

From the author of *The Reseller's Guide to Board Games*

# SELLER CENTRAL TIPS



Reimbursements, refunds,  
and how to correct other  
possible Amazon glitches

Stephen & Rebecca Smotherman

# Seller Central Tips:

## Reimbursements, refunds, and how to correct other possible Amazon glitches

By Stephen and Rebecca Smotherman

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## Introduction

### The problem

Imagine you owned a retail store, but things were going dramatically wrong. You have a lot of items on your shelves, ready to be sold, but not all of them were priced correctly. Not only that, but you keep finding items that were lost or damaged, and it wasn't even your fault. To make things worse, one of your employees kept some of your items "in the back," claiming they weren't packaged properly, except they were packaged just fine. And just in case that wasn't bad enough, the new guy you just hired keeps accepting returns without actually getting the original items back in stock.

Operating a business this way just won't cut it in the long run. It equates to money you're continually flushing down the toilet.

You and I both know there is a better way to run the retail store described above. What we can easily forget is that many times these same problems happen to us as online FBA sellers. Amazon loses and damages inventory every day, but doesn't always tell us. They accept returns on our behalf, but don't always get the items returned to our inventory. They flag certain items because they weren't properly prepared (poly bagged, bubble wrapped, etc), except we know that they're wrong because we correctly prepared the items ourselves. To make things worse, when Amazon flags an item more than once, we no longer can send any more of those items in to sell. More often than not, these inventory mistakes are not ours, but Amazon's.

Competition on Amazon can be fierce. By some estimates, Amazon receives nearly 214.8 million unique visitors each month (as of early 2020 - [source](#)). Those visitors collectively spend more than \$500,000 a minute all day, every day. Items in your inventory that are not optimized are items you will not sell. With this knowledge, it's vital to correct these mistakes.

### The solution

A few minutes every few days is all it takes to stay on top of your FBA inventory issues and stay current in your refunds and reimbursements from Amazon.

The tips included in this ebook first appeared as a series on our blog, [Full-Time FBA](#). At the end of each chapter in this ebook, we've included pertinent follow-up questions and comments generated by the original blog posts. Our blog readers

often provide valuable information and insights, so we couldn't leave them out when compiling this book!

### A little about us

My name is Stephen Smotherman, and I'm honored that you've chosen to read this book. I've been selling online for over 20 years. Back in 1998, I discovered selling on eBay and got hooked. Selling on eBay was a fun hobby for me for over a decade, and it helped pay some of the bills. I became an eBay PowerSeller with Top Rated Seller Status and held those honors for many years.



In 2011, I found myself desperately looking for a good paying job. I was a single dad trying to find a way to raise my 4 young boys without having to put them all in daycare or after-school care. I needed a way to work from home and make a full-time income. In late 2011, I discovered selling on Amazon via FBA. My whole e-commerce business began to transition from selling on eBay to selling on Amazon. I still sell on eBay every now and then, but Amazon gets the bulk of my business. In fact, Amazon has recognized me as a Top Holiday Seller. That means out of all sellers on Amazon, my sales were in the top 25% as well as having an A+ customer satisfaction rating. Amazon no longer awards sellers for being Top Holiday Sellers, but it was a fun honor to receive that award.

Selling on Amazon has helped move my e-commerce business from a hobby to the way I now earn a full-time income. I've made a full-time income as an online reseller since 2012, and I absolutely love it. I enjoy being my own boss, working from home, and setting my own hours. I love being able to go treasure hunting and get paid for it. The freedom that working FBA provides is awesome.

In my personal life, my story changed forever for the good in 2013 when I married Rebecca. She began working part-time with me on my Amazon business shortly before the wedding, and we have loved being partners in life and in business. Rebecca has increasingly taken on more responsibility in our Amazon business, and since 2015 she has been in charge of all of our online arbitrage (OA), while I am responsible for our retail arbitrage (RA) and wholesale sourcing.



Since we are able to earn a full-time income by selling online and spending only part-time hours, we decided to blog about it. If you're ever curious how we are able to sell on Amazon via FBA and earn a full-time income, then come join Rebecca and me over at [www.fulltimefba.com](http://www.fulltimefba.com). You can subscribe to updates, get a bunch of



freebies, and hear our stories. We offer tons of free tips and tricks on how to best manage a full-time FBA business. We update the blog often and are always offering fresh content.

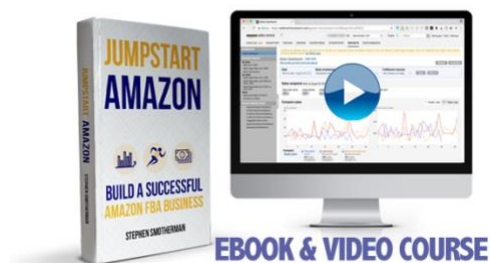
### Basic understanding of Amazon FBA

I don't want to assume everyone reading this book is familiar with the ins and outs of online reselling. To make the most out of the knowledge in this book, you need to know the basics about buying/selling on Amazon via FBA. If you don't have a foundational knowledge of selling on Amazon via FBA, check out this beginning-level resource:

#### [JumpStart Amazon: Build a Successful Amazon FBA Business](#) by Stephen

Smotherman – *JumpStart Amazon*, the definitive course about selling via Amazon FBA, is a combination ebook (200+ pages) and video course (10+ hours) that walks you through, step-by-step, how to set up and run a

successful Amazon business. The content in the ebook and videos are the same, so you can choose how you would most like to consume the content (read or watch). From creating your Amazon account and structuring your home-based business to finding profitable products and maximizing your profits, this course will show you how to not just start your Amazon business but also set yourself up for long-term success.



### Disclaimers

While the purpose of this book is to show you how to correct, fix, and repair many of the mistakes that both we and Amazon make, I know that each person reading this book will have results that are his or her own. The contents of this book are based on my opinions and experiences with Seller Central and are not a guarantee that the reader will be able to replicate the results from the formulas contained in this book. Amazon's rules and procedures are often updated, so be sure to familiarize yourself with the Amazon guidelines for the most recent information.

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document contained herein. I am not associated with or a representative of Amazon, or any other company mentioned herein unless specifically noted. I may receive affiliate revenue if you purchase or click-through any of the links within this book.

### **Note about screenshots**

We have included instructions and screenshots of Seller Central throughout this ebook. Amazon continually updates their user interface, so some of the images or instructions might have slight adaptations between the ebook version and the current desktop or mobile version of Seller Central. The basic principles of the book should still apply, even if Amazon Seller Central's interface has received updates.

### **Moving forward**

Everyone makes mistakes, but one of the biggest mistakes you can make is not seeking help from Amazon to correct problems in your inventory. Items in your inventory that are lost, damaged, or flagged are not making you any money. In fact, they are *costing* you money as you keep paying storage fees for these items sitting in a FBA warehouse, even if they're not available for purchase. After applying the methods in this book, your inventory will be optimized, your items priced competitively, and your Amazon payouts increased.

Looking forward to seeing you on the blog,

Stephen & Rebecca Smotherman

[www.fulltimefba.com](http://www.fulltimefba.com)

## Seller Central Tip #1:

### How to Check if “Returned” Items are Actually Returned to FBA

It happens probably more often than you know. A customer requests a refund from Amazon but never actually returns the refunded item. Amazon is supposed to automatically reimburse you after 45 days, but sometimes Amazon “forgets.” Of course, Amazon doesn’t really forget, but for some reason, these reimbursements are not always done 100% of the time. When this happens, it’s up to you to contact Amazon and remind them they owe you a reimbursement.



