

Amazon Selling Coach: How to improve your effectiveness and your sales

The screenshot shows the Amazon Seller Central dashboard for a user in the UK. The top navigation bar includes the Amazon logo, the user's location (www.amazon.co.uk), and links for HOME, MESSAGES, HELP, and LOGOUT. Below this is a menu with INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The main content area is divided into three columns. The left column shows 'Your Orders' with a dropdown menu and a table of order statuses. The middle column, highlighted with a red box, is the 'Amazon Selling Coach' section, which displays two main alerts: '18 Product Opportunities' and '18 Low or Out-of-Stock Items'. The right column shows 'Amazon Selling Coach' with a summary of missing information and a 'Seller Performance' section with a 'Good' status.

amazon services europe
seller central

www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search GO

Your Orders
(Amazon.co.uk)

Seller Fulfilled

In last day: 0
In last 7 days: 0
Pending: 0
Unshipped: 0

Fulfilled by Amazon

In last day: 63
In last 7 days: 1823

[View your Orders](#)

Amazon Selling Coach

18 Product Opportunities During the past month, customers have shown interest in these products, which have limited availability on Amazon. Last updated: 17/06/2012

18 Low or Out-of-Stock Items Update your inventory to continue selling these items without interruption. Last updated: 17/06/2012

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Headlines [\(see all\)](#)

Manage Offers in other EU marketplaces

Amazon Selling Coach

You have **4** listings missing crucial information...

0 missing images
4 missing description
0 missing a brand

[Complete your listings](#)

[View all suggestions](#)

Seller Performance

Good
[View Details](#)

- ☐ What is the Amazon Selling Coach?
- ☐ What kind of information is provided?
- ☐ How to use the information provided?
- ☐ Q&A
- ☐ Useful References

The Amazon Selling Coach provides you with recommendations to:

- ☐ More efficiently manage your Amazon business
- ☐ Increase your sales potential

The recommendations aim to be:

- ☐ Personalised
- ☐ Up-to-date
- ☐ Immediately actionable

Amazon Selling Coach

18 Product Opportunities	During the past month, customers have shown interest in these products, which have limited availability on Amazon. Last updated: 17/06/2012
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The recommendations are provided in 3 ways:

By Email

In **Settings** -> [Notification Preferences](#):

- Update your email address
- Select/deselect the emails you want to receive regularly

E-mail:	test@gmail.com
Notification types:	☒ FBA Inventory Opportunity: ☒ Add Products that Recently

On Seller Central [Homepage](#)

Amazon Selling Coach

99+	Product Opportunities	During the past month, customers have shown interest in these products, which have limited availability on Amazon. Last updated: 28/05/2012
40	Low or Out-of-Stock Items	Update your inventory to continue selling these items without interruption. Last updated: 28/05/2012
13	Fulfilment Opportunities	These products could benefit from the advantages offered through Fulfilment by Amazon. Last updated: 28/05/2012
3	Low Price Opportunities	Compare my listings to similar offers with lower prices. Last updated: 28/05/2012

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In the [Business Reports](#) section

Amazon Selling Coach

Product Opportunities

- Low or Out-of-Stock Items
- Fulfilment Opportunities
- Low Price Opportunities
- ASIN Merge Notification
- Popular Products that Are Frequently Sold Out
- More Products in Brands That You Sell

The recommendations cover different topics:

Opportunity Type	Description
Product	This suggests for you to add new offers. These products generate customer interest but are currently not offered on the marketplace.
Low or Out-of-Stock items	This tells you about products for which you recently went out of stock or will soon be out of stock based on your current sales velocity.
Fulfilment	This lists products that you should offer via FBA (Fulfilment by Amazon) to be more competitive. This may include opportunities to expand your FBA selection or to try FBA for the first time.
Listing Quality	This recommends that you fix listing quality issues in your inventory to improve sales.
Low Price	This recommends that you lower your prices to be more competitive with the current low price offers.

Taking action in those categories can lead to new or improved sales opportunities, as well as prevent missed sales.

