

# Catalog SOP: How to Create Prime Exclusive Discount

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**Who is this for?** All individuals who want to create prime exclusive discounts.



**Objective:** To ensure accurate and consistent implementation of the Prime Exclusive Discount program, with the goal of providing Prime members with price discounts and transparent information on savings.

**Prime Exclusive Discount** is a price discount available to Prime members. The product offers with a Prime Exclusive Discount will show a discounted price with the regular price crossed out. Buyers will also see a savings summary in search results and on product detail pages. Prices adjusted for discounts are displayed on the Featured Offer detail page for Prime members.

**Guidelines for Creating Prime Exclusive Discounts:**

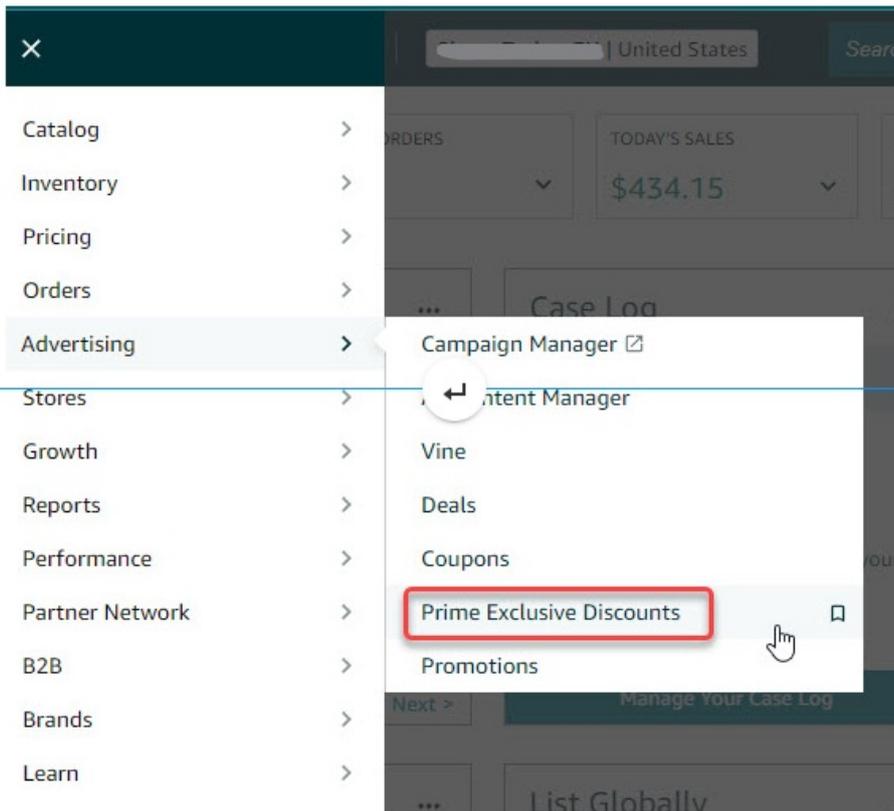
## Fall Prime Deal Event Guidelines:

- ❗ Item needs to be nationally Prime shipping eligible product.
- ❗ The Prime Exclusive Discount must meet all regular eligibility criteria.
- ❗ Product must have at least 3.5-star rating or no rating.
- ❗ The discount must be at least 20% off the non-prime member non-promotional price.
- ❗ The discount must be at most 80% off the non-prime member non-promotional price.
- ❗ The Prime Exclusive Discount price must be 10% lower than reference price (that is, List Price or Was Price). For more information, go to [Reference Prices and how to Show a reference price to your products](#).
- ❗ The Prime Exclusive Discounted price must be lower than the lowest price for the ASIN in past 30 days. The lowest price in the last 30 days is the lowest order price for the ASIN in that period including all deal, promotional, and sale prices across all merchants.
- ❗ You must be a seller with at least 4 Seller Feedback Rating when seller rating is available. We look at the last 365 day rating average if there are 10 or more ratings in that period. If there are less than 10 ratings in last 365 days, we consider the lifetime average rating.

