Catalog SOP: Managing Your Price Competitiveness

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> **i** **Who is this for?** Amazon sellers or brand owners have the primary responsibility for managing Amazon listing price competitiveness.

> **✓** **Objective:** To ensure that your products are priced competitively within the Amazon marketplace. This objective is important because pricing plays a significant role in determining your product's visibility, sales, and overall success on the platform.

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.

Note : For these items, you have several options.

- Match the Featured Offer price, on all offers for the same ASIN and condition. Also compare with prices from retailers outside Amazon. Continue automated pricing after updating prices elsewhere.

- Automate Pricing helps you stay price competitive by automatically adjusting your prices in real-time, which may increase your likelihood of being the Featured Offer (Buy Box).

- Reference Prices may refer to the Featured Offer (Buy Box) price, Price derived from the per unit Featured Offer price based on smaller packs of this product, 60-day average selling price, or list price.

1. From the "Menu" click on "Pricing" then "Pricing Health"

2. Go to the "Pricing Opportunities" section. **Note :** If there are eligible ASINs for the featured offer it will show here and just download the report.

Alternative way of checking for the Featured Offer Price

1. Via the Manage All Inventory Page

   a. From the Menu go to "Inventory" then "Manage All Inventory".

b. Select the listing you want to check and go to the "Price and Shipping cost "column to see the Featured Offer price

Note : For this Option you can not see the winning rate for the Featured Offer. If you wish to see your Winning Rate click on the SKU then scroll down until the "Pricing" portion.

2. Via the Help Hub.

a. Enter the ASIN that you wish to check on the Dialogue box provided

You may also check this SOP for better Understanding of the Buy Box.