Popular Product Opportunity Email:

The screenshot shows an email from Amazon.co.uk to a seller. The header includes the Amazon logo and 'amazon services Europe' on the left, and 'Amazon Selling Coach' on the right. The body of the email starts with 'Dear Seller,' followed by a thank you message and a list of products that have been searched for but are out of stock. A callout bubble points to a link in the text, stating 'This takes you to the relevant Seller Central report'. Below the text is a table with two columns: 'ASIN' and 'Title'. The table lists two products, both titled 'Lamaze Cloth Book...'. The first product has ASIN 60008 and the second has ASIN 600084.

amazon services Europe

Amazon Selling Coach

Dear Seller,

Thank you for selling on Amazon.co.uk. We regularly review what Amazon.co.uk customers are looking for. Below are products that you have listed for sale on Amazon.co.uk in the past, and that our customers have been searching for during the past month.

However, as of 2011-11-11, there was no available inventory for these products from any sellers on Amazon.co.uk. We wanted to share this information in case you'd like to offer these products again.

To add inventory to your product listings, [click here](#).
See the [complete list of products](#).

This takes you to the relevant Seller Central report

	ASIN	Title
1	60008	Lamaze Cloth Book...
2	600084	Lamaze Cloth Book...

Other product recommendations, such as 'Popular Products Frequently Sold Out' will list products that you might never have listed, but that are very popular in your category or that are from brands that you already sell.

Low or Out-of-Stock Opportunity Report:

Low or Out-of-Stock Items [Learn more](#)

Below are your listings that are low on inventory or are recently completely out of stock.

Download

ASIN	SKU	Title	Sales for the last 7 Days	Current Inventory	Stock Will Run Out In*	Fulfillment Type	Inbound Quantity
B0060	GU-3B7O	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B005WG	V4-YF4T-	LEGO Super Heroes 6869: Quinjet Aerial Battle	15	15	7	Amazon	
B0060	W91	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B0060S3	S2-RNO1	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B006WC	9K-PLSY	Marvel Avengers The Avengers Iron Man Tri Power Repulsor	4	0	0	Merchant	

This indicates that an FBA shipment is on its way

Don't forget that you can easily update your stock quantities with the Price and Quantity [File](#). You should also avoid the opposite problem: having too much stock for items which don't sell.

Fulfilment (FBA) Reports:

Amazon Selling Coach

Product Opportunities

Low or Out-of-Stock Items

Fulfilment Opportunities

Low Price Opportunities

ASIN Merge Notification

Popular Products that Are
Frequently Sold OutMore Products in Brands That
You SellFBA Selection Opportunities
(Brand)FBA Opportunities in
Fast-growing CategoriesDeliver your product for free
with FBA's Zero Fee Fulfilment

Fulfilment Opportunities [Learn more](#)

You have an opportunity to expand your Fulfilment by Amazon (FBA) selection with popular items from brands that you currently stock. Although you may not currently carry these items, they are high in customer interest and currently are not being fulfilled by Amazon (but may be in the future).

Download

ASIN	Item Name
B0054G8LSS	Original Union Jack Morphsuit - XXL
B001D2VWCE	Cluedo Harry Potter

FBA Selection Opportunities (Brand) [Learn more](#)

You have an opportunity to expand your Fulfilment by Amazon (FBA) selection with popular items from brands that you currently stock. Although you may not currently carry these items, they are high in customer interest and currently are not fulfilled by Amazon (but may be in the future).

Your search returned no data. Please select another report from the left-hand menu X

Download

ASIN	Item Name	Brand Name	UPC	Manufacturer Part Number	Buybox Price	Category	Category-Specific Sales Rank	Number of Currently Active Offers	Number of Customer Reviews	Average Customer Review	Report run date	Number of products	Top brand
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FBA Opportunities in Fast-growing Categories [Learn more](#)

FBA products opportunities in fast-growing categories that have high customer demand and are not currently being fulfilled by Amazon (but may be in the future).

