product and present both the product and the information contained on any relevant labels and packaging clearly and legibly from a variety of angles.
- **Lifestyle Photography** - The listing should include photographs modeling the product as it enhances the lifestyle of the consumer. Such photos not only attract the eye but also personalize and add value to the product by appealing to the shopper's emotional side.

We Offer Services To:

- Photograph your product(s) professionally using soft natural light to capture the product's true colors
- Photograph product from a variety of angles
- Size, crop, and outline images properly to conform to Amazon's rigorous photography guidelines
- Recommend and strategize around staged product photography, including lifestyle photos, to enhance the buyer's perceived value of your product listings
- Produce illustrative images (infographics) that complement your listing's descriptive copy to provide a high quality, complete perception of your product listings

Typical Results Include:

- Clear and attractive product presentation
- Presentation of product listing photography that is consistent with shopping in a brick and mortar store, which improves the customer experience
- Fewer returns due to improved product clarity for customers
- Value added via eye-catching, quality imagery and personal, emotional lifestyle association
- Higher product page traffic

Profitability & Viability Analysis

What You Need to Know

Understanding how much you are likely to sell and what the competition looks like are important steps to making sure that selling on Amazon.com is a good idea for you. Factors such as competing products, category saturation, pricing, and volume of search traffic can help determine the viability of product success. Profitability is examined with regard to Amazon fees and your internal processes relative to package preparation, shipping, inventory, customer service and more.

We Offer Services To:

- Analyze your competition
- Evaluate and explain the unique Amazon fees and costs related to your specific products
- Identify opportunities to reduce costs and fees
- Increase your seller efficiencies to optimize profits
- Determine whether advertising is right for you and optimize advertising
- Identify and review poorly performing products to target the root cause
- Create a customized action plan to expand your margins

Typical Results Include:

- Valuable information for strategically planning your sales growth
- Understanding of the viability of doing business with Amazon
- Analysis and review of the fees so you can anticipate the costs related to doing business on Amazon
- Forecast the types and amount of competition you can expect to encounter on Amazon
- Awareness and understanding of the Amazon “Buy Box”, why pursuing it is essential, and how leveraging it can lead to increased exposure and sales



Reputation Management

What You Need to Know

Amazon allows customers to rate their experiences with the products that are offered on the marketplace and with the sellers who sell products through the marketplace. Amazon places great emphasis on customer satisfaction and expects all third-party sellers to be as consumer centric as they are by maintaining a high level of customer service. As a result, your reputation as a seller can make or break your success on Amazon. Sellers often underestimate how their customer service performance metrics can negatively impact their account. Poor feedback, negative reviews, long response times, or failing to address customer issues properly can result in a drop in product ranking, lower conversion rates, suspension of your listings, or removal of your selling privileges. Awesome Dynamic believes in going above and beyond to help you exceed Amazon's customer service expectations.

We Offer Services To:

- Provide 24/7 customer service for your Amazon customers
- Help protect against situations that can damage your seller reputation
- Remove negative seller feedback from your account
- Respond to all customer messages within 12 hours
- Develop and manage campaigns to request reviews and feedback from your customers
- Monitor and address seller performance metrics and problems
- Turn poor customer experiences into positive reviews and feedback

Typical Results Include:

- Excellent seller account metrics
- Stellar product rankings
- Consistent positive seller account feedback
- Repeat sales with existing customers



Seller Central Account Management

What You Need to Know

With a Seller Central account, you are a third-party merchant or marketplace seller on Amazon. Anyone can sign up for a Seller Central account at any time.

Seller Central offers small to medium-sized businesses room to maneuver, greater control, and opportunities for greater margins than the Vendor Central selling platform. Keeping up with the tasks required to maintain your Seller Central account and excel as a seller on the Amazon marketplace, however, can be a daunting prospect. As with most aspects of selling on Amazon, benefits come with requirements and constraints which require vigilant monitoring, action, patience, and persistence.

Tasks required on a daily or frequent basis to manage your account include:

- Providing customer service
- Managing seller feedback
- Addressing account notifications
- Managing Amazon seller support cases
- Addressing quality alert
- Addressing performance notifications
- Managing shipping whether you choose Fulfillment By Merchant (FBM) or Fulfillment By Amazon (FBA)
- Assessing stock levels
- Reporting on sales, and more

We Offer Services To:

- Monitor your Amazon account on a continuous basis
- Promptly reply to customer correspondence
- Manage and follow-up on issues and cases
- Administer and report on effectiveness of promotional initiatives
- Identify and respond to performance and account notifications quickly
- Send inventory updates and sales reports regularly
- Respond to negative seller feedback systematically
- Monitor stock levels and provide suggestions on restocking
- Reconcile FBA shipments and unfulfillable inventory
- Address stranded inventory issues

Typical Results Include:

- More time to manage and grow your business while Awesome Dynamic handles Amazon for you
- Regular flow of information and reports to help facilitate smarter and better decision making
- Optimization of margins through agility and responsiveness to opportunities and threats within both the marketplace and Amazon
- Improving your brand profile through consistent and responsive attention to customer needs and inquiries
- Excellent score on Amazon's "Operational Performance" metric to increase chance of winning the Buy Box and decrease chances of account suspension
- Expert team handling your account

Shipment Process Evaluation

What You Need to Know

Shipping costs and processes depend on a variety of factors. These include: carrier, product type, quantities, timelines, frequencies, locations, fulfillment method, and others. Finding the best shipping arrangement and process for your company and products can significantly reduce costs and benefit your profit margin.

