

Preparing to sell toys successfully for Christmas



- ☐ Toys Christmas Selling Eligibility Requirements
- ☐ Advantages of Fulfilment by Amazon
- ☐ Improving your Listings' Quality
- ☐ Popular Toys Products
- ☐ Summary
- ☐ Q&A
- ☐ Useful References

Amazon wants to protect buyers and avoid mishaps



Only the most **reliable** sellers are allowed to sell toys from mid November to 1st January.

2012 Criteria will be announced later this year. In 2011, they were as follows:

- Seller's first sale on Amazon.co.uk must be prior to 19/09/11 (sale does not need to be Toy-specific).
- Seller must have processed and shipped at least 25 orders (do not need to be Toy-specific) during the 60 consecutive days preceding 1/11/2011.
- No greater than 1% short term defect rate as of 1/11/2011.
- No greater than 2.5% pre-fulfilment cancellation rate for the 30 days preceding 1/11/2011.
- No greater than 5% late shipment rate for the 30 days preceding 1/11/2011.

Check your performance [metrics](#) regularly to make sure you will be eligible:

INVENTORY ▾ ORDERS ▾ STOREFRONT ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾

Customer Metrics
Feedback
A-to-z Guarantee Claims
Chargeback Claims
Performance Notifications

Customer Metrics

You can check this page for information that indicates how y customer satisfaction [Learn more](#)

Summary | [Performance Over Time](#) | [Performance By Product Line](#)

Performance Checklist

Order Defect Rate


[Learn more](#)

Cancellation Rate


[Learn more](#)

Late Dispatch Rate


[Learn more](#)

Policy Violations


[Learn more](#)

Contact Response Time


[Learn more](#)

Order Defect Rate [\[?\]](#)

	Short Term (28 Jan 2012 to 28 Mar 2012) Orders: 4,763	Long Term (4 Dec 2011 to 13 Mar 2012) Orders: 8,797	Target
Order Defect Rate	0.06% (3/4,763)	0.15% (13/8,797)	< 1%
- Negative Feedback Rate [?]	0.06% (3)	0.15% (13)	--
- Filed A-to-z Claim Rate [?]	0% (0)	0% (0)	--
- Service Chargeback Rate [?]	0% (0)	0% (0)	--

The 'ODR' (Order Defect Rate) is the most important, and must stay below 1%

- **Inventory Updates:**
Don't sell what you don't have
- **Ship on Time:**
Use tracked shipments whenever possible

Type of File to Upload:	Price & Quantity File -- Select --
File Template:	Inventory Files for non-Media Categories Standard Book Loader File UIEE File for Books Music Loader File Video Loader File
Locate File to Upload:	Inventory Loader File Price & Quantity File

Shipping Details

Ship Date: Thursday, 17 November 2011	Carrier: Specify carrier: Standard	Shipping Service: Royalmail	Tracking ID:
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- **Monitor feedbacks and respond to buyers' emails:**

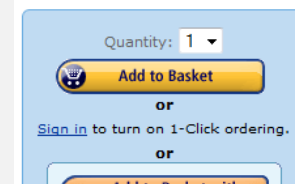
Buyer-Seller Contact Response Time [Learn more](#)

	7 days (11 Nov 2011 to 18 Nov 2011)
Average response time	4 hours 58 minutes
Messages without a response	8% (2)
Response times under 24 hours (Target: > 90%)	92% (23)
Response times over 24 hours	0% (0)

Date	Rating	Comments	Arrived on Time	Item as Described	Customer Service
03/01/2012	1	No reason was given to why the item didn't arrive and had to get it from PC World for Christmas RESPOND	No	No	No

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- FBA offers are automatically eligible for Christmas toys selling
- Buyers can combine your FBA products with other Amazon or FBA products in the same order
- FBA offers have a greater chance of winning the Buy Box
- Gift-wrap and gift messages available
- Prime, Express and Super Saver Free Delivery
- Buyers can order until the last minute



✓ 1 item

Christmas Last Order Days

WED 14	British Forces Post Office (BFPO) Delivery Last full day to order
SUN 18	FREE Super Saver Delivery Last full day to order
MON 19	Delivery of Large Items Last full day to order
WED 21	First Class (Standard Delivery) Last full day to order
FRI 23	One-Day Delivery* Expedited Delivery* Express Delivery* Order as late as 6 pm GMT
SAT 24	Evening Delivery (£7.48 per unit with Amazon Prime *) Order by 8:30 am GMT
SUN 25	Christmas Day E-mail and printable gift certificates can be sent immediately, at any time

FBA = More Sales, Less Stress

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From the Inventory View, access the '[Listings Quality Alerts](#)' summary:

Show: **My Inventory**

Improve Listing Quality
All Quality Alerts
Image
Description and Bullets
Brand Name

Improve listing quality [Listing Quality Alerts](#) highlight opportunities for you to improve the quality of your listings by adding or changing information. Fix an alert now by selecting Edit Details from the Actions dropdown next to the SKU or learn more about fixing alerts using an [inventory file or XML](#). You can also [download a report](#) showing listing quality alerts.