When Amazon refunds your customer, Seller Support will send you an email with the subject line that begins with “Refund initiated for order...” I always move these emails to a dedicated folder in my email system. Amazon allows the customer 45 days to return the item to Amazon, so it’s a good idea to set up a reminder on your smart phone to check on this item in 45 days.

Ok, so saving these return notification emails from Amazon is a good idea, but what happens if you didn’t save that email? Well, you’re in luck because there is another way to see what items have been returned (and why).

1. Log in to Seller Central and click on REPORTS at the top of the screen.
2. Click on the FULFILLMENT link under REPORTS.
3. In the CUSTOMER CONCESSIONS section from the left side column, click on FBA CUSTOMER RETURNS.

Or you can follow these steps to generate a Returns Report:

1. Log in to Seller Central and hover the cursor over REPORTS at the top of the screen.
2. Click on the PAYMENTS link under REPORTS.
3. Click on the TRANSACTION VIEW tab.
4. From there filter view by Refund, select the time frame, and click Update.

Now that we know what items have been refunded to your customers, we need to find out if the items have indeed been returned. Here is how to do that (skip to step 7 if you have the Merchant SKU or ASIN from the above-mentioned Returns Report):



## Seller Central Tips

1. Look at your refund notification email from Amazon and copy the order number.
2. Log in to Seller Central and hover the cursor over ORDERS at the top of the screen.
3. Click on MANAGE ORDERS.
4. Paste the order number in the search bar and click SEARCH at the bottom of the page.
5. On the next page, you'll be able to see exactly which item was returned. From this page, copy the item's Merchant SKU.
6. Now, on the top of the Seller Central page, hover over REPORTS and click on FULFILLMENT.
7. On the left side column, in the Inventory section, click on the SHOW MORE option.
8. Click on INVENTORY EVENT DETAIL
9. Paste the Merchant SKU in the search bar, make sure the event date includes the date of purchase (or just choose last 365 days if you're not sure) and click GENERATE REPORT.
10. From there you should see all of the activity this item has experienced. Here is how to understand this report:

### Transaction Type

- **Receipt** – Amazon warehouse has received this item from the seller
- **WhseTransfers** – Amazon moved the item to a different fulfillment center
- **Adjustments** – Amazon lost, damaged or found your inventory
- **Shipments** – Item was shipped to a customer
- **CustomerReturns** – Customer returned an item to Amazon warehouse
- **VendorReturns** – Seller removed item to return it to them

If the customer returned the item to Amazon, then you should see an entry for CustomerReturns and a positive number in the quantity column.

Below is an example of an item that was received by an Amazon warehouse on May 24, 2017. A customer purchased the item on June 16 and returned it to Amazon on July 4.

Event Date: 8/11/16 - 8/11/17  
Displaying Items 1 to 3

Date	Transaction Type	FNSKU	Merchant SKU	FC	Quantity	Disposition
July 4, 2017	CustomerReturns			SDF9	1	Sellable
June 16, 2017	Shipments			IND4	-1	Sellable
May 24, 2017	Receipts			IND4	1	Sellable

Displaying Items 1 to 3

## Seller Central Tips

If you see there is no entry for CustomerReturns on this report and the 45-day window has passed, then it's up to you to contact Seller Support and open up a case.

Here is [a quick video walk-through on how to open up a case with Seller Support](#).

When you open the case with Seller Support, simply ask them to look into this return for you. After I enter in the specific item information, I usually say something like this: "The buyer of this item was given a refund, but failed to return the item to an FBA warehouse. It's been over 45 days since the refund was given. Please reimburse me the original sales price.



Thank you." Most of the time I'll get a quick response from Amazon stating that a reimbursement will be issued soon.

If you ever get a response from Amazon stating something like "this item was returned to Amazon on 7/12/17 and was added to your inventory," then you can follow up and send them a screen shot of the Inventory Detail Report. You can ask them to look again as this item's Inventory Detail Report doesn't show the item was returned to your inventory. This will help you avoid a Seller Support worker who is using a standard "copy and paste" response and not actually looking into the details of the item.

### **Follow-up question from Beth:**

How do you handle an item that you have multiples of? How would you ever know if a refunded item had been returned? Thx for your help.

### **Stephen:**

Great question! You could run the Inventory Detail Report and see if there are any CustomerReturn entries, but it's possible with multiples you could have multiple returns. To make things easiest, I would just open up a case and ask Amazon to look into it anyway. They have the information... so since they don't offer it up in an "easy to find out" way, go ahead and ask them to look into it. They will be able to tell you if the item was returned and added back to your inventory at any time.

## Seller Central Tips

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/returns](http://www.fulltimefba.com/returns) in your browser bar.

## **Seller Central Tip #2:**

### **How to Get Reimbursed for Unfulfillable Inventory**

The further you get into selling through FBA, the more you'll see that Amazon's inventory system doesn't always work just as expected. When I (Rebecca) started working with Stephen on his FBA business, I would look at our inventory from time to time and wonder why there were items flagged as inactive, incomplete, or unfulfillable — and why Amazon didn't do something to fix those inventory items. When those items are flagged, they're not available for purchase, and that's just not good for business!

So I started learning the process of doing a few simple tasks to correct these flags, get reimbursement for damaged or lost items, or have items returned to us, whichever the case may be. I came to realize that these problems with inventory items are our responsibility to remedy, not Amazon's responsibility. I became determined to get our inventory list under control and in order — and stop losing money on items that are just sitting there in a warehouse but unavailable to purchase.

Over time, we settled into a routine where I regularly checked for certain flags or errors in the system. When I first got started, it took me a few hours over the course of a few days to wade through the mess that our inventory had become. For so long we had been operating under a habit of buy, buy, buy, pack, pack, pack, ship, ship, ship, and then go buy, buy, buy again. We weren't making time to keep up with the endless paperwork (or screenwork, as the case may be) that comes with maintaining a large inventory. As a result, let's just say we had a mess on our hands, and it took some serious effort on our part to get it straightened out with Amazon. The result of those hours was many items reimbursed by Amazon and many items relisted and finally sold, so it was totally worth it. But I don't recommend waiting as long as we did to start working on these issues!

After that initial clean-up campaign, I began spending a few minutes every two or three days checking for common flags or errors in Amazon's system, so that we could keep on top of our inventory discrepancies without getting overwhelmed. Tips 2 through 5 of this e-book cover steps you can walk through on a regular basis to handle your inventory issues, a few minutes at a time.

The first thing I do when I log into Seller Central to check on our inventory is check for any items that have been damaged by the warehouse or distributor and can be reimbursed to our account.

## Seller Central Tips

Condition	Price ▾	Inbound ▾	Fulfillable ▾	Unfulfillable ▾	Reserved ▾
New	\$ 25.00	0	0	<u>1</u>	0
New	\$ 69.99	0	0	<u>1</u>	0
Used - Very Good	\$ 18.50	0	0	0	0
Used - Like New	\$ 4.48	0	1	0	0
Used - Very Good	\$ 4.69	0	0	0	0

When you log into Seller Central, under the INVENTORY tab, click on MANAGE FBA INVENTORY. This pulls up your entire FBA inventory list. Towards the right of your list, there's a column heading called UNFULFILLABLE — click on this heading to sort your items so that the unfulfillable items come to the top.

If you have any unfulfillable items, there will be a red number in the UNFULFILLABLE column indicating how many of that inventory item are actually unfulfillable. Click on that red number to bring up a box showing why that item is being listed as unfulfillable. There are several options available to the warehouse workers when they mark your inventory as unfulfillable. I will list these options below, along with the actions you can take to remedy the problems.

