

Merchandising SOP: Amazon List Price MRSP

03/17/2025 9:44 am CDT



Who is this for? This is intended for Amazon Sellers who need to configure the Amazon list price on a listing.



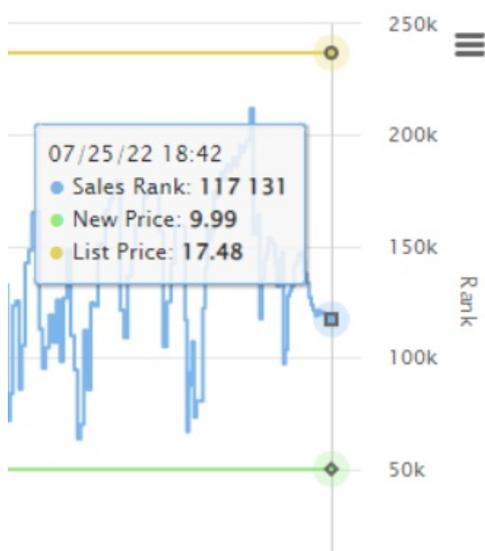
Objective: To provide step-by-step instructions for setting up the Amazon list price for a listing, ensuring that they have the necessary knowledge and skills to perform the task accurately and efficiently.

What is a List Price?

List Price, MSRP, or Suggested Retail Price is completely fabricated price data and has no bearing on the product. The manufacturer sets it up to give the illusion that the product is on sale when it's actually not, to make consumers think there's additional value.

Tools you can use: [Helium10](#)

Please refer to the image below for reference. The List Price History (yellow) will show up alongside the sales rank (blue) and price history (green) on the detail page beneath your Bullet Points section when you install the Helium10 Chrome Extension. The lack of any yellow coloring on the graph indicates that a list price has not yet been established.



Below is a sample listing on the Amazon detail page that has a List Price Setup

**Lidocaine Cream Maximum Strength - Painless
Tattoo Numbing Cream - Numbing Cream for Waxing - Skin
Numbing Cream for Piercing - Extra Strength Topical
Anesthetic with 5% Lidocaine - (2.11 Oz)**

Visit the [redacted]

★★★★☆ 83 ratings

List Price: \$24.99 Details

Price: **\$19.99** (\$9.47 / Ounce) & FREE Returns

You Save: \$5.00 (20%)

Provided below is a sample listing on the Amazon detail page that does not include a List Price Setup.

**Thatch Buster by [redacted] - Liquid Lawn Aerator and
Dethatcher, Soil Loosener, Easy to Use, 32oz Concentrate**

Visit the [redacted]

★★★★☆ 349 ratings | 48 answered questions

Price: **\$34.99** & FREE Returns

However, you may also see a price strikethrough that is **NOT related to the List Price**. This sample listing shows a 6% price drop from the item's original price. This just shows the **lowest price the item has sold for within 30 days**, or if the item is truly on sale.

**MEGA PINT Cup 12 Oz Stainless Steel Wine and Beer
Tumbler — Double Wall Insulated Tumbler with Lid — Trial
Merchandise, Johnny Depp Mug for Captain Jack Sparrow
fans + Pirate Eyepatch**

Visit the [redacted]