**Before implementing, it is important to communicate, and get client's approval if they will opt for Prime exclusive discounts. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.**

**Creating Prime Exclusive Discounts:**

- To set up Amazon Promotions in Seller Central, go to [Advertising > Prime Exclusive Discounts](#).



- Click on **Create Discount**.

## Prime Exclusive Discounts [Learn more](#)

You can now submit Fall Prime Deal Event discount on a single product or on a set of products for Prime members.

[Create Discount](#)

- You can manually set the **Discount Start** and **End Date**.

## Step 1 of 3: Enter discount details

What did you want to name this discount?

Is this a Fall Prime Deal Event discount?

Discount start date

Discount end date

Discount duration: 00 days 00 hours 00 minutes

Save discount details

Save and Add Products

- If you are creating the discount for the Prime Deal Event, just tick the box before it. Type in the name of the discount for quick ID. Then click **Save and Add Products**.

## Step 1 of 3: Enter discount details

What did you want to name this discount?

Skater Trainer Prime Day Fall

Is this a Fall Prime Deal Event discount?

Save discount details

Save and Add Products

- There are 2 ways to add products, manually **Entering the Details** and using **Bulk File**.

## Step 2 of 3: Add product details for Skater Trainer Prime Day Fall

① A Prime Exclusive Discount can have maximum of 500 SKUs.

② You can enter up to 30 SKUs at a time on this page, or you can bulk upload SKUs using our upload template.

Enter details  Upload file

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
2	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
3	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>

### Adding SKUs Manually

- Type in the **SKU** of the listing, then select the **Discount Type: Amount Off** or **Percentage Off**

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	J9-3KYH-9QTG	Amount Off <input type="button" value="^"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
2	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
3	<input type="text"/>	Percentage Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>

### Amount Off

- Fill in the amount of **Prime Discount**. This is the amount to be deducted from the regular price.
- The **Minimum Price** should be **equal to or lower than the final discounted price**.
- The **Operation** should be set to **Add**.

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	J9-3KYH-9QTG	Amount Off <input type="button" value="v"/>	\$ 10 <input type="button" value="ⓘ"/>	\$ 26 <input type="text"/>	Add <input type="button" value="v"/>
2	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>
3	<input type="text"/>	Amount Off <input type="button" value="v"/>	\$ <input type="text"/> <input type="button" value="ⓘ"/>	\$ <input type="text"/>	Add <input type="button" value="v"/>

### Percentage Off

- Fill in the percentage of **Prime Discount**.
- You'll need to compute the **Minimum Price** based on the percentage discount.
- The **Minimum Price** should be **equal to or lower than the final discounted price**.
- The **Operation** should be set to **Add**.

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	J9-3KYH-9QTG	Percentage Off	20 %	\$ 29	Add
2		Amount Off	\$	\$	Add
3		Amount Off	\$	\$	Add

- Click the “+” sign if you need to add more SKUs. The maximum number is 30 SKUs.
- Then click **Submit** button once done.

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1	J9-3KYH-9QTG	Percentage Off	20 %	\$ 29	Add
2	ST2_BlK_2pk-FBA	Percentage Off	20 %	\$ 27	Add
3	ST2_Red_2pk-FBA	Percentage Off	20 %	\$ 27	Add
4	ST-2_BlK_1	Percentage Off	23 %	\$ 19	Add
5	ST-2_Red_1	Percentage Off	23 %	\$ 19	Add
6	ST-Stand-Clear-UPC	Percentage Off	20 %	\$ 9	Add
7	ST-Stand-Blk	Percentage Off	20 %	\$ 10	Add

+

- Once submitted, the dashboard should display the automatically generated **Discounted Prime Price**.