**1) Customer Damaged** — This flag is used when a customer returns an item, and the item has either been merely opened or actually damaged. Either way, you'll want to follow the steps on the pop-up box to create a removal order, have the item returned to you, and decide from there what to do with the item. If it's an item that's only been opened and isn't damaged, you can either relist it as Used – Like New, or you can put it in the garage sale box in your attic to be sold at a later date.

**1 unfulfillable unit for this item**

**Why are my items unfulfillable?**  
 Items are designated as unfulfillable when they are damaged or otherwise unfit for sale or shipment.  
[Learn more](#)

Disposition	Units
Customer Damaged	1

**Create a removal order for:**  
☒ This Item  
☐ All Unfulfillable Inventory

**2) Defective** — This flag is used when the customer returns an item and says it is defective. Again, you'll want to create a removal order to have the item returned to

you. The item may be truly defective, or the customer may have told Amazon it was defective in order to get free shipping on their return, when in fact they just changed their mind or didn't like it. There's no way to know until you have the item returned to you.

If the item labeled by the customer as "defective" is not actually defective, then you'll want to open up a ticket with Amazon to notify them of this mistake by the seller. Too many defective claims on your seller account will hurt your seller metrics and could endanger the viability of your Amazon seller account. For more information on disputing a false defective claim, be sure you read step 6 of [this blog post about handling returns](#).

**3) Warehouse Damaged** — This flag is used when an item has been damaged at the FBA warehouse. You could choose to have the item returned to you and decide if it's worth trying to sell by another method — or you could request a reimbursement from Amazon. 100% of the time, we choose this second option for warehouse damaged unfulfillable items. It's just not worth the time, money, or effort to have the item returned. To request the reimbursement, on the Help page of Seller Central click on the CONTACT US button at the lower right side of the page. Click the SELLING ON AMAZON tab on the left side of the page, followed by MY ISSUE ISN'T LISTED: CONTACT SUPPORT from the right side of the page. After that, click on FULFILLMENT BY AMAZON, followed by FBA ISSUE to open a case letting Amazon know you're requesting a reimbursement for the item in question.



**4) Distributor Damaged** — Similar to Warehouse Damaged, this flag is used when an item is damaged en route to the warehouse. Follow the same steps in (3) above to request reimbursement from Amazon.

**5) Expired** — If you have any grocery, health, or beauty items with expiration dates, the item will be listed as unfulfillable once the expiration is less than a certain number of days away ([some exceptions apply](#)). You will need to create a removal order to have the item returned to you. We've learned the hard way that it helps to keep a spreadsheet of expiration dates for these items and set up reminders to lower your prices so items sell quicker when they get close to Amazon's expiration cut-off. You can also set up expiration date reminders in [Inventory Lab](#) as you are listing your items for sale. For the most up-to-date info on Amazon's expiration date guidelines, just [click here](#).



## Seller Central Tips

It takes a matter of seconds to check on these unfulfillable items every two or three days. Once you make it a part of your work routine, you can receive reimbursements much quicker and keep your inventory list clean of items that are damaged or expired.

### **Follow-up question from Ryan:**

Thanks for the tips! I have one question in regards to requesting refunds from Amazon for distributor damaged products. Do you generally get reimbursed for items that are marked as unfulfillable due to being distributor damaged? I thought that was indicating that it was basically my fault if I have an item that is marked as distributor damaged.

### **Stephen:**

I have been reimbursed for every item that has been labeled by Amazon as distributor damaged. Apparently, distributor damaged means that it was either our fault in how we shipped it to Amazon, or the fault lies with the UPS shipping process. I'm assuming Amazon grants us the refund because they don't want the hassle of dealing with a UPS shipping investigation. That's just my theory. Either way, I've been granted a refund 100% of the time.

### **Follow-up question from Jess:**

Is it possible to get reimbursed for an item listed as damaged by the customer? I had the unfulfillable toy returned to me & all that was in the Amazon box was the toy in a Ziploc bag. The original package & instruction manuals were missing. The toy works fine. Is it possible to get reimbursement for this?

### **Stephen:**

Jess, [SEP] Great question! I've tried to get Amazon to reimburse me for "customer damaged" items, but they've declined every request. They tell me that "customer damaged items don't necessarily mean that the customer damaged the item, but merely opened up the item and decided they wanted to return it." Amazon's overly customer-centric return policy allows the customer to do this, and we have to just work the loss into our business model. If the toy labeled as "customer damaged" is still in good working order, then I'd try to see if selling it as "collectible - like new" or "collectible - very good." That would be better than not making any money off of it. Some people complain about Amazon's overly customer-centric return policy, but I don't. I know that this policy increases sales exponentially, and I'm ok with the occasional "damaged" return. Hope this helps!

### **Follow-up question from Andrew:**

Does Amazon issue you the sale price as the refund, or how do they determine the reimbursement amount?

**Stephen:**

Great question, Andrew. When Amazon takes responsibility for an item that is lost or damaged, they reimburse you what they call the “Replacement Value of a Unit” as set forth in the FBA Service Terms. They reimburse you based on their determination of the Unit’s value less applicable FBA and Selling on Amazon fees. They consider several factors in determining a Unit’s value, including your sales history and the price you and other sellers list the product for. I had an item listed for sale at \$60 that Amazon damaged. They reimbursed me about \$35 for the item. The main reasons were that the current low competitive prices were around \$45-\$50, and then Amazon had to take out what would have been their fees for this item. I was ok with the reimbursement of \$35 since I bought the item for only \$12. Most of the time, Amazon will give you a fair reimbursement. The times they don’t (which are very rare), I just let it go. Overall, I’m very happy with their reimbursement system.

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/reimbursement](http://www.fulltimefba.com/reimbursement) in your browser bar.

## Seller Central Tip #3:

### How to Handle FBA Inbound Shipment Problems

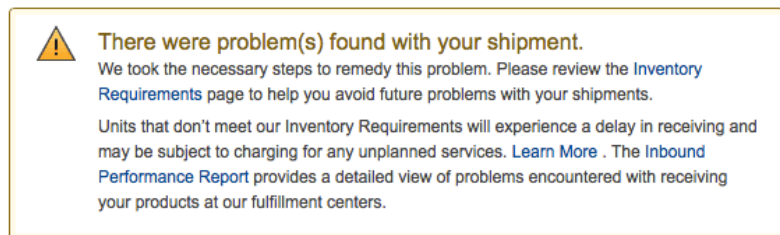
Does this look familiar?

*Hello (AMAZON USER NAME),*

*We discovered a problem while we were receiving your inbound shipment (SHIPMENT ID). We are taking the necessary steps to remedy the situation and receive your inventory.*

*Please note that select problems may result in an unplanned service fee. The problem was discovered for the shipment named "(SHIPMENT NAME)" on (SHIPMENT DATE).*

At times, FBA sellers may receive emails from Seller Central concerning "problems" that a FBA warehouse worker has found with our inbound shipments.



In my years of selling on Amazon, I (Stephen) have occasionally experienced an increase in the number of emails notifying me of errors I have supposedly made. I am more than willing to own up to my mistakes when I make them, but 99% of these "problem" notifications are completely inaccurate.

Here are the "problems" that I've been flagged on (so far):

- I've been told that I didn't polybag an item that needed polybagging (Except that I did polybag it).
- I was told that one of my labels was not readable (Ok, I'll accept that one. Maybe I smudged it by accident).
- I was told that a shrink-wrapped item required taping (It's shrink-wrapped, it doesn't need tape).
- I've been told that a toy needed to be polybagged (It was in a box that had no holes. No bag needed).
- I was told a boxed set of drinking glasses needed bubble-wrapping (Except that I did bubble wrap them).
- I was told that a board game required a suffocation warning label (Is the box going to suffocate someone?).
- I've been told that a plastic bottle required bubble wrapping (This is getting ridiculous).

