

The Amazon Business logo, featuring the word "amazon" in its signature blue font with a curved arrow underneath, followed by the word "business" in a plain, dark blue sans-serif font.

amazon business

# 10 questions sellers like you are asking about Amazon Business

Amazon Business. The B2B marketplace on Amazon.



### Question 1

## How is Amazon Business different from Amazon.com?

Amazon Business is the B2B marketplace on Amazon.

It gives business customers the selection, convenience, and value that they love about Amazon.com, but with features designed for businesses of all sizes.

It provides sellers with a way to reach millions of business customers around the world.

### Designed for business needs

Amazon Business provides businesses with a single, streamlined purchasing solution for a wide range of products. It helps organizations of all sizes consolidate procurement, minimize tail spend, and gain greater insight into purchasing.

Customers can create multi-user accounts that allow them to choose from hundreds of millions of products on Amazon, including business-only items. All kinds of organizations around the world benefit from business-only pricing, easy price comparisons, quantity discounts, and free shipping with a Business Prime membership.

### A seamless, familiar experience

On the homepage, registered Amazon Business customers can shop for all the products they need for their business in a familiar Amazon interface.

They can type in the name of a product or list of keywords related to it, or browse through product categories relevant to their industry. Content-rich product detail pages tell them everything they need to know.

	Amazon	Amazon Business
<b>Buyers</b>	Individual customers	Businesses, organizations with tax IDs, individual customers
<b>Account</b>	Single user	Multiple users
<b>Pricing</b>	Retail	Business pricing, retail, negotiated pricing
<b>Tax exemption</b>	As applicable	Exemption for qualifying organizations
<b>Payment</b>	Credit card, Amazon.com Store Card	Corporate cards, Amazon.com corporate credit
<b>Products</b>	All	All, including business-only products
<b>Quantity discounts</b>	None	Tiered quantity discounts
<b>Shipping</b>	Prime, Seller Fulfilled Prime	Business Prime, Seller Fulfilled Prime
<b>Insights</b>	Order history	Approval workflows, purchasing analytics



## Question 2

# What is an Amazon Business Seller?

The Amazon Business Seller program is a monthly membership service with no annual contract that provides sellers with the tools and features they need to grow their B2B sales on Amazon Business. These third-party sellers offer products to millions of business customers worldwide, including major hospital systems, governments, Fortune 50 companies, universities, and more.



## Business pricing

You can offer wholesale prices—that are only available to registered business customers—to encourage larger orders. In addition, you can restrict certain products so they're only visible to verified business buyers.

## Quantity discounts

To make it easier for customers to buy from you in bulk, you can set pricing tiers for each product. Customers can see your price discounts for certain quantity orders and can request special prices on even larger orders.

## Automated tax exemption

You can extend automated tax exemption on qualified purchases to businesses and organizations that participate in the Amazon Tax Exemption Program, such as nonprofit organizations.

## Enhanced product content

You can enhance your listings by providing the detailed content that business customers need, such as:

- MSDS
- CAD files
- User guides
- Safety information
- Application guides
- Spec sheets
- Comparison charts

## Certifications

You can claim quality, diversity, and ownership certifications that will help your company stand out to business customers who want to learn more about their suppliers, meet quality sourcing targets, or fulfill their social responsibility spending goals.



### Question 3

## Will Amazon Business work for my industry?

The short answer: yes.

From sole proprietorships to large enterprises with thousands of employees, businesses increasingly rely on the convenience, selection, and quality they find on Amazon Business.

### Features for every industry

Amazon Business customers include Fortune 50 companies, hospitals, universities, governments, restaurants, hotels, manufacturers, tech companies, and many other categories. To provide these customers with the products they need, when they need it, Amazon Business Sellers from all different industries rely on a range of e-commerce tools and capabilities:

**Constant visibility** into which products are selling, who's buying them, and for how much.

**Business-only offers** for professional grade products.

**Restricted access** to products in regulated categories, such as healthcare and manufacturing.

**Automated tax exemption** on qualified purchases to make it easier for government and nonprofit buyers to buy.



Office & Breakroom



PC & IT



MRO & Industrial



Food Service



Science & Healthcare



Education



Government



Hospitality



#### Question 4

## What are my shipping options on Amazon Business?

Amazon Business Sellers can choose from several different shipping and fulfillment options to best meet the demands of their customers. Sellers can either fulfill orders themselves or use the sophisticated Amazon fulfillment network to complete orders. In addition, business sellers can offer the fast shipping and superior service of Business Prime Shipping.



### Seller fulfillment

In this model, you fulfill orders from your own facility and are responsible for every aspect of the fulfillment process. You must follow the Amazon Business packaging requirements and meet the high performance standards customers expect from Amazon Business.

#### You handle:

- Pricing
- Shipping
- Packing
- Customer service
- Storage

### Fulfillment by Amazon (FBA)

Sellers of all sizes leverage the advanced global Amazon fulfillment network to scale their businesses and reach more customers. Your products are stored in Amazon fulfillment centers and orders are fulfilled by Amazon.

