

Walmart SOP: Walmart Reduced Price Promotion

08/29/2024 1:06 pm CDT

Walmart Reduced Price Promotion



Who is this for?: Walmart sellers, account specialists, and catalog teams are responsible for executing price promotions on Walmart's online platforms.



Objective: The primary objective of the price promotion strategy is to boost sales of Walmart products. By offering discounted prices or special deals, the aim is to attract more customers, drive purchase decisions, and increase the overall revenue generated from product sales.

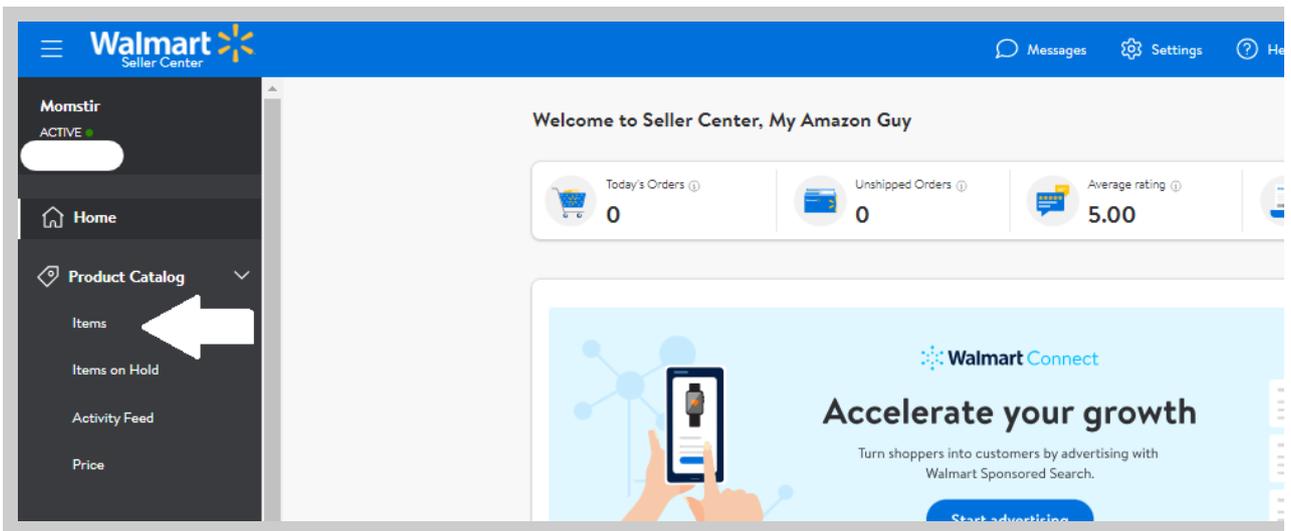
Before any price and promotions implementation, have the POC communicate, and get client's approval first. Include the proof of approval (screenshot or fireflies call link) as Task Details or as a Comment.

Instructions:

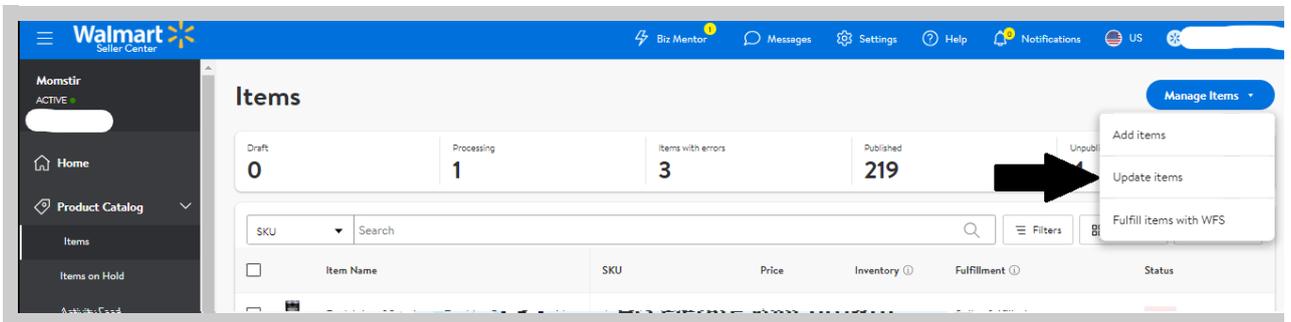
1. Log in to Walmart seller central account. Go to <https://seller.walmart.com/>

The screenshot shows the Walmart Seller Central login interface. On the left is a dark blue vertical bar with the Walmart logo. The main content area is white and contains a login form titled "Welcome!". The form has two input fields: "Email or User ID" and "Password". Below the fields is a grey "LOG IN" button and a link that says "Forgot your Password?". In the top right corner, there is a language selection dropdown menu showing "English" with a small American flag icon.