When these alerts first started showing up in my inbox, I just rolled my eyes, clicked the “resolve” button, acknowledged my “mistake,” and moved on with life. WARNING: NEVER, EVER, EVER ACKNOWLEDGE AN INBOUND SHIPPING MISTAKE unless the inbound shipping problem notification is accurate. If you indeed made a mistake, then you need to own it, learn from it, and move on. But if you are positive that you did nothing wrong, then I strongly advise you to ask Amazon to investigate their claims (see below). If you take responsibility for an error that you did not make, it will hurt your bottom line (you’ll be charged fees for Amazon “fixing” those problems), and possibly it will hurt your seller metrics.

**But I did  
bubble-wrap  
it, Amazon!**



If you don’t fight these false accusations, then you are only admitting to Amazon that you don’t care to follow their rules. If, in the eyes of Amazon, you continue to make shipping mistakes, then they will stop allowing you to send in certain items, and they could eventually close your FBA selling account. Again, do not click the “acknowledge” button unless you have, indeed, committed the offense they are notifying you of.

This is what I do to fix these problems:

1. Log in to Seller Central, hover over INVENTORY, click on MANAGE FBA SHIPMENTS, and find the inbound shipment that currently has the problem.
2. Click on “Problems” tab under Product Level Problems.
3. Click “Resolve.”
4. If you did make a mistake, read all the text under Problem Reported, and then click on “Acknowledge” so that Amazon knows you now know better and will do a better job next time.
5. If you did not make a mistake, then click on the Investigate tab.
6. I fill in the necessary details about how you did not make this mistake and that you did do things correctly. Address the false accusation directly. Example: “I was told that this item required polybagging, but it was already polybagged when the item arrived at Amazon,” or “I was told this item required polybagging, but it does not require polybagging per Amazon rules.” I also like to include a statement saying,

“Please research and remove this flag”  
— just so the Help Desk is clear that my  
purpose in writing them is to have the  
flag removed

8. Submit your request.

A few seconds after you submit your request, you'll get an email from Amazon about your new case. Within about six to twelve hours you will get a response from Amazon. 99% of the time I get a response like this:

ASIN:

×

Problem reported

Investigate

### Submit an investigation request

Prior to submitting an investigation request, please review the [How Amazon Receives Your Inventory Video](#) to understand how and why problems may occur during the receipt of your items.

Please provide information below on why you are submitting this request. This will be reviewed during the investigation.

430 of 512 characters remain

This item was poly-bagged correctly. Please investigate. Thank you for your time.

Submit

*We have received confirmation from our fulfillment center and removed the inbound problem defect rate for your Shipment: (SHIPMENT NAME). Thank you for selling with Amazon,  
(SUPPORT STAFF NAME)*

And sometimes they really go at great lengths to apologize, as the image below shows.

Amazon Seller Support February 14, 2014 5:03 PM

To: Stephen Smotherman 

Reply-To: Amazon Seller Support [Hide Details](#)

RE: [Case 1 ] Problem with shipment, please remove flags 5

Dear Seller,

Please accept my sincere apologies for the inconvenience caused to you regarding this case.

We had contacted our fulfillment center associates regarding the items on shipment **XXXXXX** for which the problem summary showed up as 'Poly Bagging required'.

The associates had confirmed that this was an error from our end. Hence, I have taken the necessary steps to update the same in our system.

However going forward, you will not receive this message for this item. Having said this, I also apologize for the inconvenience caused to you in this regard. Therefore, I have removed the problem summary from the shipment: **XXXXXXXXXX** as well. Please be informed that your account will not be charged anything for this error nor this will count against you or any type of metrics.

[https://sellercentral.amazon.com/gp/ssof/workflow/workflow.html/ref=ag\\_fbaworkflo\\_cont\\_fbashipq?step=ViewSummary&shipmentId=\[REDACTED\]](https://sellercentral.amazon.com/gp/ssof/workflow/workflow.html/ref=ag_fbaworkflo_cont_fbashipq?step=ViewSummary&shipmentId=[REDACTED])

I am genuinely sorry for all the inconvenience that you faced during all these days. In order to maintain a high level of efficiency and to provide every merchant with an accurate resolution, sometimes some unwanted delay might arise. Your co-operation and understanding is highly appreciated.

Your satisfaction is our highest priority. Please be assured that we are here to make things easier for you and will do whatever we can to prevent you from bearing any kind of loss. It is certainly not our intention for our sellers to have anything but a pleasant experience at [Amazon.com](https://www.amazon.com)

We appreciate your business with us. Have a great day!

## Seller Central Tips

While 99% of the time, Amazon removes the flag and corrects its mistake, the other 1% of the time I'll get a response stating that the original accusation was correct and that I am still going to be penalized for my error. When this happens, I always reply, state that my question was not properly answered, and request they investigate again. 100% of the time they follow up agreeing that I was indeed correct and that they are removing the flag, along with any fees associated with the issue.

The important thing here is to protect your metrics. If you make a mistake, accept responsibility, learn from it, and move on. But if Amazon incorrectly accuses you of making a mistake, stand up for yourself, and politely correct Amazon.

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/inbound-problems](http://www.fulltimefba.com/inbound-problems) in your browser bar.



## Seller Central Tip #4:

### How to Check for Reimbursable Lost Items

As we discussed in Tip #2, Amazon warehouses handle millions of items a day, and it's understandable that a small percentage of items would become damaged in the shipping and handling process. Such damage is inevitable, and Amazon is usually very reasonable about reimbursing FBA sellers for this damage — IF you look for the flags in your inventory and request the reimbursement.




The same goes for items that are lost at FBA warehouses. We've made it part of our regular routine to check our Seller Central Shipping Queue for shipments with item number discrepancies, and we think you should too!

To do this routine check, follow the steps below:




1. Log in to your Seller Central account. Under the INVENTORY tab, click on MANAGE FBA SHIPMENTS to pull up your Shipping Queue.
2. Filter your list of shipments by clicking the radio button AT THE FULFILLMENT CENTER. This will pull up your list of shipments that have a status of Receiving, Delivered, or Checked-In.
3. Look for shipments that are marked as "Receiving" but have a delivery date more than three days earlier than the current date. Any shipment still marked as "Receiving" but with an older date might contain a lost item. The FBA warehouse does not mark a shipment as "Closed" until every item in the shipment has been scanned and accounted for. If the time frame hasn't passed, the shipment will contain a message stating you can't reconcile discrepancies yet.

[Track shipment](#) [Shipment contents](#) [Reconcile \*\*NEW\*\*](#)



Shipment not currently eligible for reconciliation

In order to qualify for reconciliation, your shipment must pass all of the criteria listed below. Please review these options to learn when your shipment will be ready for review.


-  Tracking information for shipment is available
-  Shipment has been fully delivered
-  Standard receive timeframe has not passed  
We are currently working on receiving the shipment to your inventory. This process can take up to 72 hours from when the shipment was fully delivered.  
[Learn more](#)

4. For any shipments older than three days past delivery with a “Receiving” status, click the shipment name to bring up the shipment info, then click RECONCILE to see what problems might have occurred during the process of scanning in your items at the warehouse. There will be two possible situations that occur after clicking on RECONCILE. The first situation is that Amazon is not ready for that shipment to be reconciled. When this happens, Amazon will usually give you a date for when that shipment will become eligible for investigation. The second situation will show you that you can now reconcile the shipment. You will see either a positive number or a negative number in the DISCREPANCY column, depending on whether the warehouse workers found extra items or whether they couldn’t find an item. Either way, at this point you’ll need to click the drop down menu under the ACTION REQUIRED column.

