Listing Creation & Management SOP: How To Identify & Solve Active Listings With No Sales Rank

03/17/2025 8:53 am CDT

> **ℹ** Who is this for? This is for all individuals and sellers with listings that do not display any BSR/ Sales Rank.

> **✓** **Objective:** To present a clear and concise set of instructions for identifying Active Listings that lack a Best Seller's Rank (BSR) and resolving the issue to display Sales Rank. The following step-by-step guide outlines the necessary actions to address this matter efficiently.

Identify Active Listing with No Sales Rank

1. Go to Seller Central Account

2. Click Manage All Inventory
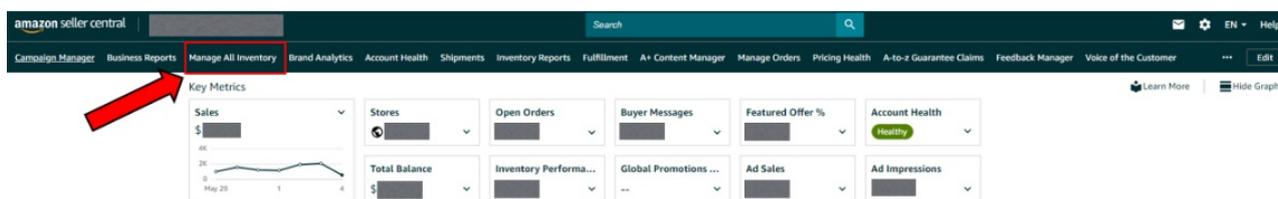
3. Make sure that Sales Rank is listed on the filters. If not, click on "Preferences"
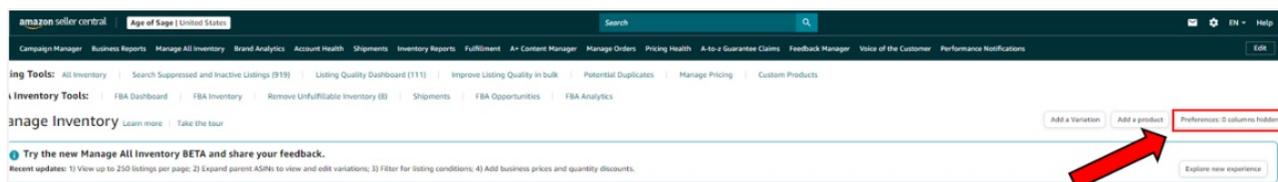
4. Tick the Sales Rank checkbox then click "Save Changes" at the bottom.

Manage Inventory Learn more

The values that you set here will be used as the defaults for viewing your inventory listings in the future. You can edit t

Column display

- ☑ Status (Recommended)
- ☑ Image (Recommended)
- ☑ SKU/Condition (Recommended)
- ☐ Listing ID
- ☑ Product Name/ASIN (Recommended)
- ☑ Date Created/Status Changed Date (Recommended)
- ☑ Available (Recommended)
- ☑ Inbound
- ☑ Unfulfillable
- ☑ Reserved
- ☑ Estimated fee per unit sold (Recommended)
- ☑ Price (Recommended)
- ☐ Business Price (Recommended)
- ☐ Lowest Price (Recommended)
- ☑ Sales Rank
- ☐ Buy Box Price
- ☑ Buy Box Eligible
- ☑ FNSKU
- ☑ Fulfilled By
- ☐ Your Minimum Price
- ☐ Your Maximum Price
- ☑ UPC/EAN

Listings with all fulfillment methods (Recommended) ⌄

Listings from sellers with any feedback rating (Recommended) ⌄

Listings with any handling time (Recommended) ⌄

Cancel   Save changes

Help | Program Policies | English ⌄

5. Search for the ASIN that is active with No Sales Rank.

Once you have identified the Active Listing with **No Sales Rank /BSR**, pull the category listings report and check if the ASIN is assigned to a category and the item type is not missing. (Check the backend as well)

6. Once logged in to seller central, under the Inventory tab click "Inventory Reports" and download the Category Listing Report (CLR).