#### You handle:

- Pricing

#### Amazon handles:

- Shipping
- Packing
- Customer service
- Storage

Many business sellers take a mixed approach to fulfillment. They find that some products can be more effectively stored and shipped from their own facilities, while other products are more suited for FBA.

### Business Prime

Many of today's procurement professionals are Prime members in their private lives, and increasingly expect the same convenience when purchasing for work. These business customers recognize and trust the Prime logo, which represents fast shipping and superior customer service.

Businesses that enroll in Business Prime receive unlimited fast, free shipping on tens of millions of products for all users on their account.

There are two ways to offer Business Prime:

#### FBA Business Prime Shipping

Products that are shipped via FBA are eligible for Business Prime because they're fulfilled directly by Amazon.

#### Seller Fulfilled Prime

If you have advanced fulfillment and logistics capabilities and consistently high customer service, you can participate in the Prime program and ship directly from your facilities.

Learn more about Business Prime [here](#).



### Question 5

## What are the costs and fees of selling on Amazon Business?

To sell on Amazon Business, you register for an Amazon Business Professional Selling Account, which is \$39.99 per month—the same cost as a Professional Selling Account on Amazon.com.

There are no long-term contracts associated with the Business Seller program. It's a month-to-month agreement you can cancel at any time without penalty just by opting out.

### Referral fees

You pay a referral fee on each item sold, which ranges from 8-15% depending on the product category, and certain product categories have minimum fees. Amazon deducts the applicable referral fee percentage based on the total sales price, excluding any taxes calculated through Amazon tax calculation services. For more detailed information about referral fees, see [Selling on Amazon Business Fee Schedule](#).



# 8-15%

Percentage of referral fees  
depending on product  
category.



### Question 6

## How can I make a profit selling on Amazon Business?

Amazon Business is increasingly becoming the e-commerce choice for millions of customers around the world. Sellers on the Amazon Business marketplace leverage the huge volume of traffic from business and retail customers alike to drive new sales.

You can grow your business by taking advantage of the visibility that comes with selling on Amazon, and expand your customer base to the millions of organizations buying on Amazon Business.



### Exceptional reach, rapid growth

Since we opened in 2015, Amazon Business has grown rapidly. In our first year of operation, we recorded \$1 billion in sales. Today, we project more than \$10 billion in annualized global sales, and 50% of those sales come from third-party sellers like you.

In 2018, we expanded the Amazon Business global marketplace to eight countries:

- France
- Italy
- Spain
- United States
- Germany
- United Kingdom
- Japan
- India

In the United States alone, we've experienced rapid growth. Today more than 150,000 businesses sell on the Amazon Business marketplace.

Their customers include 55 of the Fortune 100 companies, more than half of the 100 biggest hospital systems, 80 of the 100 largest educational organizations, and more than 40 of the 100 most populous local governments.

### Business buyers are already on Amazon

A recent Forrester survey revealed that 92% of B2B buyers use Amazon to research purchases for work and 82% of business buyers make work purchases on Amazon.com.\* These professional customers are already comfortable shopping from sellers on Amazon. As a business seller, you can give them the selection, convenience, and security of the Amazon experience, but with features and pricing tailored to their business needs.

Remember—you can sell to consumers on Amazon and to professional buyers on Amazon Business.

### Leveraging e-commerce expertise

By using the e-commerce expertise of Amazon, you avoid the cost, hassle, and overhead of setting up your own online B2B e-commerce site and driving awareness and traffic to your site. The leading cloud security developed by Amazon helps you protect your business data and customer information more effectively and affordably.

\*Andy Hoar, Forrester, Magento Imagine Conference 2017



### Question 7

## How can I attract new customers on Amazon Business?

Just like retail customers, Amazon Business buyers value convenience, selection, and quality, but they also want to know more about the suppliers they're purchasing from.

As an Amazon Business Seller, you have access to a number of tools and features that help you better distinguish your company from other businesses and increase your discoverability to new customers. These features include enhanced seller profiles, ownership and quality certifications, and Business Prime shipping.

### The Prime difference

By providing Prime shipping on qualified orders, you can reach an even wider customer base. Currently there are more than 100 million Prime customers.

As a Fulfillment by Amazon participant, you can leverage the world-class fulfillment of Amazon to meet the demands of Prime business customers. As a Seller Fulfilled Prime member, you can provide Prime service on your own by maintaining a series of easily monitored customer service metrics.

Whichever route you choose, the Prime logo makes you more discoverable and attractive to business customers.

### Enhanced seller profiles

Business customers want to learn about the suppliers behind the offers. If they're going to buy 1,000 products from a vendor or enter a long-term supply relationship, they want to know who their sellers are. Our robust seller profiles help you tell your unique story and make your business more discoverable.

Once you've registered for a Professional Selling account on Amazon Business, you can create your business profile using our Profile Editor. Your profile showcases your logo, tells buyers more about your company, and displays your quality and diversity certifications.