☒ At the fulfillment center
 ☐ Closed
 ☐ Deleted/canceled

Created on ▼	Last updated ▼	MSKUs	Shipped	Received	Destination* ▲	Status
Mar 3, 2014	Mar 7, 2014	22	30	0	RIC2	CHECKED-IN
Mar 3, 2014	Mar 6, 2014	40	48	47	BNA3	RECEIVING
Feb 3, 2014	Feb 5, 2014	34	38	37	BNA3	RECEIVING

5. If there is a positive discrepancy, you need to choose whether you accidentally shipped an extra item or whether this is an unexpected discrepancy and request the warehouse to research it. For a negative discrepancy, under the ACTION REQUIRED column you can choose “Units not shipped” (if you forgot to include the item in your shipment) or “Missing – Please Research.” When we’ve asked Amazon to research missing items from shipments in the past, we’ve received one of two responses: either they research the case, find the item in the warehouse, and return it to our inventory — or they research the case, can’t find the item, and reimburse us for the loss. For either of these possibilities, you want to stay current in checking your shipping queue for these discrepancies. The sooner the warehouse resolves the discrepancy, the sooner you can be reimbursed or have the item back in your inventory and available for purchase.

Shipped	Located ?	Discrepancy	Action Required ?
1	0 	-1	<div>✓ Select an option Units not shipped Missing – Please Research</div>

You would be surprised what types of items can be lost in an Amazon warehouse and need to be researched. Most typically we have lost smaller items like books or tiny toy packets, but once we lost three oversize toys from the same shipment. I requested the warehouse research these lost items, and within one day Amazon notified us that we would be receiving a reimbursement.

Recently, Amazon has started rolling out “Automatic Investigations” for some inventory check-in discrepancies. If this is true for you, then you’ll see if the investigation was automatically started, or if completed, what the result of the investigation was.

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/lost-items](http://www.fulltimefba.com/lost-items) in your browser bar.

## Seller Central Tip #5:

### Fixing Stranded Inventory

**“Stranded inventory” refers to your items at an FBA warehouse that do not have an active offer on the Amazon website.** We regularly check our inventory to see if any items have popped up in our stranded inventory list, and we take action according to the options provided in the drop-down menu beside each item.

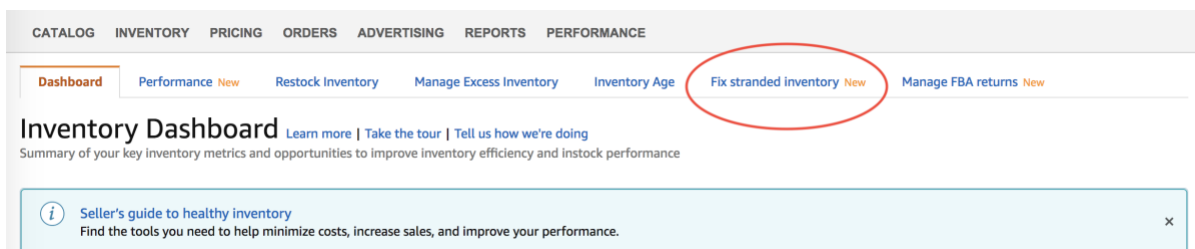


Staying on top of your stranded inventory is important for a couple of reasons:

1. If inventory is stranded, it is not active and available to be purchased on the Amazon website. Not only are you not making any money from sales of that inventory, but you also are paying storage fees on it. Not good!
2. Stranded inventory is one of the factors Amazon uses to calculate your IPI (Inventory Performance Index). If your IPI falls below a certain threshold, Amazon could limit the amount of storage space you are allowed to use at their FBA warehouses. For more information on the IPI score, check out [this blog post](#).

To handle your stranded inventory, follow these steps:

- Log in to Seller Central
- Under the **“Inventory”** tab click **“Manage Inventory.”**
- In the list of links along the top of this page, click **“Inventory Dashboard.”**
- If you have stranded inventory, you can then click **“Fix Stranded Inventory.”**
- Note: If you do not currently have stranded inventory, you will not see this option. That’s good news!



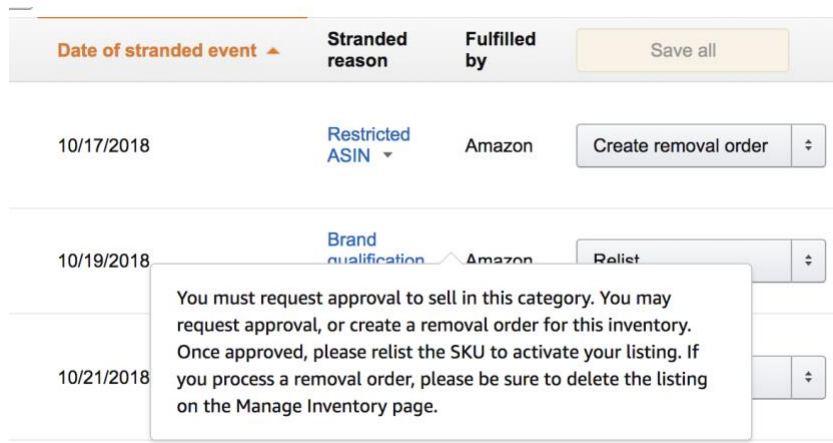
## Seller Central Tips

The stranded inventory page brings up a list of all your items currently at an FBA warehouse that are stranded and do not have active offers on Amazon. When we first began cleaning up the problems with our inventory on Seller Central after allowing them to accumulate for several months, I (Rebecca) brought up this list and discovered we had six pages (six pages!!) of stranded inventory, requiring several hours of work to sort through the mess and take the appropriate actions. Now, I look at the stranded inventory every few days and never find more than a couple of items at a time that need to be addressed.

**In the “Status” column, you’ll see a few different reasons why your inventory might be “stranded.”** The statuses we’ve encountered include Restricted ASIN, Brand or Item Qualification Required, and Listing Error. There might be others that we’re unaware of, but these are the ones we’ve personally had to deal with.

Now let’s look at each of these statuses and their implications.

### Brand or Item Qualification Required



Date of stranded event ▲	Stranded reason	Fulfilled by	
10/17/2018	Restricted ASIN ▼	Amazon	Save all Create removal order ⌵
10/19/2018	Brand qualification	Amazon	Relist ⌵
10/21/2018			Relist ⌵

You must request approval to sell in this category. You may request approval, or create a removal order for this inventory. Once approved, please relist the SKU to activate your listing. If you process a removal order, please be sure to delete the listing on the Manage Inventory page.

**One possibility for stranded items is that those items require brand or item approval before you can sell them.** To fix these stranded items, you have a couple of choices:

- Apply for and receive approval for the brand or item by using the “Add a Product” option under the “Inventory” tab in Seller Central. Once you receive approval, you should see the option to “Relist” the item in the drop-down menu of actions on the stranded inventory page. (For more info on getting approval to sell restricted brands, check out [this blog post](#).)
- If you cannot receive approval to sell the item, you will need to create a removal order and have the item returned to you. You can then sell the item on another platform like eBay or sell it at your next garage sale.

## Seller Central Tips

Even if you have already received brand or item approval before you send an item in to an FBA warehouse, sometimes items will go into stranded inventory and state brand qualification is required. In these instances, we've been able to immediately choose the "Relist" action and the item moves out of stranded. Hopefully this is just a glitch that Amazon will soon fix.

