

# Catalog SOP: How to Create Deals (Lightning and Best)

03/03/2025 11:07 am CST



**Who is this for?** This is for all individuals who want to create Deals (Lightning and Best).



**Objective:** To effectively create Deals (Lightning and Best).

A **Lightning Deal** is a time-bound, promotional offer where an item is featured for a limited number of hours, usually 4–12 hours (as determined by Amazon), on the Amazon Deals page. Featuring an item as a Lightning Deal may help increase sales and reduce your inventory.

A **Best Deal** (formerly known as "7-day Deal") is a time-bound, promotional offer where an item is featured for a limited number of days on the Amazon Deals page.

To be eligible for deals, you must be a professional seller with an overall rating of at least 3.5 stars.

## Guidelines for Creating Amazon Deals

- Have a sales history in Amazon stores and at least a 3-star rating.
- Include as many variations as possible.
- Not be a restricted product or an offensive, embarrassing, or inappropriate product.
- Be Prime eligible in all regions.
- New condition.
- Be compliant with customer product review policies.
- Compliant with pricing policies and have a valid reference price.
- Compliant with deal frequency requirement. To learn more, go to Create a Deal.

**Before implementing proposed deals, it is important to communicate, and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.**

### Creating Amazon Deals

- To set up Amazon Deals in Seller Central, go to **Advertising > Deals**.
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- Click on **Create Discount**.
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- A list of eligible items will be displayed. Click the **Select** button to continue.
  - You can filter the list to which **type of Deal** the listing is eligible for.
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- And to which **marketplace** the listing is eligible.
- Select an **Amazon store marketplace** to run the Deal.
  - Available only if more than one marketplace is eligible.
- Select **when** you want to run your **Deal**.
  - These dates are determined by Amazon.
  - Upcoming Prime Day, Black Friday, or Cyber Monday are also displayed here.
  - The deal fee is automatically set by Amazon.
- Click **Continue to the next step** to proceed.
  
- Review all the details.
  - You can customize the **internal description** for your own tracking.
  - **Maximum and minimum prices** can be set (not above or below what Amazon sets).
  - **Committed units** are the number of items the client is willing to enable for Amazon Deals (minimum items are automatically set by Amazon).
- Click **Submit Deal**.
- Go back to the Deal dashboard to view if the Deals are already set.
  - Past Deals' records can also be viewed here.
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