



PROFIT SOURCERY

Setting up Your Amazon Seller Account

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ProfitSourcery.com has been designed to help Amazon sellers find the best products to sell. Before you can get started you will need to set up an Amazon seller account. This guide will take you through the steps necessary to start selling on Amazon.

In this guide we'll explain:

- The difference between a Basic & Pro seller account
- The Amazon seller registration process
- The account verification process

What Amazon Seller Account to Choose?

To sell on Amazon you need to set up your online seller account. Amazon offer two account types: **Basic** and **Pro**.

The Basic seller account is free to set up and will allow you to list products in 20 categories. With a Basic seller account you will be charged a 'per-item' fee of £0.75 plus VAT for each sale on top of other seller fees.

If you plan to sell at a low volume or are just starting out, the Basic seller account is a good way to enter the marketplace. Amazon suggests that the Basic seller account is designed for people who plan on selling *less* than 40 items per month.

If you intend to sell a high volume of items or you are looking to launch an online business you will need a Pro seller account. With a Pro seller account you pay a monthly subscription fee of £25 plus VAT along with seller fees, but will not be charged the 'per-item' fee for each sale. The monthly subscription fee means that you can cancel your Pro account at any time.

Amazon is currently offering the Pro account to sellers free for 3 months. This means you can get all the great benefits of a Pro account without the monthly subscription fee (and you can switch back to the free Basic account at the end of the trial).

We highly recommend that you use a Pro account when selling on Amazon.

With a Pro account you can win the Buy Box and will have access to more product categories which makes it a far better alternative to a Basic account. Winning the Buy Box is crucial if you want to be a competitive seller in the marketplace.

The Registration Process

Setting up your Amazon seller account follows a simple process. Go to the [Amazon's Seller page](#) then register. You will need to follow four steps:


1. Register your basic account information – such as name, email and country of residence.
2. Provide 'charge information' - for this you need a credit card that is active.
3. Give your 'business and contact' information – in this section you need to outline whether you are a private seller, are selling through a registered business or are a registered Sole Proprietor
4. Verify your phone number.

Once you've gone through these four steps, you will need to confirm your details and Amazon will verify your seller account before you can start selling on Amazon.

The Step-by-Step Registration Process

Step 1: Provide Your Basic Account Information

When you initially register for an Amazon seller account you'll be asked to input your basic information. If you already have an Amazon account you use for buying on Amazon you can use these details by clicking the blue link at the top of the page.

 Would you like to use an existing Amazon account? [Click here](#)

Create a new account

First and Last Name:

E-mail Address:

Re-type E-mail Address:

Password:

Re-type Password:

Country of Residence/Establishment:

Seller Agreement

By clicking on the "Continue" button below, you acknowledge that you have read and agree to the terms of the

- [Selling on Amazon Fee Schedule](#)
- [Amazon Payments Europe – Selling on Amazon Acceptable Use Policy](#)
- [Amazon Services Europe Business Solutions Agreement and Amazon Services Europe Privacy Notice](#)
- [Amazon Payments Europe Agreement and Privacy Notice](#)

PLEASE NOTE: If you intend to list and sell products in the Alcohol, Erotic and Sexual health, Prescription and Non-prescription Drugs, Vitamins and Supplements, Prescription and Non-prescription Eyewear, or Knives categories, please click [here](#)

English

We highly recommend that you read all of the terms, conditions and agreements documents before you register your seller account.

It's vital you know your rights as a seller as well as understanding Amazon's policies before you start trading so you know exactly where you stand should any issues arise.

Step 2: Provide 'Charge Information'

Once you've input your basic information you'll be asked to provide 'charge information'.

Provide charge information

Credit card number:	<input type="text"/>
Expiry Date:	<input type="text" value="12"/> / <input type="text" value="2014"/>
Cardholder's name:	<input type="text"/>
Address:	<input type="text"/>
Address line 2:	<input type="text"/>
City/Town:	<input type="text"/>
County:	<input type="text"/>
Postcode:	<input type="text"/>
Country:	<input type="text" value="United Kingdom"/>
Phone number:	<input type="text"/> Add an extension

[Go to set-up summary](#)

[Skip Step](#)

[Save and Continue](#)

As you can see in the image above you will need to enter your payment details. This requires you to have a debit or credit card. Your card details can be changed after you've registered.