7. If in any case that there is no Category Listing Report (CLR) option on the Inventory Reports, create a ticket to Amazon requesting to enable the Category Listing Report (CLR).

Get Help

You may be asked follow-up questions about your issue before connecting to an associate.

Go to Case Log | Get help with a new issue

Where is your issue happening? Important

Select the store

🇺🇸 United States ⌄

Select a service ⓘ

Selling on Amazon ⌄

Select an issue to resolve

|	
Inventory lost in FBA warehouse ○ Request to reconcile or reimburse missing inventory in fulfillment centers	**Listing not buyable** ○ Investigate inactive or blocked listings
Brand - update ○ Reconcile or update brand name information on the detail page	**FBA Returns Reimbursement** ○ Resolve issues related to FBA returns, refunds, and reimbursements
Inventory missing from inbound (ILAC/MFI/WMS) ○ Request a reconciliation or dispute missing units in an FBA shipment	**Adding a product** ○ Learn about how to create a listing or reconcile listing errors (5461, 5665, 8572, 8541)
Title, description, bullets update ○ Fix incorrect or missing details on the detail page, like the title, bullets, or description	**Inventory damaged in FBA warehouse** ○ Request to reconcile or reimburse for inventory damaged or disposed of in warehouse

Or, describe your issue

Hello, Amazon.

Please enable the Category Listings Reports (CLR) on this account. Thank you.

What is personal or sensitive data? ⓘ

[Continue]

8. Once the Category Listing Report is downloaded, open the file, go to the "Review" section, and click "**Unprotect sheet**". Please turn on the filter and locate the problematic listing (SKU) by searching it through the Seller SKU column.
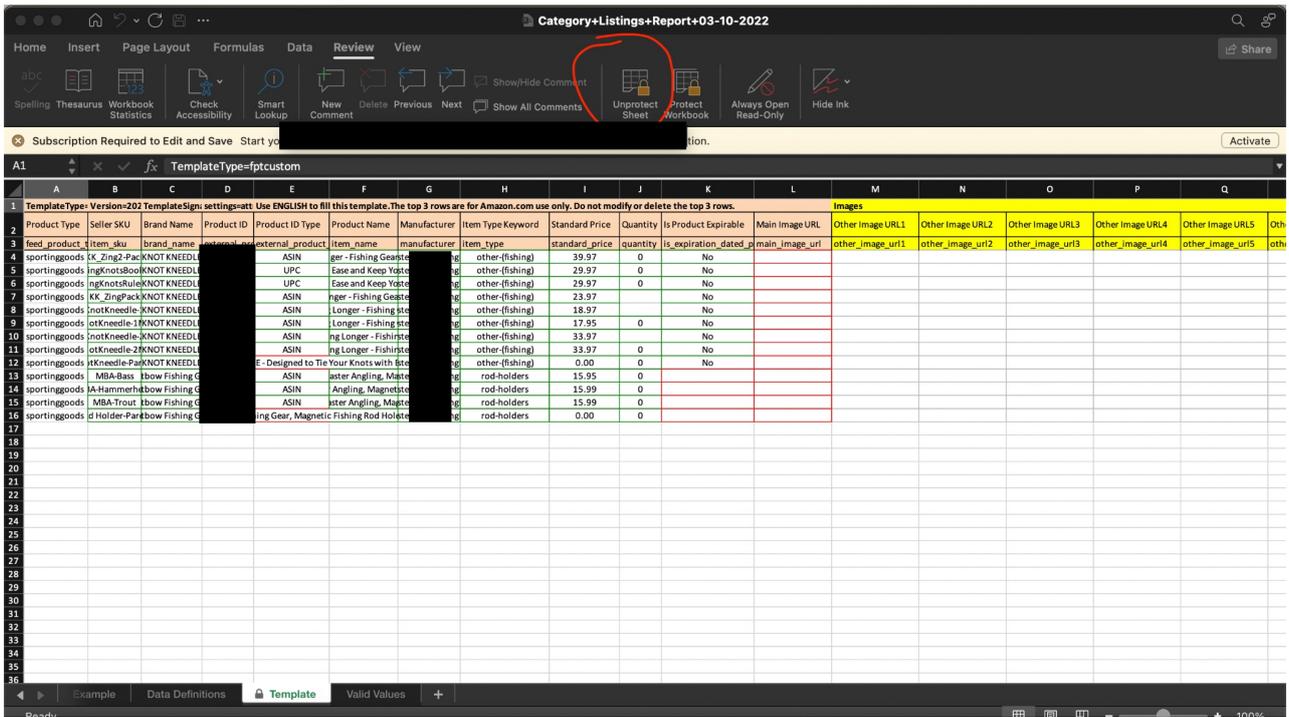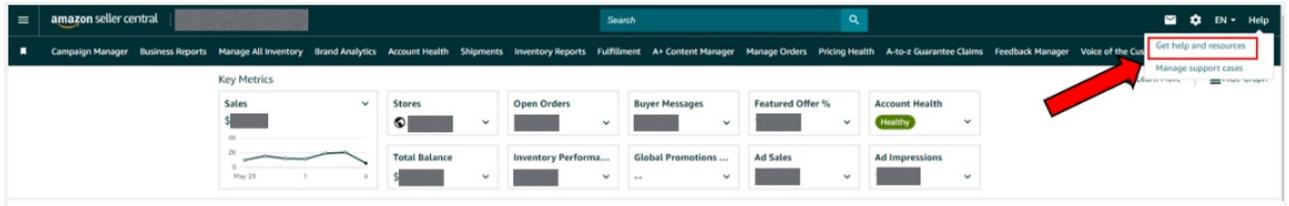
Note: Make sure you are only updating the problematic listing/s.

