

## Amazon Trained E-commerce Specialist (ATES)

### Course Content:

#### Amazon Trained Ecommerce Specialist

- Introduction to ATES42 min
- ATES Payout and Induction10 minPreview
- ATES Seller Services01 min
- Support from Amazon India
- Seller Launch Techniques08 min
- ATES Profile
- ATES Frequently Asked Questions
- ATES – seller acquisition process04 min
- ATES – seller services techniques05 min
- Selling on Amazon – Process involved10 min
- Selling on Amazon registration process
- Selling on Amazon registration process – Practice session
- Types of Shipping06 min
- Shipping Settings Overview
- Seller Launch Criteria and Mandates
- Understanding Product IDs and Barcodes02 min
- Amazon Fees to the Sellers

#### Listing products

- Product Listing Basics
- If products are already on Amazon -Add a product feature (1x1 upload)
- If products are not on Amazon – Add a product feature (1X1 upload)
- Practice session
- If the products are not on Amazon – Add a product via upload feature – Category specific flat files
- Flat file template -Clothing flat file for sweater (Small and medium child variations)
- Understanding Flat Files
- Custom Template
- Practice session
- How to upload images using photobucket ?
- Creating Parent and Child Variations
- Save and Uploading the Flat File
- Quality Checks
- Sanity Checks
- UPC Exemption

- Amazon Brand Registry

### **Updating Price and Quantity**

- Update Price and Quantity
- Price and Quantity single change (using Manage Inventory direct price/quantity change) – Practice session
- Price and Quantity bulk change (using Add a product via upload feature – Price and Quantity inventory file) – Practice session

### **Managing seller account**

- Promotions
- Order Management
- Order FAQs
- Manage Returns & Refunds
- Understanding A to Z Guarantee Claims
- A to Z Guarantee FAQs
- Understanding Seller Performance
- Understanding Seller Suspension
- Seller Reinstatement
- Handling negative customer feedback
- Important reports on Amazon Seller Central

### **Evaluation**

- Classmarker MCQ
- 1x1 Upload of product using Add a Product
- Bulk Upload of existing products using Listing loader
- Price and Quantity 1x1 change using Manage Inventory
- Bulk update of Price and Quantity using Price and Quantity file

### **Course Updates**

- ATEs 75K Payout Structure
- Race 2019 – Contest Deck
- ATEs Performance and Seller Quality
- MRP Maximum Retail Price
- Performance Metrics
- Understanding Title Maker Tool
- SOP For Title Maker
- Brand Registry Document