

Troubleshooting SOP: How to Email Seller Executive Relations

10/09/2024 1:12 pm CDT



Who is this for? This is for all individuals and sellers that are unable to resolve their issues through seller support help.



Objective: This SOP aims to provide clear guidance and knowledge about How we can escalate our any major issue where we have no clear solution or If we can't resolve our issues through seller support help. Shortly, We can contact Amazon Seller Executive Relations in case where seller support team is unable to help us.

Summary:

Executive Chairman of Amazon, Jeff Bezos, has an email address where sellers can send feedback and complaints, and 911@amazon.com, which the Seller Executive Relations Team manages. We can reach out to them to escalate any major issue we have no clear solution to or If we can't resolve our issues through seller support help.

NOTE:

It's best to send an email to Seller Executive Relations if the cases you've sent go nowhere or if you feel that you're not getting enough support from the seller, ads, or brand registry support team.

To accomplish this:

- Instead of writing "Dear Jeff," phrase your greeting as "Dear Seller Executive Relations."
- Don't forget to add the Merchant ID or Token to the email body.

Where to find the Merchant ID?

Step 1. Go to Account Info under Settings.

The screenshot shows the Amazon Seller Central interface. At the top, there are navigation options for 'United States', 'English', and a search bar. The 'Settings' menu is open, showing options like 'Log out', 'Use new navigation', 'Account Info' (highlighted with a red box), 'Notification Preferences', 'Login Settings', 'Return Settings', 'Gift Options', 'Shipping Settings', 'Tax Settings', 'User Permissions', 'User Permissions History', 'Your Info & Policies', and 'Fulfillment by Amazon'. The main content area displays account information: 'LANCE' (07.70), 'IPI' (458), and 'GLOBAL PROMOTIONS SALES' (--). Below this, there are three cards: 'Lending' showing '\$75,500.00' with a 'Review Details' button, and 'Add More Products' with a 'Create More Listings' button.

Step 2. Click Merchant Token under Business Information.

Business Information	
Business Address	Legal Entity
Amazon Pay Account Information	Official Registered Address
Merchant Token	Business Insurance
Manage Your Brands	Language for feed processing report
Display Name	

Step 3. Grab the Merchant ID.

Merchant Token

Account Info

Your Merchant Token

A

Learn more

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- Provide a brief but detailed description of the problem, the ticket IDs if available, the action we need Amazon to do to remedy the issue, and how we tried to resolve the issue on our end before contacting them directly.

What Information to Provide in the Email Body:

- Merchant token
- A detailed but to-the-point description of your problem
- Previous case ids
- Batch IDs
- Product documents (e.g., manufacturer invoice, letter of authorization, CPC, product packaging images, etc.)

Remember:

Put relevant information and documents in the email. Refrain from telling a long story and providing much information. Just stick to the issue that's causing the resolution on a roadblock. For example, if you have no issue with the manufacturer invoice, don't include it in the email.

> WHAT SHOULD BE THE EMAIL SUBJECT?

[Seller Central Name]: [Issue]

For example

[Seller Central Name]: ASINs B0XXXXXX & B0XXXXXX Recurring Search Suppressions

> TEMPLATE EMAIL:

Dear Seller Executive Relations,

We are [Seller Central Name] – [Merchant Token ID]

[State the issue]. [State the actions you've taken to resolve] and [the result].

[Request]

[Supporting Documentation – e.g., Batch ID, product packaging images, invoice, FDA screenshot, etc.]

[Case IDs]

[Sign-off]

For example

Dear Seller Executive Relations,

I'm writing on behalf of [Seller Central Name] - Merchant Token ID: A14XXXXXXXXXT6S

We have been dealing with search suppressions of ASINs BOXXXXXX & BOXXXXXX for a week now. We have sent cases and uploaded full update feed files. It shows active once we do full updates, but after a day, they get search suppressed again.

Please look into this issue and fix them.

