

## Amazon Training Module 2 – One Day Course



**Do you want to know how the top sellers on Amazon list their products for success?** These secrets are worth their weight in gold and will increase your sales. You need to know how to setup your products correctly to attract the highest number of visitors and achieve the best conversions. This Amazon course will show you how to do that and more...

### 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

- ✓ Discover how you can select the right products to sell on Amazon so that you will make sales and profit
- ✓ Learn the dynamics of the selling price and how to get it right for maximum sales
- ✓ Understand the dynamics of repricing so that you can tweak your prices for the best results
- ✓ Find out about Universal Product Codes and how you can easily find them
- ✓ Discover how you can use SKU's for better inventory management
- ✓ Learn about the Amazon ASIN and why it is important
- ✓ Discover how you can write a high converting, keyword rich product listing
- ✓ Understand why high quality images are so important and how to create them



## Who Should Attend?

- ✓ People that are ready to sell their products on Amazon.
- ✓ People who want to know the important aspects of listing a product on Amazon.
- ✓ People who want to know how to integrate their keywords into their product listings.
- ✓ People who want to know how to create a high converting product listing with high quality images.

## Course Content

- ✓ **Selecting products that will make money.** Not every product has money making potential on Amazon so you need to understand what will sell.
- ✓ **Selling Price and Profit calculation.** Your selling price is very important in determining the level of sales you will make and your profits
- ✓ **Repricing.** This is about adjusting your pricing so that you can sell more products.
- ✓ **Universal Product Codes.** All of your products will require a UPC when you are selling on Amazon. It will be explained how you can get them.
- ✓ **SKU's explained.** Stock Keeping Units are an internal measure that you can use for inventory management.
- ✓ **ASIN's explained.** All products require an Amazon Standard Identification number and you will need them for your products.
- ✓ **Creating a Keyword Rich and Compelling Listing.** The best way to create your listing for conversions and using the right keywords to appear in the Amazon search results.
- ✓ **Writing a High Converting Product Description.** Copywriting skills that you need to create a killer product description that will lead to high conversions.
- ✓ **Creating High Quality Photographs of your Products.** High quality photographs are essential for Amazon sales and you will learn how to capture amazing images that sell.

For more information and pricing, please contact

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