★★★★☆ 144 ratings

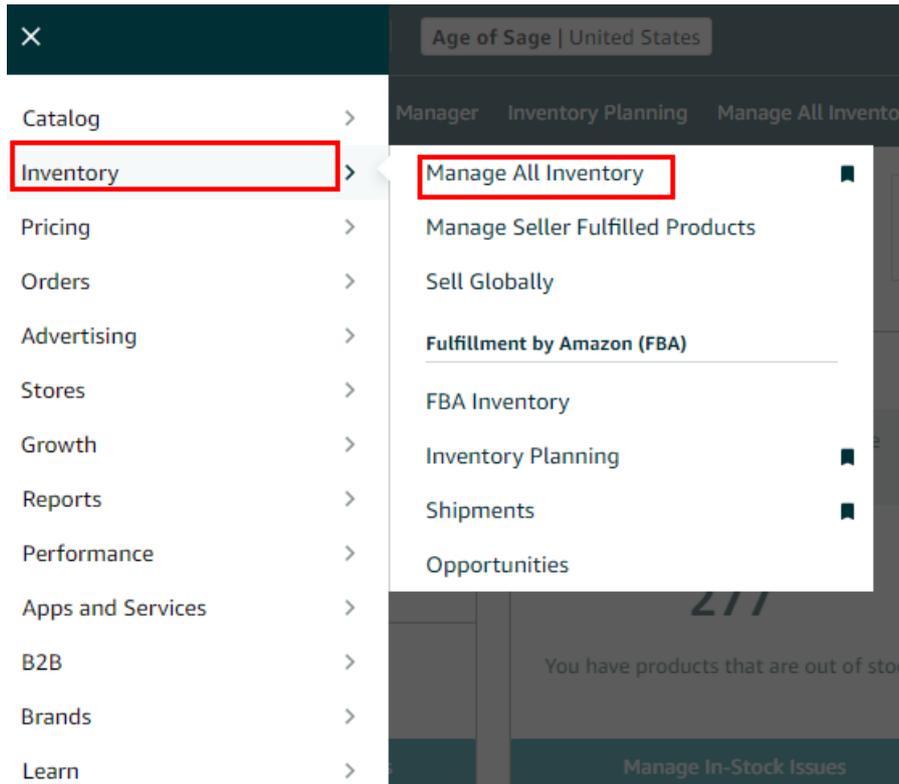
Amazon's Choice in Tumblers & Water Glasses by [redacted]

-6% **\$15⁹⁹** (\$1.33 / Fl Oz)

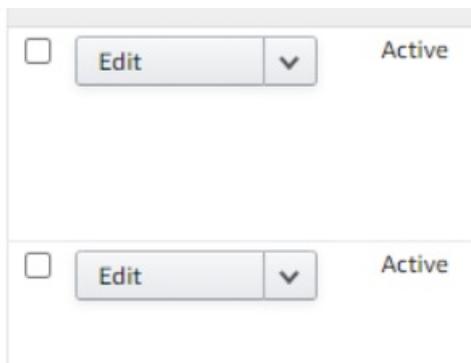
Was: \$16.99

Instructions: HOW TO SETUP LIST PRICE MANUALLY

1: Hover your mouse to **Inventory** > **Manage All Inventory**



2: Go to the Product **Edit** Page as shown below:



3: Go to the **Offer** Tab then place your List Price

IMPORTANT REMINDERS:

- If we place the List Price, it's good to put it 20% to 35% higher than the actual price of the item, or the previous highest price that the item has sold for at a price that we previously sold at. This increases the chance of the List Price displaying on the page.
- Make sure that you will not set your actual price higher than your list price to avoid future buy-box losses.

Vital Info Variations **Offer** Compliance Images Description Keywords More Details

English More attributes

Seller SKU

Product Tax Code

* Your Price ✓ Lowest price

Sale Price

Sale Start Date

Sale End Date

List Price Set List Price equal to Your Price: USD\$14.99

Additional details on about List Price:

Provide the list price for the product not including tax. The List Price is the suggested retail price of a product as provided by a manufacturer, supplier, or seller. This is not the offering or cost price.

4: Click **Save and Finish** once you confirmed the details.

5: Click **Done** and wait for 15 minutes after each change before checking again to give the system plenty of time to apply the changes.

Changes submitted ✕

Thanks for submitting your changes. If approved, changes will be reflected within 15 minutes.

FAQ

What if it did not show up at the price you set it up at?

- Sometimes strikethrough does not display on PDP if there has been no sale in the last 30 days.
- Lower it down a dollar for each adjustment until it shows up.
- Make sure you are giving it time to properly load on the system before you make any new changes.
- Wait 15 minutes after each change before checking again to give it plenty of time to apply the changes.