We Offer Services To:

- Analyze your current shipping scenario
- Review your current processes for assembling, securing, labeling, and packaging shipments
- Research and advise on the best and most efficient way to ship your product
- Determine if Fulfillment by Amazon (FBA) is right for you
- Review and advise on options for parcel shipping, less than truckload (LTL), and full truckload (FTL)
- Assess stock on a continuing basis

Typical Results Include:

- Lowered costs and improved profit margins
- More efficient shipping processes
- Less likelihood of damage and less severity of damage in shipment



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Strategy & Planning

What You Need to Know

Typically, expertise comes with an ability to see the optimal path forward. The path to optimization for an Amazon seller includes:

- Assessment of current goals and operations relative to Amazon platforms
- Realistic goals relative to Amazon as a sales channel
- Actions that should be taken in pursuit of those goals, including the tools that should be utilized
- Evaluation of special programs which Amazon makes available to Sellers or Vendors
- How the various activities required of an Amazon seller can best be managed, implemented, measured, and completed

We Offer Services To:

- Determine which services/programs are right for you, including third-party software
- Forecast which next steps will result in increased revenue
- Facilitate documentation of a roadmap and specific goals
- Align project priorities with overall goals
- Develop restocking strategies

Typical Results Include:

- Clear written plans and goals
- Useful metric guideposts to mark progress
- Better focus on company positioning relative to Amazon
- Responsiveness to the Amazon marketplace
- Expert-driven selling efforts
- Increased sales and optimized margins

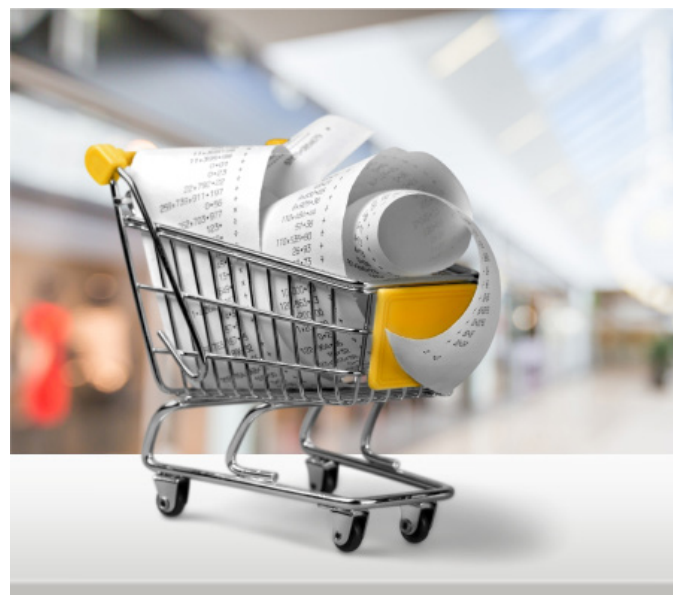
Vendor Central Management

What You Need to Know

Only certain manufacturers and distributors selling on Amazon are invited to become sellers on the Vendor Central platform. There are advantages to becoming a first-party seller (Vendor). As a Vendor, you are essentially a wholesale supplier selling to Amazon. Amazon then owns the merchandise and sells it to their customers. All orders are fulfilled by Amazon and the product listing indicates, “Ships from and Sold by Amazon.” You benefit from the confidence consumers have in the Amazon brand and you also get access, at additional expense, to “Vendor Premium” programs and tools like AMS (Amazon Market Services), Vine, Subscribe & Save, A+ Content, and others.

As with most aspects of selling on Amazon, benefits come with requirements and constraints which can require vigilant monitoring, action, patience and persistence. Alongside the benefits, accepting the invitation to the Vendor Central platform may make the following challenges more likely:

- Charges of non-compliance fees
- Limit your control of various aspects of selling on Amazon
- Termination of your product by Amazon if your non-compliance rate is too high
- Destruction of your product if there are a high number of customer complaints
- Irregular disputing of chargebacks
- Inability to see cases created if you are not copied on the case
- Improper first-time addition of products to the catalog often requires correcting the issue by contacting the catalog team through opening cases, which can lead to additional expenses
- Unanticipated and unplanned fees can occur over the course of years as a result of co-op agreements that do not suit your company strategies





We Offer Services To:

- Determine whether Vendor Central is the right fit for you
- Increase your likelihood of receiving a Vendor Central invitation
- Help setup your Vendor Central account, invite users, and manage permissions
- Review chargebacks and identify possible reversals
- Handle communication and cases between Amazon and your company
- Interpret report figures
- Develop processes, procedures and action plans to reduce inefficiencies and chargebacks
- Review co-op agreements to accurately set your expectations
- Evaluate, monitor and oversee Vendor Central programs: AMS, A+ Content, Subscribe and Save, Prime Pantry, Amazon Media Group (AMG), Amazon Retail Analytics (ARA), and Vine

Typical Results Include:

- Improved cash flow due to discovery and reduction of unnecessary expenses and fees that can erode profits, especially over time
- Less time spent interfacing with Amazon in preparation and filing of cases, pursuing case resolution, sorting through inconsistent charges, confirming deliveries, and making sense of conflicting information by offloading those responsibilities onto Awesome Dynamic
- Better relations and communications with Amazon through Awesome Dynamic's expert familiarity with Amazon's systems, policies and practices
- Mitigation of delays in new product launches via Awesome Dynamic's persistence in interfacing with Amazon
- Expansion of margins via an informed approach to chargebacks and fees



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Awesome Dynamic® strives to help you get the most out of selling on Amazon.

Awesome Dynamic works side-by-side with businesses looking to sell online, effectively listing products and improving their online brand image. For more than 10 years we've helped Amazon sellers thrive on Amazon by improving their Amazon seller accounts. Our dedicated team of strong, knowledgeable Amazon experts can give your business a unique and beneficial advantage in Amazon's complex and popular marketplace.

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