

# Catalog SOP: Reading Your Pricing Dashboard

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**Who is this for?** Intended for individual who are responsible for setting and managing pricing strategies within an organization. It is especially useful for individuals who need to utilize a pricing dashboard as part of their daily activities.



**Objective:** To provide guidance on how to effectively read and interpret a pricing dashboard. It aims to help users understand the key metrics and insights provided by the dashboard, enabling them to make informed pricing decisions and optimize pricing strategies for their products or services.

**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.**

The Pricing Dashboard is a feature in Amazon Seller Central designed to help sellers manage and optimize their pricing strategies.

1. From the top menu of Seller Central, click on the "Pricing" tab. The drop down menu will show "Pricing Health", "Manage Pricing", "Automate Pricing", and "Negotiated Pricing".

2. The Dashboard page will display several sections:

- **Pricing Health** - You are responsible for setting your own prices in Amazon's store. Amazon then decides which (if any) offer to highlight for customers by selecting that offer as the Featured Offer and will not feature offers that do not meet its criteria for a great customer experience. Amazon provides the Pricing Health tool to help you make informed pricing decisions. Pricing Health provides an overview of inactive offers with potential pricing errors, offers that are currently ineligible to become the Featured Offer, offers that are close to the Featured Offer price, and sales conversion opportunities from a pricing point of view.
- **Manage Pricing** - The Manage Inventory page provides you with tools for searching, viewing, and updating your product and inventory listing information.
- **Automate Pricing** - Automate Pricing allows you to automatically adjust prices on SKUs in your catalog in response to events such as the Featured Offer (Buy Box) price, without having to revisit the SKU every time you want to change your price.
- **Negotiated Pricing** - it allows Amazon Business sellers to offer pre-negotiated prices to business customers they have already established a business relationship with. In order for business customers to take advantage of negotiated pricing, they must have an Amazon Business account and be able to provide you, the business seller, with their Amazon Business ID. The Amazon Business ID will allow you to add your business customer to your Negotiated pricing customer list. Once added, you can upload and manage your pre-negotiated prices for each business customer on the negotiated pricing page.