☒ = Low Price for all listings

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	Low Price
☐	▼									
☐	Actions ▼	Active (with quality alert)	074677506	B006BYTYP	WWE Mattel Series 14 John Morrison Wrestling Action Figure	10/04/2012 16:45:05	109	New	£ 10.89	

Incomplete information will make buyers hesitant about purchasing your products

Click 'Actions' and 'Edit Details' to fill in missing details highlighted in yellow:

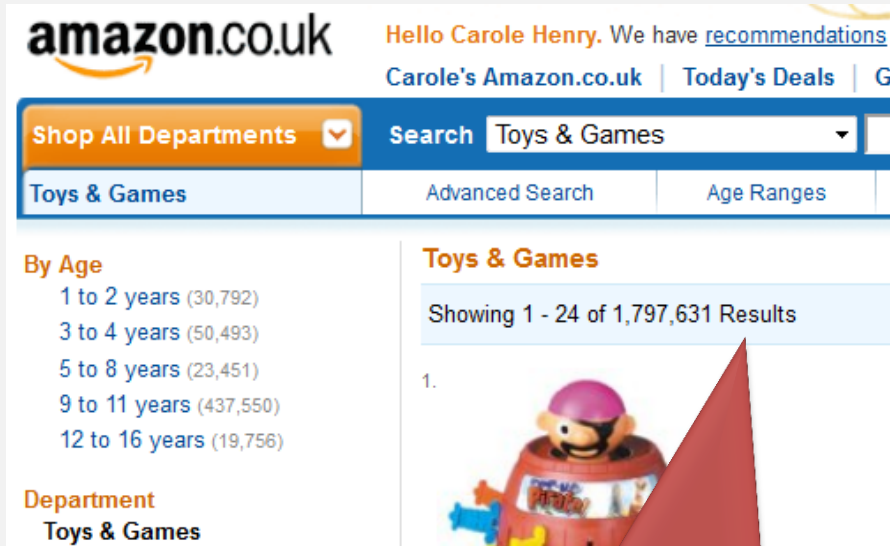
Vital Info	Offer	Images	Description	Keywords	More Details
Key Product Features: (Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.) Product features highlight important facts about the product and are displayed on t					

The [EU Toy Safety Directive](#) warnings are mandatory by law:

Vital Info	Offer	Images	⚠ Description	Keywords	More Details
EU Toys Safety Directive Age-specific warning: (Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)				- Select -	
EU Toys Safety Directive Non-Age-specific warning: (Non-Age-specific warning in accordance with the EU Toys Safety Directive 2009/48/EC)				- Select - - Select - - Select - - Select - - Select - Add More Remove Last	
EU Toys Safety Directive language warning: (Language warning in accordance with the EU Toys Safety Directive 2009/48/EC)				- Select - - Select -	

- Check with the manufacturers, or on the packaging to see if warnings apply to your products.
- Add any applicable warning in the fields above or using an inventory file

Having a correct [Browse Node](#) makes it easier for buyers to find your products when they browse through the Amazon navigation tree structure:



No browse node or a very high level browse node means your product might get lost in the crowd



A precise browse node means people looking for your type of products are more likely to see your item in their search results

Add browse nodes to improve discoverability

Add the browse nodes one by one with 'Edit Details' in 'Manage inventory':

	Actions	Merchant SKU
☐		
☐	Actions ▼	S24HR
☐	Edit Details	
☐	Manage product images	

→

Vital Info	Offer	Images	Description	Keywords	More Details
Recommended Browse Nodes: Product's current browse nodes: Toys & Games > Toy Types > Dressing Up > Costumes No node selected. Change					

Or add them in bulk when uploading your products with inventory files:

- Download the [Browse Tree Guide](#) for your product category
- Find the best node for your product (avoid grey 'high level' nodes)