### Listing Error

**Sometimes there's a problem in the Amazon system that causes an item to be listed as stranded and inactive for no reason that we've been able to figure out.** In these cases, the item will show up on the stranded inventory page with a status of "Listing Error." When this happens, we chose "Relist" from the "Actions" column and fill in the appropriate information in the "Offer" tab of the Amazon product page. After you submit the info, the item should move out of your stranded inventory and back to active status within a short period of time.

### Restricted ASIN

Date of stranded event ▲	Stranded reason	Fulfilled by	Save all	
10/17/2018	Restricted ASIN ▼	Amazon	Create removal order ▾	
10/19	<div>This restricted ASIN is not available for sale. In general, this is due to IP infringement concerns, product quality, or product safety. Please check for specific details in your email or in your Performance Notifications. You may file an appeal or create a removal order for this inventory. Once the appeal is approved, you must relist the ASIN to activate your offer. If you process a removal order, please delete the listing from the Manage Inventory page.</div>			▾
10/21				▾

**On occasion an ASIN will become restricted after we send it to FBA, and these inventory items will show up in our stranded inventory.** So far, the only way we've been able to take action on restricted ASINs is to create a removal order and have the item returned to us. In fact, these restricted ASINs are often completely removed from the Amazon catalog, so it is impossible to relist them – if you click on the product's link in the stranded inventory page, it takes you to a page on Amazon with one of those cute dogs saying the page cannot be found.

**Note:** The help info for restricted ASINs does say that you can file an appeal to be able to relist an ASIN. Unless you have gone pretty deep on an item that becomes restricted, it's probably not the best use of your time and effort to try to appeal the restriction. It's a bummer when it happens, but just create the removal order, sell the item somewhere else, and move on to more profitable Amazon inventory.

**These are just a few of the issues we've encountered with stranded inventory.** Sometimes the fault is ours, sometimes it's a glitch in the system, sometimes it's



## Seller Central Tips

unexplainable. Regardless, you'll want to check your stranded inventory and see if there are items that you can relist and make available for purchase — inactive listings do not bring any profit!

### **Follow-up comment from Dave C:**

I also just recently discovered that I had 4 pages of Stranded Inventory. After going back and forth with Amazon, they told me how to fix most of them by using the “Add a Product” button at the top of the page, filling in the information as you normally would, but making sure to use the “Merchant SKU” that shows on the Stranded Inventory page for the item. Most of my Stranded Inventory had a status of “Incomplete” which wasn't completely covered in the very informative blog post above. My listings became Active within about 15 minutes or so and I actually sold a few of them within hours. Well worth the time to fix them. Hope this helps!

### **Stephen:**

Excellent addition to the topic, Dave! I really appreciate you sharing your experience with us!

### **Follow-up question from Christian:**

Interesting... my FBA seller account doesn't have a “fix stranded inventory” link. Not sure what that means yet. Since it says “new” in the screen shot I would have to assume it has not been released for everyone. Strange because we have been FBA sellers for 3 years.

### **Stephen:**

Good news, Christian! If you do not see the Fix Stranded Inventory tab, you do not have stranded inventory! Here is the link on Amazon to confirm what I just told you: <http://amzn.to/2x71yhF>

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/stranded-inventory-tip](http://www.fulltimefba.com/stranded-inventory-tip) in your browser bar.

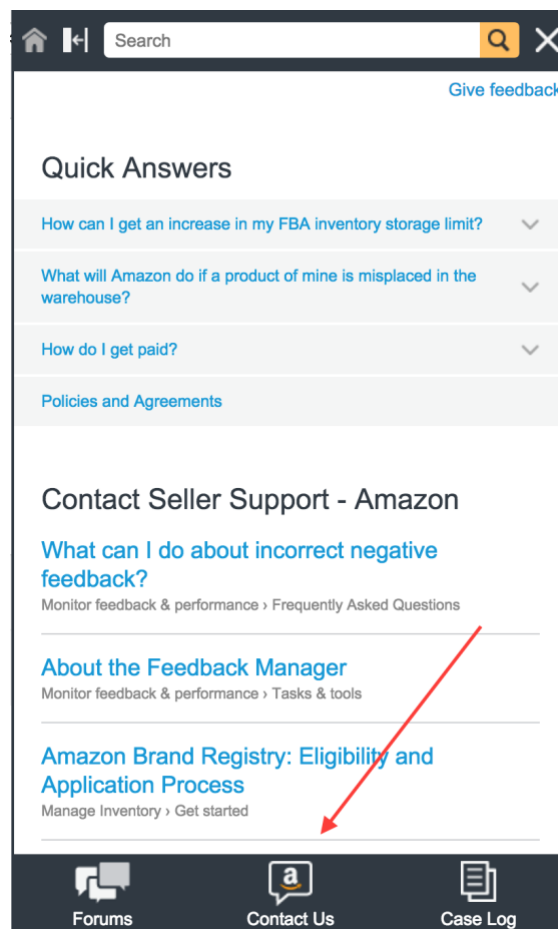
## Seller Central Tip #6:

### The Magic Words for Communicating with Seller Central

Nothing is more frustrating than trying to get your point across to a Seller Central representative and feeling like you are continually being misunderstood.

In the previous tips, we have covered ways to handle different glitches within the Amazon inventory system – some of which require opening a case and sending a written message to ask for an investigation, a reimbursement, or some other type of assistance.

To open a case, you will need to log in to your Amazon seller account, and click on “Help” in the top right corner of the screen. A box will pop up where you can click “Contact Us” at the bottom.



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Next, you will see the question “What service can we help you with?” You’ll want to click “Selling on Amazon,” which will bring up a list of options for the type of issue you are having.

You can browse through the list of issues to find the one that best fits the problem you need assistance with.

When you’re communicating with a Seller Central representative through the “Contact Us” button, there are a few things you will want to keep in mind:

- **Be prepared with the correct info.**

You will need to provide the basic information about the specific issue you are having problems with, so it helps to have that information handy before you open your case. If it’s a shipment problem, be sure you know the shipment number. If it’s a problem with a particular product, be sure you know the ASIN or UPC. Any other details you can provide, including screen shots, would be helpful to the representative who helps you.

- **Always start with e-mail.**

You will be given the option to have the representative respond to you via e-mail or phone. We recommend always sending an e-mail detailing your issue and requesting an e-mail response. It’s good to have a paper trail proving what happened in the course of your case. You may not need that paper trail in the future, but it’s good to have it just in case. Also, sometimes the representative will call you even if you request an e-mail. Other times they call to tell you they’ve e-mailed you (a bit of overkill, don’t you think?). It’s a good idea to save the number in your phone’s contacts so you’ll know who it is the next time they call.

- **Be polite.**

Your mom was right: Politeness goes a long way in this world. So be polite! Even if you’re answering your third or fourth response in your case, stay polite with the Seller Central representatives. Always thank them for their time and always use the magic word “please.”