Prime Deals and Discounts > Discount Details

**Prime Day Fall** [Edit discount details](#)

✓ **Fall Prime Deal Event Discount.** This Prime Exclusive Discount must be at least 20% off Your Price or Sale Price, whichever is lower. Discounts not meeting the guidelines will be suppressed later. [Learn More.](#)

Start: Fall Prime Deal Event Start      End: Fall Prime Deal Event End      Last Changed: 9/29/22 10:17 AM

< 1 >    10 results per page

Filters |  Amount Off  Percentage Off  Fixed Price |  Scheduled  Suppressed |

SKU	ASIN	Your Price	Sale Price	Prime Discount	Minimum Price	Discounted Prime Price	Status	Actions
ST-Stand-Blk	B000000009	\$12.95	-	20.00% Off Your/Sale Price	\$10.00	\$10.36	Scheduled	
ST2_BlK_2pk-FBA	B00000000G	\$35.00	-	20.00% Off Your/Sale Price	\$27.00	\$28.00	Scheduled	
ST-2_Red_1	B00000000S	\$25.95	-	23.00% Off Your/Sale Price	\$19.00	\$19.98	Scheduled	
ST2_Red_2pk-FBA	B00000000S	\$35.00	-	20.00% Off Your/Sale Price	\$27.00	\$28.00	Scheduled	
ST-2_BlK_1	B00000000I	\$25.95	-	23.00% Off Your/Sale Price	\$19.00	\$19.98	Scheduled	
ST-Stand-Clear-UPC	B00000000Y	\$11.95	-	20.00% Off Your/Sale Price	\$9.00	\$9.56	Scheduled	
J9-3KYH-9QTG	B00000000V	\$36.99	-	20.00% Off Your/Sale Price	\$29.00	\$29.59	Scheduled	

### Adding SKUs Using Bulk File

- Select **Upload File**. This will enable you to download the template file. Hover your mouse to **View upload template**, then click to download.

## Step 2 of 3: Add product details for Prime Fall Exclusive Discount

- i** A Prime Exclusive Discount can have maximum of 500 SKUs.
- i** You can enter up to 30 SKUs at a time on this page, or you can bulk upload SKUs using our upload template.

Enter details  Upload file

[View upload template](#)

No file chosen

- Open the downloaded file and fill in the necessary fields:
  - SKU - Up to 500 SKUs can be added using this method
  - Discount Type - Amount or Percentage
  - Prime Discount
  - Lowest Possible Price
  - Action Type - a for Add

sku	Discount Type (Pick from Dropdown)	Prime Discount (Numerical value)	Lowest Possible Price (Floor Price)	Action Type (a)dd, (e)dit, or (d)elete  (Pick from Dropdown)
<i>Please enter your SKU</i>	<i>Please select the cell and then select one of three options from dropdown. Options are : Amount Off or Percentage Off or Fixed Price.</i>	<i>Only numeric value and decimal sign. Do not add "GBP", "\$", "%", or any other character. Discount is calculated against your price in "Manage Your Inventory". *For Amount off - Enter the amount (dont include currency symbol) *For % off - Enter the percentage (don't include % sign) *For Fixed Price - Enter the fixed price you want to set (dont include currency symbol)</i>	<i>Only numeric value and decimal sign. This is the minimum price you will allow for Prime Exclusive Discount. The Prime Exclusive Discount will be suppressed if the discounted price falls below this price.</i>	<i>Please select the action would like to take on the Discount for the sku. Use the drop down that appears when you click the cell. Select "a" to add a discount, "e" to edit a discount, or "d" to delete a discount.</i>
SAGE-FABULOUS-BOX	Amount Off	6	23	a
MASCBX8650	Percentage Off	20	13	a

- Once completed, click **Choose File** and browse the filled-out template. Then click **Submit Products**.

## Step 2 of 3: Add product details for Prime Fall Exclusive Discount

- i** A Prime Exclusive Discount can have maximum of 500 SKUs.
- i** You can enter up to 30 SKUs at a time on this page, or you can bulk upload SKUs using our upload template.

Enter details  Upload file

[View upload template](#)

en\_en\_US\_PrimePriceLoader.xlsx

- Once submitted, the dashboard should display the automatically generated **Discounted Prime Price**.