

## Amazon Training Module 1 – One Day Course



Are you looking for a way to sell more of your products? Have you considered selling your products on Amazon? Amazon is the world's largest marketplace and there are opportunities for you to leverage your sales. **Discover if Amazon is right for you and learn how this massive marketplace can take your sales to the next level.**

### About the Course

This Amazon course is one day in duration and is delivered in person to audiences of 1 – 10 people. The prerequisites for the course are:

- ✓ You have an established product to sell on Amazon
- ✓ You have a basic ability to use computers and the Internet (searching, keyboard skills etc)

### Course Objectives

- ✓ Understand the potential that Amazon offers you for increased sales
- ✓ Learn how to find out what Amazon shoppers are looking for
- ✓ Understand the importance of keywords and how to do keyword research
- ✓ Learn the difference between Amazon FBA and Amazon FBM
- ✓ Discover the important aspects of Amazon Seller Central
- ✓ Learn about Best Seller Ratings and why they are so important

### Who Should Attend?



- ✓ People looking to sell their products on the world's largest marketplace – Amazon.
- ✓ People who want to know how to sell products on Amazon.
- ✓ People who have tried to sell their products online but haven't got the results that they were looking for.
- ✓ People who want to know if Amazon is right for their business.

## Course Content

- ✓ **Why Amazon?** Introduction to Amazon and the Various International Markets - The Amazon opportunity and how you can increase your product sales.
- ✓ **What are Amazon Shoppers Looking for?** When you know what Amazon shoppers are looking for you can take your sales to the next level.
- ✓ **The Importance of Keywords.** Why keywords are so important and why you must use them in your listings.
- ✓ **Fulfillment by Amazon (FBA) Overview.** What FBA is and the advantages that it offers you.
- ✓ **Fulfillment by Merchant (FBM) Overview.** The FBM model and why it could be a good fit for you.
- ✓ **Amazon Seller Central Overview.** An introduction to Amazon Seller Central and why it is important.
- ✓ **Best Seller Rank Explained.** What the Amazon best seller rank is and why it is essential to your business.



For more information and pricing, please contact

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