## Contact us

### < Selling on Amazon issue

Customers and orders	▼
Fulfillment by Amazon	▼
Products and inventory	▼
Your account	▼
Other issues	▼
Amazon Business Selling	▼
Marketplace Web Service (Amazon MWS)	▼
Seller Fulfilled Prime and Same-Day Delivery	▼

- **Use the “magic words.”**

Besides the word “please,” Seller Central representatives also respond well when you use a few other magic words. Amazon corporate training emphasizes core concepts that you, too, can emphasize in order to help the Seller Central representative understand your request better:



- **“The customer experience”** – You’re likely aware that Amazon desires to be the most customer-centric store on the planet. They want the customers to have an amazing experience shopping on their website, in order to keep them as loyal buyers in the future. Seller Central representatives are trained to prioritize the customer experience over other concerns, including your own requests as a third-party seller. If you can find a way to tell the representative how your problem is affecting the customer experience, you are much more likely to get a positive response. Here’s a couple of examples of writing the same request two different ways, one using the magic words:

**Not so effective:** *Please help me change the title of this product so that I can get more sales. The current title is wrong, and I can’t get my product on the first search page.*

**More effective:** *The current title of this product is affecting the **customer experience** because customers cannot easily find it in a search using the correct title. Please change the title of the product to improve the **customer experience**.*

- **“Take ownership”** – Amazon trains their representatives to take ownership of problems and work to find the best solution. If you are having problems with getting the run-around on your case and the representative isn’t being helpful, you can gently remind them to take ownership of this issue.

**Example:** *Thank you for continuing to assist me. We have already been working on this problem for over a week now, and we still haven’t solved the problem. Please **take ownership** of this issue and help me investigate the best solution.*

- **Be persistent.**

Sometimes you won’t get a good answer on your first (or maybe even second) try at communicating with Seller Central. If you know the answer you receive on the first

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response is not correct, be persistent (but always *politely* persistent!) and reopen the case. This might be a good time to use the “take ownership” phrase – or you can try another magic word: **escalate**.

Example: *Thank you for continuing to assist me on this issue. The reimbursement amount I received is unfair. Please refer to the numbers I have provided you below. If you aren't able to help me get the correct reimbursement, please **escalate** this case to your supervisor. I appreciate your help!*



Hopefully you are able to use the tips in this section to learn some ways to more clearly communicate with Seller Central representatives. As Amazon sellers, we always want to keep in mind that there's a human at the other end of our e-mails to Amazon. Communication can be difficult in any situation, but there are ways to make improvements on our end when it comes to opening cases in Seller Central.

## Bonus Tip #1:

### How to Manually Reprice Your Inventory

You found some great products, bought them, priced them, labeled them, and sent them off to Amazon. Now what do you do? Of course you go out and look for even more inventory, but how often do you think about the prices of your inventory that's sitting in a FBA warehouse? Prices in brick-and-mortar stores change all the time, and this is equally true with Amazon. As time goes by, your inventory will both gain and lose competition. Some FBA sellers will possibly undercut your sale price, while other sellers might sell out of an item. Just because you priced your item competitively three months ago doesn't mean that it's still priced to compete right now.

Smart FBA sellers take the time to evaluate the prices on their items to make sure they are priced to sell quickly and maximize profits. Repricing your inventory on a somewhat regular basis in order to keep prices competitive is a wise business decision. As you think about pricing strategies, you'll soon learn that repricing doesn't always mean lowering your price, but can often mean raising your price. We'll talk more about repricing strategies in Bonus Tip #2.

The screenshot shows the Amazon Seller Central interface. Red arrows numbered 1 through 9 point to specific elements: 1. 'Inventory' tab in the top navigation bar; 2. 'Manage Inventory' link in the sub-navigation bar; 3. 'Image' column header in the inventory table; 4. 'Status' filter dropdown; 5. 'Price' column header; 6. 'Lowest Price' column header; 7. 'Search' button; 8. 'Price' input field; 9. 'Match price' button.

Status	Image	Product Name	Date Created	Available	Inbound	Reserved	Fee Preview	Price + Shipping	Lowest Price + Shipping	Sales Rank	Buy Box Price + Shipping	Buy Box Eligible	Save all
Active		New	08/09/2017 14:16:25 08/09/2017 14:16:19	2	0	0	\$14.56 Includes \$8.41 FBA Fee	\$ 41.00 + \$0.00	\$ 21.98 + \$4.99 Match price	53,490 Toys & Games	\$ 30.95 + \$0.00	Yes	Edit
Active		New	08/09/2017 14:16:19 08/09/2017 14:16:16	1	0	0	\$5.84 Includes \$2.99 FBA Fee	\$ 18.98 + \$0.00	\$ 18.98 + \$0.00 Match price	28,008 Toys & Games	\$ 18.97 + \$0.00	Yes	Edit
Active		New	08/09/2017 14:16:17 08/09/2017 14:16:15	1	0	0	\$21.25 Includes \$10.75 FBA Fee	\$ 69.99 + \$0.00	\$ 59.75 + \$0.00 Match price	425,548 Toys & Games	\$ 59.75 + \$0.00	Yes	Edit
Active		New	08/09/2017 14:16:15 08/09/2017 14:16:14	1	0	0	\$11.09 Includes \$4.57 FBA Fee	\$ 43.45 + \$0.00	\$ 31.84 + \$0.00 Match price	91,112 Toys & Games	\$ 31.87 + \$0.00	Yes	Edit

Now, let's go over how to reprice your items manually. Look at the image above to see a visual representation of each step.

#### 1. Log in to Seller Central



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2. On the top left of the screen, click INVENTORY.
3. On the FILTERS section, be sure that the radio button for ACTIVE is chosen. This will show you what items are currently in stock (no need to reprice something you don't have in stock anymore).
4. The default setting is to sort your inventory by DATE CREATED, but you can change that to however you want to sort your inventory (by product name, merchant SKU, quality available, your price, and more).
5. In this list, Amazon provides you with the current low price + shipping for each item, but be very careful with this information. Sometimes Amazon will 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 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 ASIN/ISBN link will open up the Amazon product page where you can get all the info you need to reprice wisely.
6. If you decide you want to match the low price, you can click on the Match Price link, and your price will automatically be updated to match the current low price. Note: If you see a little green check mark in the LOW PRICE column, that means that you have the current lowest price.
7. 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, SKU, ASIN, or ISBN.
8. Under the PRICE column, you'll see a box where you can update the price of the item. Simply type in the new price you want. The price box will turn into a yellow shaded box. This indicates that you have updated the price, but have not submitted it to Amazon yet.
9. Submit your new prices to Amazon. You can either do a hard return in the price text box, or you can wait until you are done updating prices on select items on the page, and then click the yellow SAVE ALL button on the top right of the screen. Once submitted, it takes only a few minutes for Amazon to update the prices for your items. Remember that none of the price changes will take effect until you click on the yellow SAVE ALL button.

There you have it. You are now equipped with the skills to reprice your Amazon inventory. Keeping your prices current and competitive is a key component to a successful and profitable Amazon business.

**Follow-up comment from Barbara:**

Instead of only referencing the lowest price you should consider referencing the buy box price AND lowest price. Much more useful because you really only want to be at a price that can get the buy box, rather than just the lowest price.

**Stephen:**

Yes, Barbara... it's very important to look at the current buy box as well as the lowest price when repricing. I'll talk a lot more about profitable repricing strategies in the next tip.

**Follow-up question from Yolanda:**

I do things manually like you demonstrated in this post because I refuse to add another monthly fee to my operating costs just so I can use a repricing service. If you've used a repricing service, how does it compare versus doing things manually? Does a repricing service take lowest prices and who has the buy box into consideration?

**Stephen:**

Yolanda, I have not used any repricer service to this date. Some people don't like giving up control of pricing to a repricer while others don't want another fee to pay per month. For me, repricing manually lets me be more aware of the pulse of my inventory, and lets me make better buying decisions in the future. I also love increasing the prices of some of my items while repricing manually. From what I can tell, most repricing systems do include an algorithm to help you win the buy box, but I don't know much more about it.

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](http://www.fulltimefba.com/repricing) or enter [www.fulltimefba.com/repricing](http://www.fulltimefba.com/repricing) in your browser bar.

