

## Glossary of Amazon Terms



Amazon sellers can sometimes sound like they are speaking another language that makes no sense to the non-sellers of the world. This glossary is designed to help you understand the Amazon seller language.

**Amazon Prime** - Customers get free 2-day shipping from items stored in FBA warehouses. Other benefits come with an Amazon Prime membership, but shipping benefits are the main ones to think of when this word is mentioned in the course.

**Arbitrage** - Buying something at a low price in order to sell it at a higher price. Buy low, sell high.

**BOLO** - “Be on the lookout.” Amazon sellers often have BOLO items they want to find, items known to sell for a higher price on Amazon than their low price in retail stores.

**Buy Box** - The box usually located in the top right corner of an Amazon product page where a customer can buy now or add to cart. It’s the location where 70-80% of all sales originate for Amazon products.

**Disbursement** - The bi-weekly payment from Amazon based on all of your sales minus all of your fees during the past 2 weeks. If you have a negative balance with Amazon, the disbursement will be a charge on the credit card you have on file.

**Distributed Inventory Placement** - The default on every FBA account, allowing Amazon to split inbound FBA shipments into multiple destination fulfillment centers. For more info go to <http://amzn.to/2vJxjPG>

**Fast Turn** - An item that sells very quickly (usually under 30 days) once it is checked in at an Amazon FBA warehouse.

**Feedback** - A star rating from 1 to 5 that a customer gives a seller after a transaction. A 5-star feedback is the best possible feedback.

**Gated** – Closed or restricted. Usually in reference to a specific brand, Amazon category, or sub-category

**Incomplete Listings** - Listings that need to have information added or updated on the listing. You can click to edit listings and find the tab with the ! mark to update what is needed.

**Inventory Placement Service** - An option you can select to send all of your eligible inventory to a single receiving center or fulfillment center (exceptions apply). When the shipment arrives, it is split up and sent to different fulfillment centers for you. A per-item service fee applies for the

Inventory Placement Service. The destination chosen by Amazon may vary from shipment to shipment. For more info go to <http://amzn.to/2vJxjPG>

**Listing** - The product sales page of an item that is selling on Amazon. Also, the process of adding inventory to Amazon.

**LTSF** - Stands for “long-term storage fees.”

**Merchant Fulfilled** - A seller who stores their own inventory and ships their own items. This is the opposite of an FBA seller. Also known as Fulfilled by Merchant or FBM.

**One-Offs** – A single item to be sold on Amazon – the opposite of a multiple.

**Online Arbitrage** – Also known as OA; the process of buying items from a store online at a low price in order to sell on Amazon at a higher price for a profit.

**Price Tanking** - When competitors sell products at a lower price than in the past in order to get the next sale. The price goes down as multiple sellers all lower their prices.

**Prime** - Customers get free 2-day shipping from items stored in FBA warehouses. Other benefits come with an Amazon Prime membership, but shipping benefits are the main ones to think of when this word is mentioned in the course.

**Q4** - Short for “Fourth Quarter” and refers to the last 3 months of the year where sales on Amazon tend to increase at a significant rate.

**Replen** – Short for “replenishable.” An item that can be sourced, sold, and then replenished very easily.

**Repricer** - A program that automatically updates your price based upon the setting you use to make those pricing decisions.

**Repricing** - Updating the prices of your items on Amazon - either manually or with a repricer.

**Restricted** – See “Gated.”

**Retail Arbitrage** - Also known as RA; the process of buying items at retail stores at a low price in order to sell on Amazon at a higher price for a profit.

**Scale the business** - Properly optimizing resources and efforts to improve the results of your business, leading to better results with less work involved.

**Scouting** - See "sourcing."

**Sourcing** - Looking for inventory to sell. Usually referring to retail arbitrage, but can apply to online arbitrage and wholesale.

**Split Shipments** - See "Distributed Inventory Placement."

**Suppressed Listing** - An item at an Amazon warehouse but the listing is suppressed (not seen by customers). There can be multiple reasons for Amazon to suppress a listing. More info on suppressed listings can be found here: <http://amzn.to/2r1KKZd>

**TOS** - Short for "Terms of Services" and refers to Amazon's rules that all sellers must agree to in order to be approved to sell on Amazon. Breaking these rules can lead to an account suspension.

**Ungated** – Getting approved to sell in a specific Amazon category, subcategory, or specific brand.

**VA** - Virtual assistant - Someone you hire to take care of digital tasks for your business.

**Wholesale Arbitrage** - Buying directly from a manufacturer or distributor in bulk in order to sell on Amazon at a higher price for a profit.