You will not be charged anything immediately but Amazon will need your payment details to verify your account (via a micro-transaction).

It's important that you enter the billing address associated with your payment card.

Once you've finished this page (or you can skip this step and fill it out later), you can move on to the 'Business and Contact' information page.

Step 3: Business and Contact Information

The 'Business and Contact' information page is where you input your business details.

Business and Contact Information [Learn more](#)

Are you a private person or a business?

Seller Category
How your business is legally classified

- Private person
- Business (incl. Partnerships)
- UK Sole Proprietor

NOTE: This selection cannot be changed later. It is critical that you make the right choice here in order to complete the process successfully.

How shall Amazon contact you?

Country:

House number or building:

Street:

City/Town:

County:

Postcode:

Phone number: [Add an extension](#)

How shall the customer contact you?

Display name: [Check Availability](#)

[Go to set-up summary](#) [Skip Step](#) [Save and Continue](#)

You have three choices with regards to the type of business you are running and you cannot change this information later so make sure you are sure which applies to you.

Finally you need to enter a 'display name'; this is the name customers will recognise you by (this can be changed after you've finished setting up your seller account). We recommend that it's the same as your business name.

If you are unsure about any business information you've provided, please contact HM Revenue & Customs for more advice. Additionally if you would like more information on what is classed as a 'trading activity', see our 'What Is Trading & Should I Register A Business?' guide.

If you do own a business and want to trade through it you will need to provide the following business information:

Business Data

Business Form: Charity ?
 Privately-owned (e.g. Limited, Partnership) ?
 Publicly-listed ?
 State-owned ?

Business Entity Type
Enter the legal form the business is established in, e.g. PLC, GmbH, S.à r.l., etc.

Company/ Charity Registration Number:
This number can be found on the commercial registration statement

Date Business was registered:
Date your business was established
DD/MM/YYYY

It is vital you enter the correct business information as you need to comply with business practices and customer standards in Europe. Additionally this will affect the taxes you're expected to pay.

If you select UK Sole Proprietor you will have to input your 'unique tax reference' (UTR) number.

Are you a private person or a business?

Seller Category
How your business is legally classified

Private person
 Business (incl. Partnerships)
 UK Sole Proprietor

NOTE: This selection cannot be changed later. It is critical that you make the right choice here in order to complete the process successfully.

Business Registration This business is registered with HM Revenue & Customs.

Business Data

UTR Number ?

If you have any doubts about the business information you're providing, you should skip this step and come back to it at a later date. We recommend that if there's any business information you're unsure about providing to Amazon that you contact HM Revenue & Customs. You can also read our guide 'Registering Your Business'.

Step: 4 Phone Number Verification

After entering your 'Business and Contact' information you will need to provide a phone number Amazon can contact you from.

Phone Verification

- Phone me
- Send me a text message

1. Which phone number shall be called to get verified?

Telephone Number [Add an extension](#)

If you are entering an international phone number, please include the full phone number along with the country code. The country code should include a leading "+". For example +44XXXXX.

Call Me Now

[Show instructions for dial-up connections](#)

2. Call in progress

3. Phone verification complete

[Go to set-up summary](#)

Skip Step

You can provide a landline number and Amazon will call you to verify the number. Alternatively, you can provide a mobile number for Amazon to send a verification text.

If you've registered as a Business or Sole Proprietor you should provide your business number. Your contact number can be updated within your account settings. Within your account settings you can also add additional contact numbers.

We highly recommend that you keep your contact information up-to-date. It's really important that Amazon can get in touch with you in case you face any issues with your seller account.

The Confirmation Page

Once you completed the four 'set-up' stages you will need to confirm the information you have provided to Amazon. Amazon will then verify your account.

To do this Amazon will send a 'micro-transaction' to your registered payment card and ask you to declare information regarding the transaction. This will verify that the card you are using is yours.

Additionally Amazon will independently verify the information you've provided to them. This may require you to provide additional information to Amazon if necessary.

Though you can start trading on Amazon straight after you've registered your seller account we strongly recommend you wait until Amazon have confirmed the verification of your account. This will avoid any potential issues, such as having your account cancelled, after you start selling.

Once your seller account is registered you'll be able to edit and update your account information and this includes upgrading your seller account (from Basic to Pro) as well as adding your VAT registration number (if you have one).