Catalog SOP: Fixing Price Alerts

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> **Who is this for?** This is designed for sellers on Amazon's Seller Central platform who have received notifications about potential pricing errors in their listings and have had their listings deactivated as a result. It is intended to guide sellers on how to fix the price alerts and reactivate their listings successfully.

> **Objective:** To provide a step-by-step process for sellers to address and resolve pricing errors detected by Amazon. By following the outlined steps, sellers will be able to reactivate their listings by demonstrating that their prices are intentional and in compliance with Amazon's pricing policies.

Amazon takes the issue of pricing errors seriously in order to maintain customer trust and fair competition. When Amazon detects potential pricing errors in your listings, they will notify you and may deactivate the affected listings to prevent any negative customer experiences. By following the steps outlined in this SOP, you will be able to address the pricing errors and successfully reactivate your listings. Amazon frequently checks the market prices of the products to look for pricing strategies that can undermine a customer's trust.

What will happen?

When Amazon detects potential pricing errors in your listings, they will notify you. In more serious cases, might deactivate the affected listings to avoid a potentially negative customer experience, if Amazon's algorithm believes your product is priced too low or too high.

Step 1: In the Seller Central Menu, Under Inventory Tab select "**Manage All Inventory**". You will see "**Price Alert**" in the Listing tools Section If there is any. After that, you can view all of the listings that Amazon has deactivated due to a pricing issue by selecting Inactive Choices from the Inactive Offers Overview area.

Step 2: Add a Minimum and Maximum Price. To reactivate the item, first set a minimum price, a standard price, and a maximum price for the items. This is to show Amazon that your prices are accurate, and are intentionally priced as

they are.

Make sure your sales price is between your min and max. Save your changes and see if the pricing error disappears. It will take up to 15 minutes to see the changes. Sometimes, it takes more time to reflect on the product page.

What if the current price is right?

To address the issue of your deactivated listing due to a "high" price, it is essential to create a support ticket with Amazon. The purpose of this communication is to inform them about other sellers offering the same item at higher prices, while your listing aligns with the current lowest prices available in the market.

- Clearly state the purpose of your ticket, explaining that your listing was deactivated due to a perceived high price.
- Mention that you have noticed other sellers offering the same item at higher prices, which creates an unfair discrepancy.
- Emphasize that your pricing is in line with the current lowest prices available in the market.
- To substantiate your claim, attach a screenshot showcasing the prices of the lowest-priced competitors.
- Ensure that the screenshot clearly demonstrates the comparable nature of your price to others.
- Provide any additional relevant information, such as the SKU or ASIN of your product, to facilitate their investigation.
- Express your desire for a prompt resolution and request that they reinstate your listing, as it complies with the market standards.

Remember, most of the time Amazon will likely send you a copy-paste list of links or a template response to fix a pricing error. Reopen the case and request an escalation.