

Catalog SOP: Managing Pricing

10/11/2024 11:11 am CDT



Who is this for? All individuals who need to update their Pricing.

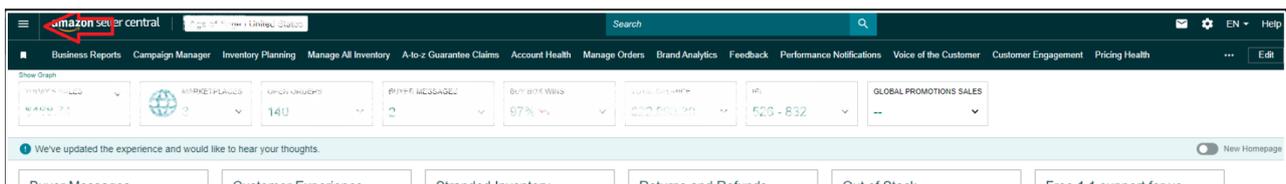


Objective: To adjust your prices quickly and automatically against your competition to increase your chance of becoming the Featured Offer.

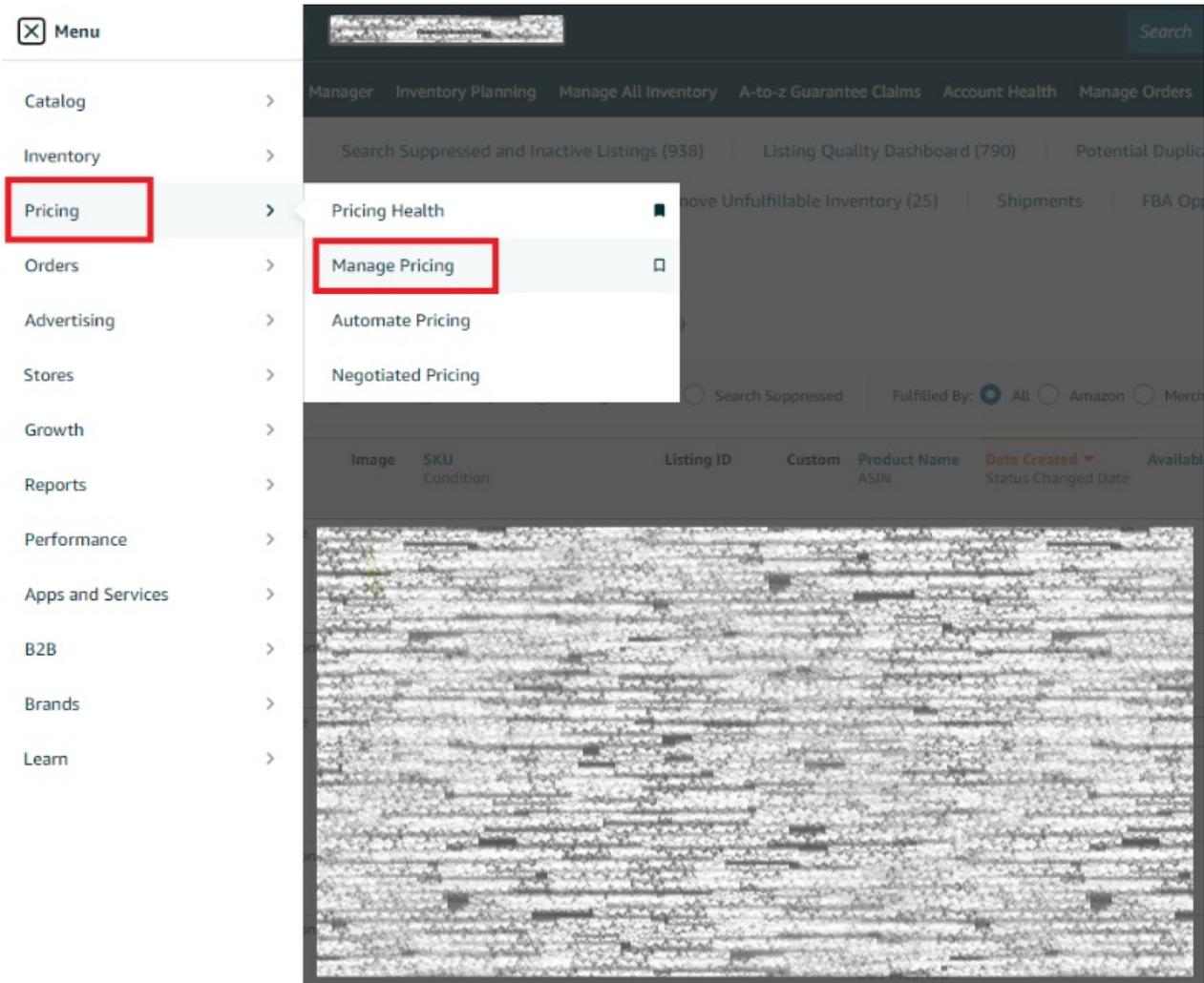
Prior any actual price change implementation, it is important to inform and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

