

How to Get Certified as a Small Business and Diverse Seller

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Why should I certify my business?

Because businesses want to buy from sellers who are:

- Small Businesses (based on SBA standards)
- Women-owned
- Veteran-owned
- Disabled
- Historically Underutilized Businesses
- Minority-owned Business
- LGBTQ+
- 8(a)

63%

of CPOs are formally measured on sustainability and diversity goals.

Source: Deloitte Global CPO Survey, 2021.

**Credentials make it easier for
your products to be found**

Product policies:

What products you buy

Customers can create guided buying policies that highlight preferences for Small, Diverse, Local Businesses and Climate-Pledge Friendly products.

Use for: Help increase visibility to your products



How to:

Become a certified seller

Become certified and add the credential to your seller profile.

Use for: Once the credential is added to your profile, your products will be featured to customers who have selected preferences for Small, Diverse, Local Businesses and Climate-Pledge Friendly Products.



"We're thrilled to collaborate with Amazon Business to create a solution that will help our local and small business community find work opportunities with our city government. Now, more than ever, we need to be engaging and supporting our independent vendors and mom-and-pop businesses."

- Mayor Francis Suarez, City of Miami



What qualifies my business to be certified?

You may register your business as a Small Disadvantaged Business if you meet the following criteria set by the Code of Federal Regulations:

- The firm must be 51% or more **owned** and **controlled** by one or more disadvantaged persons.
- The disadvantaged person or persons must be **socially disadvantaged** and economically disadvantaged.
- The firm must be small, according to SBA's **size standards**.
- Amazon does not certify any business, we accept all Nationally recognized certifications



How do I certify my business?

Go to:

[SupplierGateway.com/EDC](https://www.suppliergateway.com/EDC)

1. Enter required Fields
2. Select your business type:
 - Small Business
 - Women-owned
 - Veteran-owned, etc.
3. Pay the enrollment fee of \$25

Time to Certify:
90 minutes

[SBA.gov/federal-contracting](https://www.sba.gov/federal-contracting)

1. Select the type of Business you want to register
 - Small Business
 - Women-owned
 - Veteran-owned, etc.
2. Select: Register your entity to get a unique Entity ID
3. Zero Registration Fee

Registration Status:
Can take up to 10 business days

[SAM.gov/content/home](https://www.sam.gov/content/home)

1. Select Register your entity or get a unique Entity ID
2. Set up a SAM.gov account.
3. Prepare your data
4. Click - Get Started
5. Zero Registration fee

Registration Status:
Can take up to 10 business days

Ready to start?

1.



Visit www.amazon.com/sellb2b
And register for a Professional
Selling Account

2.



Certify your business

3.



Review [Beginners' Guide to Selling on Amazon](#)

4.



**Upload your products to
your catalog**

5.



**Create a Business Profile and
upload your Certification**

6.



Start selling

Learn more at business.amazon.com/social-responsibility

Thank You