Download

ASIN	Item Name	Brand Name	Category
B004LC2ESC	Predators 18cm Figur Serie 2: New Tracker Predator	NECA	Toys
B004FEP0YI	Transformers 3 Figure 30cm Mechtch Leader: Bumblebee	Transformers	Toys
B007AMQW7S	Assassins Creed Brotherhood Ezio 17,5 cm Actionfigur (Onyx-Kostüm mit Kapuze)	NECA	Toys
B005QUZW7U	Bandai - Thundercats - Lion-O - Figurine de Collection 15 cm (Import Royaume Uni)	Bandai	Toys

FBA could increase your sales by providing buyers with Amazon's delivery and customer service options. Your offers could get higher in the search results, or in the [Buy Box](#). To find out more, visit the FBA [website](#).



Low Price Opportunity Report:

Low Price Opportunities [Learn more](#)

Your Amazon.co.uk product listings that are priced higher than the lowest prices offered for those items. You may want to review the pricing of your items to ensure they are competitively priced.

Download

	Title	Condition	Your Price + Delivery (£)	Lowest Price + Delivery (£)	Number of offers	Report Run Date	Sub Condition	Lowest Merchant Fulfilled offer price (£)	Lowest Amazon Fulfilled offer price (£)	Number of Merchant fulfilled offers	Number of Amazon fulfilled offers	Your Fulfillment type
B0064J4LU	Kingston Generation 3 32GB DataTraveller USB Drive ? Red	NEW	47.99	14.54	45	May 29, 2012	NEW	14.54	14.5	45	1	Merchant

You can now also see the lowest prices and Buy Box prices in your Inventory [View](#)

Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price + Delivery NEW	Low Price + Delivery NEW	Buy Box Price + Delivery NEW	Fulfilled By
		▼		▼	▼	▼		▼			
Actions ▼	Inactive	PolisseBluRay	B0064JV3W0	Polisse Blu Ray French Import [Blu-ray] [2011]	24/05/2012 10:35:48	1	New	£789.00 -	-		Merchant
Actions ▼	Active	IntouchablesDVD	B0064JV4LU	Intouchables [FR IMPORT] French only [DVD] [2011]	24/05/2012 10:31:23	1	New	£ 990.00 -	£ 17.37 + £ 1.26		Merchant
Actions ▼	Inactive	QueenMug	B00378KNEA	Gift Republic. Coloured Stamp Bone China Mug	22/05/2012 13:10:42	AFN	New	£500.00 -	£ 6.99 + £ 0.00	£ 10.49 + £ 0.00	Amazon

Listing Quality Reports:

INVENTORY ▾ ORDERS ▾ REPORTS ▾ PERFORMANCE ▾ SETTINGS ▾

All Inventory View | [Inventory Amazon Fulfilled](#) | [Shipping](#)

6 product(s)

Search product title, SKU, ISBN, ASIN 🔍 Advanced Actions ▾ Add a product Save ⚙️ NEW

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 information. Fix an alert now by selecting Edit Details from the Actions dropdown next to the inventory file or XML. You can also [download a report](#) showing listing quality alerts.

	Actions	ASIN/ISBN	Product Name
☐ ▾			
☐ Actions ▾	(with quality alert)	phineas2	B003ZEG9SA PHINEAS & FERB FIGURES - LAIR [Toy]

Go in 'Actions' and 'Edit Details' to fill in key missing information about the product

Good quality product pages are a key driver for your sales

- [Sales Success Using Business Reports](#) / Alternative [Sales Reports Overview](#)
- [Selling Coach Reports Overview](#)
- [Notification preferences](#) / Alternative [link](#) for Marketplace accounts
- [Fix Listings with Missing Information](#)
- [Update Inventory Files](#)
- [Increasing Sales Tips](#) / Alternative: [Tips for sellers](#)
- [Fulfilment by Amazon](#)
- [Webinar Recordings](#)

The contents of our recommendations are provided for informational purposes only. No promises or assurances of future sales are intended or implied. Participation in the Selling on Amazon programme and the FBA programme is subject to the terms and conditions in the Amazon Services Europe Business Solutions Agreement and policies set forth in the FBA manual. You will be responsible for ensuring all products registered with FBA comply with such terms and policies found through this [link](#).

Thank you!

<http://services.amazon.co.uk/resources/events-webinars/>

Amazon Selling Coach

13 Low or
Out-of-Stock
Items

Update your inventory to continue selling these items without interruption. Last updated: 23/06/2012

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[Business Reports](#)

Give us feedback on this
new feature!