To Manage Pricing for your listings on Amazon Seller Central, follow these steps:

1. Click the Menu icon on the upper left side to access "Manage Pricing".



2. Click Pricing → Manage Pricing



3. On the next page, you can view all your SKUs and their pricing, which includes the “Price + Shipping”, “Business Price + Shipping” (for B2B sellers), “Lowest Price + Shipping” (the lowest price currently on Amazon), and “Buy Box Price + Shipping” (the current winning price for the Buy Box).

Search Listing status Fulfilled by

1 - 8 of 8

<input type="checkbox"/>	Listing status Next step	Product details Image, Title, ASIN, and SKU	Performance Last 30 days	Inventory Fulfilled by and quantity	Price and shipping cost Pricing details	Estimated fees per unit sold
<input type="checkbox"/>	Active Aug 12, 2023, 09:44 AM		Sales Units sold Page views Sales Rank (Patio, Lawn & Garden)	Available (FBA) Inbound 51 Unfulfillable 0 Reserved 0	Price USD Minimum price USD Maximum price USD Featured Offer Business price View reference and business prices	Total fees FBA fee Calculate revenue
<input type="checkbox"/>	Active Aug 12, 2023, 09:44 AM		Sales Units sold Page views Sales Rank (Patio, Lawn & Garden)	Available (FBA) Inbound 64 Unfulfillable 0 Reserved 0	Price USD Minimum price USD Maximum price USD Featured Offer Business price View reference and business prices	Total fees FBA fee Calculate revenue
<input type="checkbox"/>	Out of stock Mar 29, 2024, 09:34 AM		Sales Units sold Page views Sales Rank (Patio, Lawn & Garden)	Available (FBM) Shipping template Backyard 0	Price USD Minimum price USD Maximum price USD Featured Offer Business price View reference and business prices	Total fees Calculate revenue

4. Click on any blue text to obtain additional information, such as the “Calculate revenue” that provides a breakdown of your net proceeds for that SKU.

Revenue Calculator

Enrolled program
Amazon Fulfillment

Item price

Amazon fees

- Referral Fee
- Fixed Closing Fee
- Variable Closing Fee
- Digital Services Fee (Effective Octob

Fulfillment cost

- Amazon Fulfillment **(Most comm**
- Your fulfillment
- Remote Fulfillment with FBA

FBA fulfillment fees ^

- Base fulfillment fee

Service add-ons

- Opaque bagging
- Tape
- Label
- Packaging

Cost per unit ⓘ **Estimated sales, 30 days** |

Estimate assumptions and limitations v

5. Take various actions from this page, such as matching the lowest price, selecting multiple SKUs for bulk action, or typing in the Buy Box price to win it.

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6. Remember to click the "Save All" button at the top right of the table to save your changes.