### Seller certifications

Federally recognized diversity and ownership certifications are becoming increasingly important to discerning business customers. These certifications help you better tell your story and access new customers. Many institutional and government buyers have to meet quality sourcing requirements, and enterprises are increasingly introducing corporate social responsibility goals into their procurement processes.

Our Seller Certification program lets you promote 11 different federal diversity and ownership credentials along with seven different quality certifications such as ISO 9001. We've also added dozens of new state and county certifications.

### Diversity and ownership certifications

- Small Business
- LGBT Business Enterprise
- Minority-Owned Business
- Women's Business Enterprise
- Woman-Owned Small Business
- Economically Disadvantaged Women-Owned Small Business
- SBA-Certified Small Disadvantaged Business
- SBA-Certified HUBZone Firm
- SBA-Certified 8(a) Firm
- Veteran-Owned Small Business
- Service-Disabled Veteran-Owned





### Question 8

## What are the requirements for selling on Amazon Business?

Amazon is obsessed with the customer experience. When we launched in 1995, our mission was to become earth's most customer-centric company. That goal continues, but today our customers include millions of businesses around the world—and they rightly have high expectations for their Amazon Business experience.



### A commitment to the customer

Selling on Amazon Business requires a high standard of reliability and performance because members of the Business Seller program are held to more stringent requirements than those businesses selling on Amazon.com. Sellers that have a high pre-shipment cancellation rate, that ship late a lot, or have a high defect rate won't be able to meet the needs of Amazon Business customers.

If you're a current Professional Seller on Amazon.com, you may be eligible for the Business Seller program based on your performance history. If you're not currently eligible for the program, you can request a special exception for access; we'll review your request and get back to you within about three days.

### Business seller requirements

As an Amazon Business Seller, you must meet customer expectations, deliver on promises, and provide high-quality goods. To ensure a consistently superior experience, we ask that you meet requirements related to packaging and performance.

#### Business order packaging requirements

- Tracking number on every package
- Packing slip in every order
- Purchase order number with every package (when provided by customer)

#### Minimum performance requirements

- Under 1% pre-shipment cancellation rate
- Under 2% late shipping rate
- Under .5% order defect rate (A-to-Z claims, returns, chargebacks)

Many companies that already sell to retail customers have the infrastructure and ability to meet Amazon Business performance requirements. We provide you with powerful analytics tools in Seller Central that give you real-time insights into key performance metrics, so you always know where you stand.



### Question 9

## How can I protect my brand on Amazon Business?

For brand owners in every industry, protecting trademarked products is crucial to success. That's why Amazon offers powerful tools that help you protect your business from unauthorized resellers and trademark infringement, more accurately represent your brand, and find and report intellectual property violations.

### Brand Registry

With powerful text- and image-based search capabilities, Brand Registry gives manufacturers and trademark owners like you insight into their brands' presence on Amazon and Amazon Business.

As a brand owner, you can easily search for infringing or inaccurate content using images, keywords, or an Amazon Standard Identification Number. Reporting suspected violations is done through a streamlined, guided workflow.

Once the 24/7 global investigatory team receives a notification of potential infringement via Brand Registry, they take swift and decisive action. In fact, Amazon investigates and acts on more than 95% of all potential infringements within eight hours.

Automated protections use information about your brand to proactively remove suspected content, and you can also take advantage of machine learning to predict and prevent future infringements.

### Transparency

This new service provides US sellers with item-level tracing that identifies and stops counterfeit products from reaching business customers in the first place.

With Transparency, you can assign a unique, secure code to every unit you manufacture. Amazon scans these alphanumeric codes at its fulfillment centers, ensuring that only authentic products are shipped out to customers.

### Who can enroll in Amazon Brand Registry?

Only Amazon vendors or sellers with an active registered trademark that appears on their products or packaging can enroll in Brand Registry. Enrollees must be able to verify themselves as the rights owner or authorized agent for the trademark.



### Question 10

## How do I get started?

Registering for a Professional Selling account is a streamlined process that takes just a few minutes. To learn more about the eligibility requirements and how you can [begin enrollment here](#). If you already have an Amazon Vendor or Seller account, just [sign in here](#) to see whether you're eligible for a Professional Selling account.



### We can help

If you're not an Amazon Seller yet, just [contact us](#) and we'll tell you everything you need to do to start selling on Amazon Business.

We can help you create listings, set up your shipping settings and your profile, and build your catalog. We'll show you how to add products one at a time, in bulk, or by integrating your current inventory management systems and ERP with our flexible APIs. We have a range of resources that can help you with technical integration.

And once you're up and running, Seller Central provides you with the tools, analytics, and controls you need to easily manage your e-commerce sales.

No matter your e-commerce capabilities, we recommend checking out the [Amazon Seller University videos](#) on our YouTube channel. They'll give you a great overview of the features and benefits of Amazon Business, plus more detailed explorations of specific topics.

## Ready to grow your sales?

Register for a Professional Selling account and start selling to millions of business customers around the world on Amazon Business.

**START SELLING**