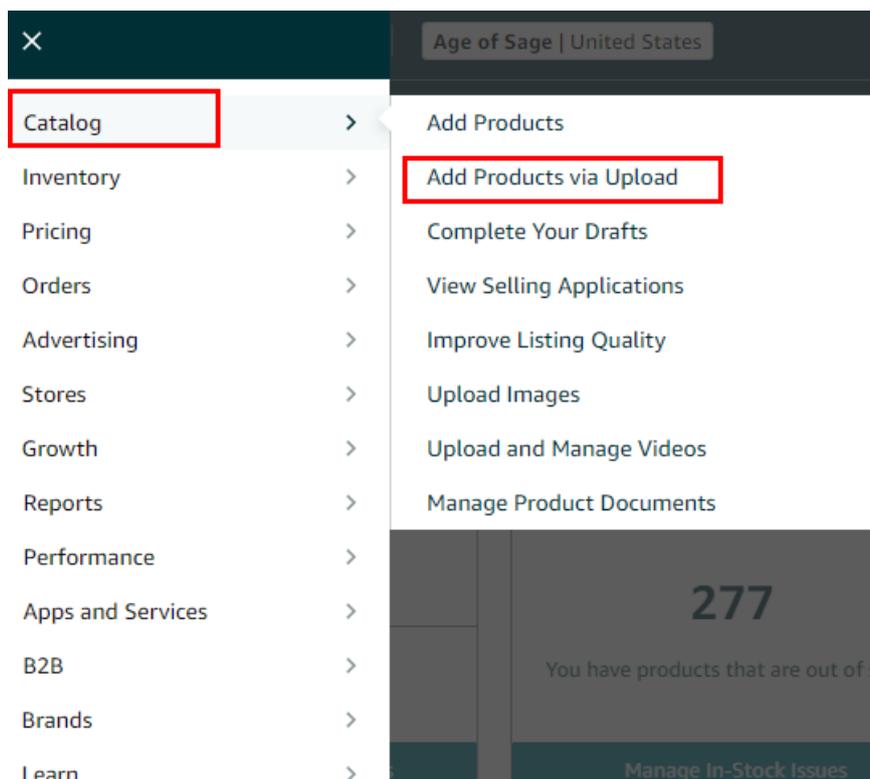
Tips on how to find the List Price if not shown under the Offer Tab:

- Some categories may show List Price under the **More Details** section
- Do a **CTRL+F** (Windows) / **CMD+F** (Apple)
- You can search for **MSRP / Suggested / List**

Instructions: HOW TO SETUP LIST PRICE IN BULK

Source: [Amazon List Price \[MSRP\] Manufacturer Suggested Retail Price Guide](#)

1: Go to the **Catalog** tab > **Add Products via Upload**



2: Download an Inventory file by going to Catalog > Add Products via Upload

Add Products via Upload [Learn more](#) [Seller University](#) [Selling application status](#)

[Download an Inventory File](#)

[Upload your Inventory File](#)

[Monitor Upload Status](#)

Create your inventory file template

You can now generate customized inventory templates specific to the type of products you sell.

Key Benefits:

-List information for different types of products across multiple categories in one template

You need to obtain approval from Amazon to list in [certain product categories](#). To apply for approval for a par

Step 1: Select the types of products you want to sell

Search tool:

[Search](#) [Clear Search](#)

OR

Product Classifier:

Appliances	>
Arts, Crafts & Sewing	>
Automotive	>
Baby Products	>
Beauty & Personal Care	>
Books	>
CDs & Vinyl	>
Cell Phones & Accessories	>

3: Choose the Correct Category path

To find the correct category path, you may check the Amazon product detail page (PDP) of the listing.