9. Make sure to fill in the correct category and item type and upload the flat file and create a ticket and provide the **batch ID**.

Creating a ticket for Active Listing with No Sales Rank

1. Go to Seller Central Account then Click on Help > Get help and resources in the upper-right corner.

2. Select "My issue is not listed"

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Where is your issue happening? `Important`

Select the store

🇺🇸 United States ⌄

Select a service ⓘ

Selling on Amazon ⌄

Select an issue to resolve

Inventory lost in FBA warehouse ○ Request to reconcile or reimburse missing inventory in fulfillment centers	**Listing not buyable** ○ Investigate inactive or blocked listings
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My issue is not listed

3. Describe the Issue, and hit Send

You may use this template for ticket creation:

Hi Amazon,

We found out that ASIN XXXXXX doesn't have an Amazon Sales Rank. Kindly have it displayed on our listing.

We uploaded a feed file but it hasn't fixed the issue.

Batch ID:

See the screenshot below.

Thank you,

Your Name

No Sales Rank Due To Adult Tagging/Flagging
How To Identify Adult Flagging

After filing a ticket to Amazon regarding the missing sales rank, you will receive many different reasons behind the issue. One of them is Adult Tagging. This is when your product listing was wrongfully tagged as an "adult/explicit

product" due to different reasons like:

- You added the keyword "Adult" in the backend
- A customer review has deemed your product to be an "explicit item"

Their case response will look something like this:

To solve the issue, you may proceed with filing a ticket similar to the previous steps with a few revisions:

Describe the Issue, change the email address, and hit Send. Make sure to remember 5 pointers:

1. Explain what the product really is

2. Reference any existing case proving that Amazon flagged the listing as "adult"

3. Include the affected ASINS

4. Describe the contact reason as **Product Listing Flagged As Adult**

5. Change the default email to your work email address

If the ASIN/s you supplied were not detected by the system, you may proceed with the "contact an associate" section of the said ticket.

Email Template for No Sales Rank Due To Adult Tagging

Hello Amazon,

I can see that the listings of the following ASINS have been wrongly tagged as "Adult". We will be running ads with the following ASINS soon. We are sure that we will have eligibility issues with advertising once we run Sponsored Brands and Sponsored Display ads once we get the brand registered.

These products are motorbike parts (motorcycle handlebars to be exact) For your reference please refer to case # 736XXXXXX

These are the ASINS:

B07XXXXXX

B07XXXXXX

B08XXXXXX

B08XXXXXX