Here are the recent batch IDs:

batch ID: 283730019150

batch ID: 284455019151

Here are the recent case IDs:

Case ID: 10186832891

Case ID: 10168381191

Case ID: 10150905651

Warm Regards,

1. Here is the Sample Template Email in Case of Pesticide Gated ASINs:

Subject: [Seller Central Name]: ASINs BOXXXXXX & BOXXXXXX Inactive Status - Pesticide Approval

Dear Seller Executive Relations,

I'm writing on behalf of [Seller Central Name] - Merchant Token ID: A14XXXXXXXXXT6S

We have been disputing that ASINs BOXXXXXX & BOXXXXXX are not pesticide products for almost a month now, and we're losing money during this process. The listings are mattress pads, but we have deleted and relisted the listings and made sure that all of the possible pesticide claims have been removed (batch ID: 81650019157).

Please look into this issue and fix them.

Here are the batch IDs:

batch ID: 81587019157 (deleted)

batch ID: 81650019157 (update)

Here are the recent case IDs:

Case ID: 10202131401 (BOXXXXXX)

Case ID: 10114463621 (BOXXXXXX)

Warm Regards,

2. Here is the Sample Template Email in Case of Merging Reviews:

Subject: [Seller Central Name]: ASIN BOXXXXXX, Merge Reviews

Dear Seller Executive Relations,

I'm writing on behalf of [Seller Central Name] -- Merchant Token ID:A14XXXXXXXXT6S

We have been going back and forth with seller support for merging reviews of parent ASIN BOXXXXXX and its variations. We keep receiving template replies about "unusual review behavior for a product, we may place limits on reviews or the sharing of reviews for related products". We wanted to resolve the 'unusual review behavior' but we can't go anywhere as we keep receiving the same responses.

Can you please help merge the reviews of the following ASINs?

BOXXXXXX

BOXXXXXX

BOXXXXXX

BOXXXXXX

All of them have the same category.

Thank you!

Warm Regards,

3. Here is the Sample Template Email in Case of Updating Business Info or Legal Entity:

Subject: [Seller Central Name]: Legal Business Name Update

Dear Seller Executive Relations,

I'm writing on behalf of [Seller Central Name] -- Merchant Token ID:A14XXXXXXXXT6S

Our Legal Business Name needs to be changed from the owner's name (****) & SSN to the new company name (**** LLC) and Employer Identification Number (EIN).

We updated our tax information during the second week of February and submitted our W-9, EIN, and Business Account Application forms. We mailed them too. Nevertheless, the legal business name remains the same.

We have called Seller Support twice now but gave us the same response of retaking the tax information interview but there's no option to do that, rather it's asking us to wait.

Tax Information Interview

Tax identity information already received

Your information has been received and is awaiting validation. There is nothing else you need to do. During this time, you will not be able to provide any additional information or make changes. We will contact you if we require additional information.

Exit Interview

Tax Help

[Tax Information Interview Guide](#)

Select Language

English

[Contact Seller Support](#)

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Please look into this issue and update our legal business name under legal entity to *** LLC

Here are the case IDs:

Case ID: 10221460871

Case ID: 10228467981

Warm Regards,

4. Here is the Sample Template Email in Case of Browse Node or Category Change:

Subject: [Seller Central Name]: ASIN BOXXXXXX, Incorrect Category

Dear Seller Executive Relations,

I'm writing on behalf of [Seller Central Name] - Merchant Token ID:A14XXXXXXXXT6S

We have been dealing with changing the category of ASIN BOXXXXXX to the following:

Beauty & Personal Care/Skin Care/Body/Sets & Kits

Its current category is chocolate. ASIN BOXXXXXX is soap bars. We have sent multiple cases to no avail as we continue to receive rejections and template replies.

Please look into this issue and fix them.

Here are the recent case IDs:

Case ID: 10207526841

Case ID: 10243266651

Case ID: 10253050151

Warm Regards,

NOTE THIS:

We can always send almost anything to Seller Executive Relations but remember that we should've sent cases to SC help first before sending emails to

.