2. Download the **Price** template by going to **Items** under the **Product Catalog**.

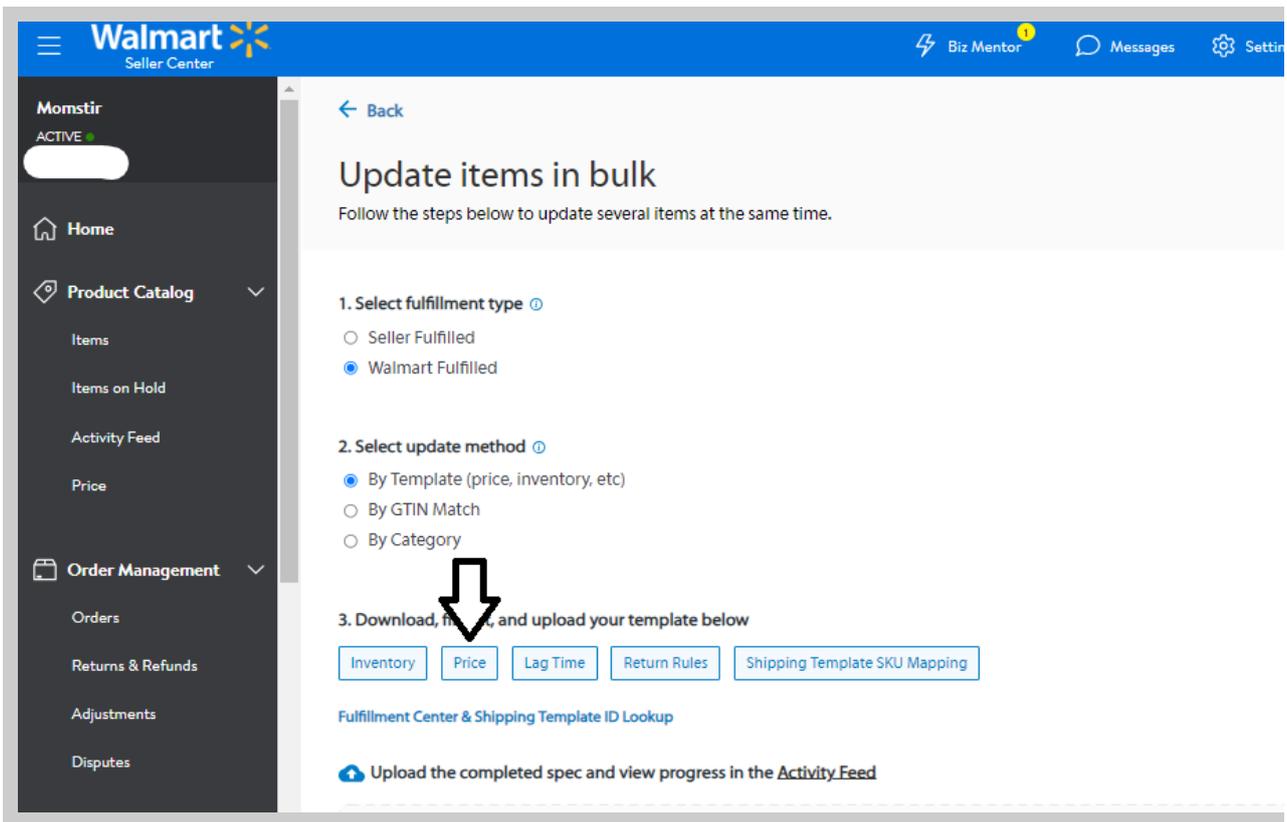


3. Click the **Manage Items** and choose **Update Items** from the dropdown.

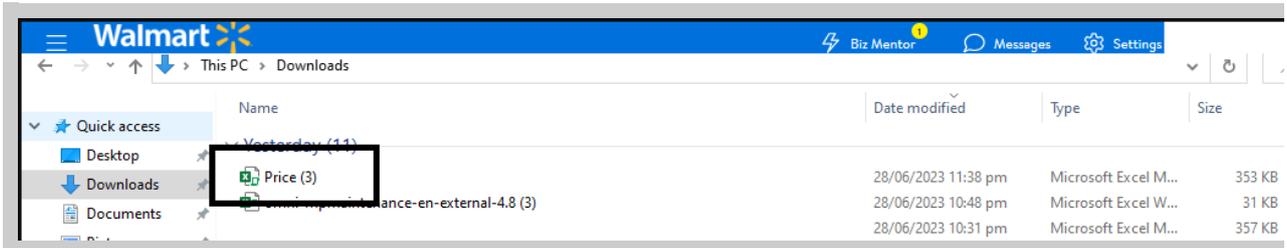


4. You will be redirected to **Update items in bulk** screen, you need to

- Select fulfillment type: **Seller Fulfilled** or **Walmart Fulfilled**
- Select update method: **By Template** (price, inventory, etc)
- Download **Price** template



