Catalog SOP: Editing a Prime Exclusive Discount

10/09/2024 3:27 pm CDT
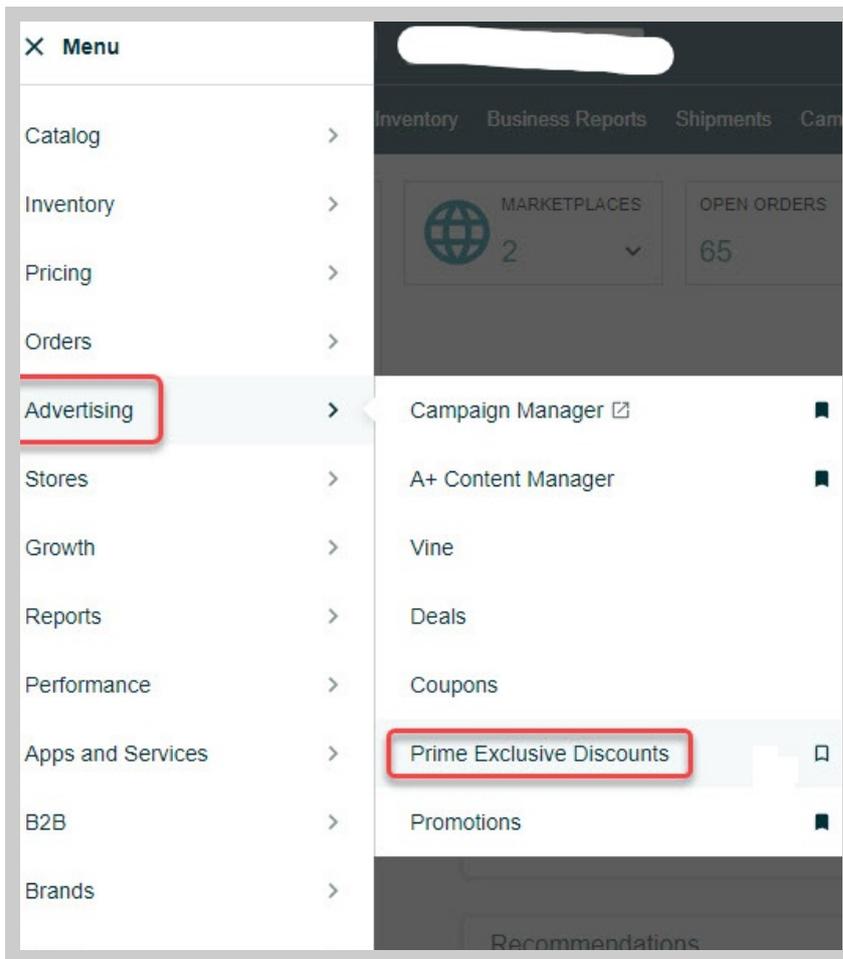
> **i** **Who is this for?** For individuals who want to edit ongoing Prime Exclusive Discounts.

> **✓** **Objective:** To outline the steps and guidelines for editing a Prime Exclusive discount from a product or service. This SOP aims to ensure a systematic and efficient process for handling the removal of Prime Exclusive discounts, maintaining transparency, and avoiding any potential errors or customer dissatisfaction.

1. You cannot edit a live Prime Exclusive Discount offer.

2. You can only edit upcoming offers, and it may take up to two hours for your changes to take effect.

3. There are two ways to edit a discount: Inline and Bulk Edit via Upload Template.

4. Unless there is an urgent cause, it is important to communicate, and get client's approval first before editing/cancelling Prime Exclusive Discount. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

5. To edit your offer Inline, select "Prime Exclusive Discounts" from the Drop-Down Menu under the "Advertising" tab on the top menu of Seller Central.

6. Locate the discount offer you wish to remove products from on the Prime Exclusive Discounts page and click the "View Details" button to the right of the offer.

7. You can now edit the Discount Type, Prime Discount, and Minimum Discount for each SKU in the table.

8. You can discard changes to an SKU by clicking the "Trash Bin" button.

9. To edit the Title and Start and End Dates, go back to the Prime Exclusive Discount main dashboard and click the current title of the discount.

Prime Exclusive Discounts Learn more

You can now submit Prime Day discount on a single product or on a set of products for Prime members.

View discount upload template

Create Discount

‹ 1 ›   10 results per page ∨

Your Prime Exclusive Discounts

Discount	Start	End	Status	Last Changed	↓	Actions
Prime Day	Prime Day Start	Prime Day End	Awaiting Upload	06/01/2023 7:34 AM		View Details ∨

10. To add more products, click the "Add More Products" link at the bottom of the page to upload an updated spreadsheet.

Prime Deals and Discounts > Prime Day

Step 1 of 3: Enter discount details

What did you want to name this discount?

Prime Day

☑ Is this a Prime Day discount?

Save discount details   Save and Add Products

11. Remember to save your changes by clicking the "Save All and Submit" button.

Cancel Edit   Save All and Submit

Product details

SKU	ASIN	Your Price	Sale Price	Prime Discount	Minimum Price	Discounted Prime Price	Status	Actions
		-	-	10.00% Off Your/Sale Price ✎	$8.00 ✎	-	❶ Suppressed. No offer available Learn more	↰

12. To edit your offer via Upload Template, edit the template first by selecting the letter "e" in Column E for any existing SKUs you want to change.

13. Select "d" to remove SKUs and "a" to add new ones.

	A	B	C	D	E
	sku	**Discount Type** **(Pick from Dropdown)**	**Prime Discount** **(Numerical value)**	**Lowest Possible Price** **(Floor Price)**	**Action Type** **(a)dd, (e)dit, or (d)elete** **(Pick from Dropdown)**
	Please enter your SKU	Please select the cell and then select one of three options from dropdown. Options are : Amount Off or Percentage Off or Fixed Price.	Only numeric value and decimal sign. Do not add "GBP", "$", "%", or any other character. Discount is calculated against your price in 'Manage Your Inventory'. *For Amount off - Enter the amount (dont include currency symbol) *For % off - Enter the percentage (don't include % sign) *For Fixed Price - Enter the fixed price you want to set (dont include currency symbol)	Only numeric value and decimal sign. This is the minimum price you will allow for Prime Exclusive Discount. The Prime Exclusive Discount will be suppressed if the discounted price falls below this price.	Please select the action would would like to take on the Discount for the sku. Use the drop down that appears when you click the cell. Select "a" to add a discount, "e" to edit a discount, or "d" to delete a discount.
		Percentage Off	20	200	▼
					a
					e
					d

14. Save the amended template with a new name, and go back to the "Prime Exclusive Discounts" page.

15. Click the current title of the Prime Exclusive Discount.

You can now submit Prime Day discount on a single product or on a set of products for Prime members.

View discount upload template

Create Discount

‹ 1 ›   10 results per page ˅

Your Prime Exclusive Discounts

Discount	Start	End	Status	Last Changed	↓	Actions
Prime Day	Prime Day Start	Prime Day End	Awaiting Upload	06/01/2023 7:34 AM		View Details ˅

16. Click the "Add More Products" link, and choose your amended template to re-upload it.

Prime Deals and Discounts > Prime Day

Step 1 of 3: Enter discount details

What did you want to name this discount?

Prime Day

☑ Is this a Prime Day discount?

Save discount details   Save and Add Products

17. Save your changes by clicking the "Save All and Submit" button.