

SOP: How to Manually Reprice Your Amazon FBA Inventory

Use the image below to see a visual representation of each step.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with 'amazon seller central' and 'United States'. Below that, there are tabs for 'Listing Tools' and 'FBA Inventory Tools'. The main section is 'Manage Inventory'. A search bar is at the top left of the inventory list. Below the search bar are filters for 'Status' (All, Active, Inactive, Incomplete, Listing Removed) and 'Fulfilled' (Amazon, Merchant). The inventory list has columns for Status, Image, SKU, Product Name, Date Created, Available, Inbound, Reserved, Estimated fee per unit sold, Price and shipping cost, Sales Rank, Featured Offer eligible, and FNSKU. A table of inventory items is shown with columns for these details. Red arrows point to specific elements: 1. 'Manage Inventory' link, 2. 'Active' filter, 3. 'Date Created' sort dropdown, 4. 'Price and shipping cost' column, 5. Search bar, 6. 'Your Price' input field in the 'Price and shipping cost' column, and 7. 'Save all' button.

1. Log in to your Seller Central “Manage Inventory” page at <https://sellercentral.amazon.com/inventory>

2. On the filters row be sure that only the “Active” option is selected. This will show you what items are currently in stock (no need to reprice something you don’t have in stock anymore).

3. The default setting is to sort your inventory by Date Created, but you can change that to however you want to sort and reprice your inventory (by product name, SKU, quality available, quantity inbound, quantity reserved, and your price).

4. In this list, Amazon provides you with your current price + shipping for each item, as well as the current competition’s low price, and sometimes the current featured offer (also called by resellers the “buy box” winner)... but be very careful with this information. Don’t just automatically click on the “Match price” option. Sometimes Amazon will actually give you the lowest used price even if you are selling a new item. It’s always best to open up the individual item’s product page to see for yourself what the current featured offer (buy box) price is, as well as what the competition is selling that item for, and then decide for yourself how you want to price your item. A quick click on the Product Name/ASIN link will open up the Amazon product page where you can get all the info you need to reprice wisely. Note: If you see a little check mark in the “Low Price” line, that means that you have the current lowest price.

5. If you’re looking to reprice a specific item, you can search for that item in the search bar located near the top left of the screen. You can search by product name, MSKU, ASIN, UPC, FNSKU or ISBN.

6. Under the “Your Price” column, you’ll see that your price can be updated to whatever you want to manually reprice your item for. Simply type in the new price you want.

7. There will be an orange “Save” button that appears on the far right of the page. To save your changes, simply click the “Save” button... or if you’ve updated multiple prices for multiple items on the page, click on the yellow “Save all” button. Once submitted, it takes only a few minutes for Amazon to update the prices for your items.

Just be aware that if you have any type of automatic repricer set up, any changes in pricing you do will be updated to whatever your automatic repricer is set to do.