5. Open the downloaded Price template.



6. To create a reduced price promotion, the following attributes need to be filled out.

- **SKU**
- **Price** (item price)
- **Promotions Status** (Choose "Active" from the dropdown)
- **Promo Price** (The submitted promo price must be at least 10% lower than the Was Price to receive strikethrough pricing.)
- **Promo Type** (Choose "Reduced" from the dropdown)
- **Promo Placement** (Leave this part, you can choose a Promo Type or Promo Placement, but not both.)
- **Promo Start Date** (format: 10-Jul-23 12:00:00 AM)
- **Promo End Date** (format: 10-Jul-23 12:00:00 AM)

Sample of the filled-out Reduced Price Promotion template

1	2	3	4	5	6	7	8	9	10
1	Version=offer-spec-3 The top 4 rows are for Walmart use only. Do not modify or delete the top 4 rows.								
3	Validate	Price		Promotions Status	Promotion 1				
4		SKU *	Price *		Promo Price	Promo Type	Promo Placement	Promo Start Date	Promo End Date
5	M	57	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
6	M	52	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
7	W	3861	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
8	SA	977	\$ 13.99	Active	\$ 11.19	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
9	IV	32	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
10	QB	Y3946	\$ 13.99	Active	\$ 11.19	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
11	ESS	LF395	\$ 13.99	Active	\$ 11.19	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
12	AERC	984	\$ 13.99	Active	\$ 11.19	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
13	SA	OM-	\$ 49.99	Active	\$ 39.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
14	M	36	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM
15	ML	143	\$ 14.99	Active	\$ 11.99	Reduced		10-Jul-23 12:00:00 AM	14-Jul-23 12:00:00 AM

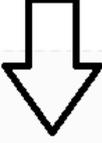
7. Once filled out, **Save** and go back to the **Update items in bulk** screen. Drag or select the filled-out price template.

3. Download, fill out, and upload your template below

Inventory Price Lag Time Return Rules Shipping Template SKU Mapping

Fulfillment Center & Shipping Template ID Lookup

Upload the completed spec and view progress in the [Activity Feed](#)



Drag & drop spec sheet or [click](#) to select files

The maximum file upload size is 25MB

8. Select the correct spec template by choosing **Bulk Pricing and Promotion Update** to continue. Next, choose **Promotional Price Updates** from the Update Type dropdown and click **Submit**.

M **ACTIVE**

Home

Product Catalog

Items

Items on Hold

Activity Feed

Price

Order Management

3. Download, fill out, and upload your template below

Inventory Price Lag Time Return Rules Shipping Template SKU Mapping

Fulfillment Center & Shipping Template ID Lookup

Upload the completed spec and view progress in the [Activity Feed](#)

Price (3).xlsm 

Select the correct spec template you are uploading.

Select Spec
Bulk Pricing and Promotion Update

Proceed by selecting the type of update you are submitting.

Update Type
Promotional Price Update 



9. A successful feed upload will show up. Wait for the file to be processed. Check the feed ID on the **Activity Feed** under **Product Catalog** to see if the update is successfully processed. The number of submitted items should be the same as the number of processed items.

- Home
- Product Catalog
- Items
- Items on Hold
- Activity Feed
- Price

Activity Feed

Progress of added and updated items can be tracked here. You can also review and fix any errors that blocked your progress.

Type to select feed type

Last updated 8 minutes ago

FEED ID	FEED TYPE	FULFILLMENT	DATE & TIME	STATUS	SUBMITTED	PROCESSED	PENDING	ERRORS	ERROR REPORT
825AD	7FE5459B73F...	Promo	Seller Fulfilled	Jun 28, 2023 10:38:49 PM	Processed	210	210	0	-

10. Check the detail page of the item from the beginning of the promotion to confirm if the promotion is correctly showing on the detail page.

art.ca > Home > Bath Accessories > Towels > Beach Towels > Canada Flag Jumbo Beach Towel



Canada Flag Jumbo Beach Towel

☆☆☆☆☆ (No Reviews) Reduced price

Now \$28 ~~\$34.99~~

You save \$6.99 (20% off)

+ Pickup, **Sat Dec 31** if ordered within 19 hours to TORONTO, ON, M5H 1A5 (\$14.95 sel

+ Shipping, **arrives by Sat Dec 31** if ordered within 19 hours to TORONTO, ON, M5H 1A5 (\$14.95 shipping fee)

Quantity:

-

1

+

Add to cart