364108031	Toys & Games/Toy Types/Dressing Up
364109031	Toys & Games/Toy Types/Dressing Up/Accessories
364110031	Toys & Games/Toy Types/Dressing Up/Costumes
366064031	Toys & Games/Toy Types/Dressing Up/Face Paints
364111031	Toys & Games/Toy Types/Dressing Up/Hats

- Paste the corresponding node number into your inventory file

TemplateType			
SKU	BulletPoint5	RecommendedBrowseNode1	RecommendedBrowseNode2
KidsCostume1		364110031	

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Check your [Business Reports](#) to identify best-sellers from last Christmas and from this year:

You are participating in **New Site Metrics and Reports**

Business Reports

By Date

- Sales and Traffic
- Detail Page Sales and Traffic
- Seller Performance

By ASIN

- Detail Page Sales and Traffic
- Detail Page Sales and Traffic by Parent Item
- Detail Page Sales and Traffic by Child Item

Other

- Listings with Missing Information

Amazon Selling Coach

- Fulfilment Opportunities
- Product Opportunities
- Low Price Opportunities
- Low or Out-of-Stock Items
- ASIN Merge Notification

Detail Page Sales and Traffic

Download

Product Name	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
f Vortex mo Refills	00-Y5HW	9,256	0.63%	11,013	0.59%	94%	6,499	70.21%	£26,994.89	4,930
ss Who?	GN-ZTAE-	24,498	1.66%	30,079	1.61%	43%	2,737	11.17%	£29,640.09	2,681
ny Harry ter Monster	8Z-UGX	31,530	2.14%	40,453	2.16%	33%	2,577	8.1%	£19,190.91	2,232
ok of	8Z-UGX	6,419	0.44%	7,676	0.41%	80%	2,315	36.06%	£19,190.91	2,232
sters Keep	8Z-UGX	18,073	1.23%	21,843	1.17%	34%	2,305	12.75%	£26,754.23	2,253
e	8Z-UGX	9,843	0.67%	12,804	0.68%	63%	1,640	16.66%	£28,745.38	1,428
hi Monsters	XE-L4QP	5,749	0.39%	7,195	0.38%	40%	1,461	25.41%	£2,959.74	650
lectibles -	XE-L4QP									
ky Dip Bag	XE-L4QP									

From: 01/11/2011 To: 23/12/2011

How competitive is your offer?

What is your sales conversion?

Check your improvement opportunities

Products can go out of fashion so what sold last year might not so much this year. But these reports could give you an indication of :

- The increased volume and peak days you might have to deal with in the festive season
- Your **current** competitiveness and popularity of your products by updating the date range of the reports.

These are some of the currently most popular toys brands among Amazon.co.uk buyers:

Most Popular Brands :

LEGO
Hasbro
Rubies
Mattel
Smiffys
Playmobil
Syma
Early Learning Centre
VTech
Disney
Moshi Monsters
SMIFFYS
Bristol Novelty
Pams
Tobar
Little Tikes

Up and Coming Brands:

LEGO
Rubies
Moshi Monsters
VTech
Mattel
Little Tikes
Huggle Buddy
Disney
Bristol Novelty
Monster High
Syma
LeapFrog
Henbrandt
Playmobil
Pams
Angry Birds

*The lists may not reflect changing market conditions and are provided for informational purposes only. No promises or assurances of future sales or listing exclusivity are intended or implied.

- ☐ Analysing your sales with the Business Reports
- ☐ Getting your products discovered
- ☐ Planning for the rush
- ☐ Keeping customers in mind
- ☐ Summary
- ☐ Q&A
- ☐ Useful References

- **Maintain a good performance** well ahead of Christmas to pass the eligibility requirements
- **Use Fulfilment by Amazon** to provide the best Christmas shopping experience to your buyers, and reduce your burden
- **Complete your listings'** details to provide accurate information to buyers. This should increase your sales conversion and reduce claims.
- **Check your sales trends** and popular products in your stock
- **Be on the look out for new brands** or products to add to your stock
- **And...prepare your infrastructure** well ahead of the festive season to avoid any breakdown that could affect your buyers, your sales, and your seller status on Amazon!

- [Toys Christmas Selling Guidelines](#)
- [Toys EU Safety Directive](#)
- [Sales Success Using Business Reports](#)
- [Fix Listings with Missing Information](#)
- [Browse Tree Guides](#)
- [Confirm Shipments](#)
- [Getting Good Feedback with Customer Service](#)
- [Seller Performance Measurement](#)
- [Festive Season Best Practices](#)
- [Increasing Sales Tips](#)
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Thank you!

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