## Bonus Tip #2:

### My Top 6 Manual Repricing Strategies

No matter if you have one hundred, one thousand, or even ten thousand items in your Amazon inventory, having your items priced competitively is one of the best ways to increase profits. No matter how long your inventory has been sitting in an Amazon warehouse, it's very likely that new competition has come into the picture. Once you learn how to reprice your inventory, then it's time to put that knowledge to work for you. In this Bonus Tip, I want to teach you my six most profitable strategies for repricing inventory.

**1. Reprice "old" inventory** - The items that have been sitting in a FBA warehouse the longest are most likely the items not priced competitively. I started selling on Amazon in 2011, and thankfully, all of the inventory I sent in from 2011 to 2015 has sold. One reason is because I regularly reprice the items that have been in my inventory the longest. To sort your inventory to show you what's been there the longest, simply click on the DATE CREATED column. To sort from oldest to newest, just click on the little triangle under the DATE CREATED text. This will show you the items that have been there the longest (The only instance where this is not the case is for the items in your inventory that you consistently replenish). Look through your oldest inventory and price competitively.

**2. Reprice "high quantity" inventory** - This one always gives me a big boost in my number of sales and helps me avoid potential [long term storage fees](#). Sort your inventory by clicking on the AVAILABLE column. Click on the little triangle under the word AVAILABLE to sort that column from most to least. Currently, the item I have the most inventory for has 47 items and a great rank. I'm only a few dollars above the lowest FBA price, so if I competitively reprice that item, then I'll see an immediate boost in sales. Remember, twice a year (February 15 and August 15) FBA charges a long-term storage fee for items that have been at their fulfillment centers for 6 months or longer. This long-term storage fee is \$11.25 per cubic foot for any items in a FBA warehouse over 6 months, and is \$22.50 per cubic foot for any items still at a FBA warehouse over 12 months, so it's a fee you definitely want to avoid at all costs.

**3. Reprice "high priced" inventory** - This one is my favorite, because it usually brings me high dollar profits fast! Sort your inventory by price by clicking on the PRICE column. Again, click on the little triangle to sort your price from highest to lowest. Most of the time, my price is still very close to the current low FBA price, but other times, my price is way above the current low FBA price. I do the necessary research and price competitively. Almost as soon as I reprice my high priced items, I

get sales. Of course, not all of my high priced inventory sells out, but the increase in sales of high priced items definitely increases my net payout for that payment cycle.

**4. Reprice “newest” inventory** - If you have items that sell immediately after they arrive at a FBA warehouse, you may want to make sure that your price is optimized for maximum profit. For example, in late 2013 (when the movie *Frozen* was all the rage), I sent in five Elsa dolls to FBA. In the first few hours after the dolls arrived at the warehouse, I had already sold two at \$49.99. I quickly went in and saw that not only was I selling at the lowest FBA price, but the second lowest price was \$64.99. I immediately raised my price to \$64.99, and by the end of the day, I sold out. If I had not been aware of my sales, or if I did not reprice these items fast enough, then I would have missed out on more profit.



**5. Reprice “expiring” items** – If you sell grocery items or other items that come with an expiration date, then it’s a good idea to reprice any inventory that might be getting close to Amazon’s cut off dates for expiration. Remember, [Amazon's expiration date guidelines](#) state that any items within 50 days of expiring will be removed for disposal by Amazon. If you have any items nearing the 50 day mark, it would be wise to reprice your item to sell ASAP. Just to be safe, be sure to double check to see [Amazon's current expiration date guidelines](#).

**6. Reprice “seasonal” inventory** - This is a strategy that I employ the least, but if your business model is more focused on fast nickels (AKA fast turns), then this strategy will bring back some capital for you to invest in other more fast-turning items. There is no way to sort seasonal inventory by columns, so you’ll need to do key word searches on your inventory page. Keywords like Christmas, Easter, Summer, etc, will help you find most of your seasonal items. You also might want to scroll through your active inventory to see if you find any other seasonal items that these key words overlook.



My business model is more of a well-balanced model as I want to include both fast nickels and slow dimes. I’m ok with waiting a few months for price and demand to rise up to where my current prices are for seasonal items. But if you’d rather have that capital back ASAP to invest elsewhere, then this strategy will work great for you.

The way I price my inventory involves a combination of many different factors: the price I paid for the item, prices of FBA competition, current sales rank, sales rank history, and pricing history. I even listen to what my intuition tells me when I price

## Seller Central Tips

my items. After doing this for so long, I've started to get a feeling of how to best price my items. My main goal is to price items competitively. Sometimes I want to be the lowest FBA price, and sometimes I want to match the lowest FBA price. Other times I price my items above the current low price, because I think I can get more for my items eventually. It's a detailed process, and I'll gladly share with you more about my pricing strategies in a later blog.

As always, there will be exceptions to these repricing strategies, but overall, they should help you sell more items and get more capital back into your pocket than if you had left the prices alone.

To add your own comment, ask a question, or find out if any additional comments have been made on this topic, just [click here](#) or enter [www.fulltimefba.com/repricingstrategies](http://www.fulltimefba.com/repricingstrategies) in your browser bar.

## The Full-Time FBA Blog

### How We Made FBA Our Full-Time Job

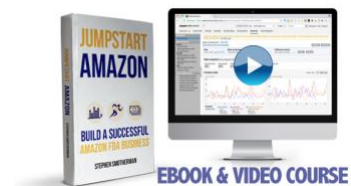
We invite you to join in the conversation at [www.fulltimefba.com](http://www.fulltimefba.com). If you haven't already, be sure to subscribe to our email newsletter. We promise to only send you emails with engaging articles, helpful resources, and all the tips and tricks we use to make FBA profitable and fun.

You can also join the [Full-Time FBA Facebook group](#) for more conversation about making Amazon FBA into a full-time income. We also have an active [Facebook page](#) where we post links to articles and videos every day, as well as a robust [YouTube channel](#) for Full-Time FBA with our latest videos with how-tos for your Amazon FBA business.

We love running a business from home selling on Amazon. Seriously, selling on Amazon is one of the best ways to build up an income that can help you reach your long-term goals like supporting your family, paying off your debts, and saving for retirement! In about 6 to 7 months after I started selling on Amazon, I was already making a full-time income to support myself and my family, and my sales have grown every year since.

But growing a successful Amazon FBA business doesn't happen by accident. It takes a plan *and* a solid foundation to build upon. If you want to set up your Amazon FBA business for long-term success, then I encourage you to check out the [JumpStart Amazon](#) course.

*JumpStart Amazon* is the ultimate course for how to start up an Amazon business the right way. *JumpStart Amazon* is a combination ebook (over 200 pages) and video course (over 10 hours) that will show you, step-by-step, how to start a thriving Amazon business from the comfort of your own home. Both the book and the videos contain the same content, so you can decide for yourself how you would like to learn the life-changing content (read or watch). If you're ready to start a solid Amazon business the right way, then [click here](#) to learn more.



We hope this ebook has been able to help you in your FBA business. We'd love to hear from you just how much you've been able to get reimbursed thanks to the tips in this ebook!

See you online and on the blog!

Stephen and Rebecca Smotherman

## **Seller Central Printable Checklist**

### **Seller Central Checklist**

#### **Once or Twice a Week:**

- ☒ Check for reimbursements due for unfulfillable items
- ☒ Check for inbound shipment problems
- ☒ Check for reimbursements due for lost items
- ☒ Fix stranded inventory

#### **Once a Month:**

- ☒ Verify that refunded items have been returned
- ☒ Manual repricing

[www.fulltimefba.com](http://www.fulltimefba.com)