

Catalog SOP: Removing a Prime Exclusive Discount

10/11/2024 11:42 am CDT



Who is this for? For individuals who are responsible for managing discounts and promotions within the e-commerce platform.

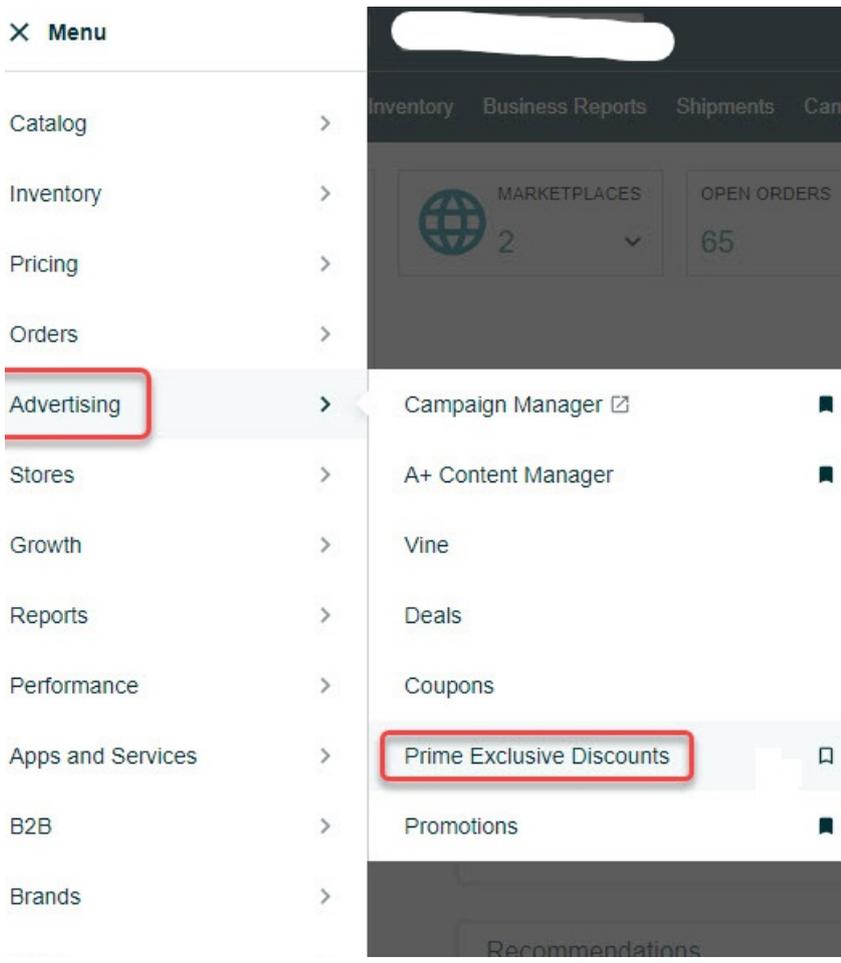


Objective: To outline the steps and guidelines for removing a Prime Exclusive discount from a product or service. This SOP aims to ensure a systematic and efficient process for handling the removal of Prime Exclusive discounts, maintaining transparency, and avoiding any potential errors or customer dissatisfaction.

There are two methods available for removing products from a Prime Exclusive Discount. You have the option to delete products either directly through the seller central platform or by uploading an Excel file containing the SKUs of the products you wish to delete. This allows flexibility in managing the discount by enabling you to remove any number of products as needed.

Before implementing, 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.

1. Select "Prime Exclusive Discounts" from the Drop-Down Menu under the "Advertising" tab on the top menu of Seller Central.



2. Locate the discount offer you wish to remove products from on the Prime Exclusive Discounts page and click the "View Details" button to the right of the offer.

Your Prime Exclusive Discounts					
Discount	Start	End	Status	Last Changed	Actions
Black Friday Discount	11/24/2022 12:00 AM	11/26/2022 12:00 AM		11/29/2022 3:56 PM	View Details

3. On the next page, select the "Trash Bin" icon along the Prime Exclusive Discount in the presented table.

Product details									
SKU	ASIN	Your Price	Sale Price	Prime Discount	Minimum Price	Discounted Prime Price	Status	Actions	
		-	-	10.00% Off Your/Sale Price	\$8.00	-	Suppressed. No offer available Learn more		
		\$13.99	-	10.00% Off Your/Sale Price	\$12.00	\$12.59	Suppressed. Price threshold error Learn more		
		-	-	10.00% Off Your/Sale Price	\$12.00	-	Suppressed. No offer available Learn more		
		-	-	10.00% Off Your/Sale Price	\$32.00	-	Suppressed. No offer available Learn more		
		\$17.99	-	10.00% Off Your/Sale Price	\$16.00	\$16.19	Suppressed. Price threshold error Learn more		
		\$12.99	-	10.00% Off Your/Sale Price	\$12.00	\$11.69	Suppressed. Discounted Prime Price is lower than your minimum allowed price Learn more		
		-	-	10.00% Off Your/Sale Price	\$12.00	-	Suppressed. No offer available Learn more		

4. Confirm the deletion by clicking the "Save All and Submit" button.

Cancel Edit

Save All and Submit

Product details								
SKU	ASIN	Your Price	Sale Price	Prime Discount	Minimum Price	Discounted Prime Price	Status	Actions
				10.00% Off Your/Sale Price	\$8.00		Suppressed. No offer available Learn more	

To remove products using the Upload Excel file method:

1. Select the letter "d" in Column E next to all the SKUs you wish to remove. Then save your amended template with a new name and return it to your Seller Central Dashboard.

A	B	C	D	E
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>
	Percentage Off	20	200	a e d

2. Select "Prime Exclusive Discounts" from the Drop-Down Menu under the "Advertising" tab on the top menu of Seller Central.

3. Locate the Prime Exclusive Discount name you created and click the link.

Your Prime Exclusive Discounts					
Discount	Start	End	Status	Last Changed	Actions
Prime Day	Prime Day Start	Prime Day End	Awaiting Upload	05/30/2023 11:22 AM	View Details

4. On the next page, click "Save and Add Products."

[Prime Deals and Discounts](#) > [Prime Day](#)

Step 1 of 3: Enter discount details

What did you want to name this discount?

Prime Day

Is this a Prime Day discount?

Save discount details

Save and Add Products

5. On the following page, click "Choose File" and browse the amended template file.

Step 2 of 3: Add product details for Prime Day

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

ⓘ 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

6. Click the "Submit Product" button to upload the file.