Listing Health Score **10**



Roll over image to zoom in

All Natural Mens Soap Bar - Ba
Men - Handmade Organic Bar
Man Soap for Men - Moisturizi
(4 Pack)

Visit the
★★★★★ 399 ratings | 8 answered questi

Price: **\$16.99** (\$1.06 / Ounce) & FREE Returns

Get a \$50 Gift Card: Pay \$0.00 ~~\$16.99~~ upon approv

Scent: Masculine

\$16.99 (\$1.06 / Ounce) \$16.99 (\$1.06 / Ounce)

\$16.99 (\$1.06 / Ounce)

Brand
Scent Masculine
Unit Count 16.0 Ounce
Age Range (Description) Adult

3.1 Follow the Category path of your product or listing. *Example: Beauty & Personal Care > Skin Care > Body > Cleansers*

Step 1: Select the types of products you want to sell

Search tool:

Search

Clear Search

OR

Product Classifier:

Beauty & Personal Care > Skin Care > Body > **Cleansers**

Body	>	Body Mud
Eyes	>	Body Scrubs
Face	>	Breast Enhancement Creams
Lip Care	>	Cleansers
Maternity	Select	Moisturizers
Sets & Kits	Select	Sets & Kits
Sunscreens & Tanning Products	>	

Summary of your selected products

Remove All	Selected classifications	Product Type
X	Soaps	SKIN CLEANING AGENT

3.2 Make sure to select the exact marketplace

Step 2: Select marketplaces

Select from your available marketplaces below. Selecting additional marketplaces will add offer data that yet exist in the other marketplaces, Amazon will attempt to translate and create it automatically, with

- Americas
 - Amazon.com
 - Amazon.ca
 - Amazon.com.mx

⚠ Global Selling Tool Overlap

One or more marketplaces are target marketplaces of active Build International Listings connections, if offe

3.3 Click on **Generate Template** which can be found at the bottom of the page.

Step 3: Select the type of template

Template Language
English instructions and I will enter English product information ▼

Please select a mode.
Advanced Custom

The Advanced option contains all attributes groups associated with the above selected products. This option includes "Required", "Preferred", and "Optional" attribute groups.

Generate Template

4: Fill out the bare minimum of attributes needed for updating the listing.

- SKU
- Update Delete - always use **PartialUpdate**
- Fulfillment Center ID
- Quantity (if FBM)

5: Fill out the columns that need to be updated. For this task, it would List the Price. So make sure to input the List Price that you want to add.

Example:

FBA				
Seller SKU	Quantity	Update Delete	Fulfillment Center ID	List Price
item_sku	quantity	update_delete	fulfillment_center_id	list_price
MAS <input type="text"/>		PartialUpdate	AMAZON_NA	17.99

FBM				
Seller SKU	Quantity	Update Delete	Fulfillment Center ID	List Price
item_sku	quantity	update_delete	fulfillment_center_id	list_price
MAS	349	PartialUpdate	DEFAULT	17.99

6: Once done, save the flat file and upload it to the Amazon Seller Central account.

Go to the **Catalog** tab > **Add Products via Upload** > **Upload your Inventory File**.

Reminder: Refresh the page first before attaching, and make sure you're on the right Seller Central account. Then click **"Upload file"**.

Download an Inventory File Upload your Inventory File Monitor Upload Status Upload Documents for Products

Upload file

 Validation completed
Soaps.xlsm

Replace
Reset

Processing report format

Excel
 Text

The Excel format highlights errors and warnings in the cell where they occurred, making it easy to visually pinpoint issues with your submission

Email alert

Send an email alert when the upload is complete.

Upload file

7: Review your processing report and fix errors as needed. 8: It may take some time for the updates to reflect on the Amazon detail page (PDP). Just continue to monitor the listing. To know if the values are sticking, go to the Product Listing. You should see the List Price added.

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- Lower it down a dollar for each adjustment until it shows up.
- Make sure you are giving it time to properly load on the system before you make any new changes.
- Wait 15 minutes after each change before checking again to give it plenty of time to apply the changes.

