



PROFIT SOURCERY

Multi-Channel Selling

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Multi-channel selling is a growing practice by many ecommerce sellers and involves selling products in multiple online markets to increase product visibility and therefore improve sales.

Though ProfitSourcery is a more Amazon-centric seller tool, it still shows plenty of opportunities that you may want to start selling in other markets too. With that in mind we've compiled a small guide to help you understand multi-channel selling.

What is Multi-Channel Selling?

Multi-channel selling is best described as selling through a combination of retail locations. In a traditional sense multi-channel selling may have referred to retailers selling via their brick and mortar stores and through their website.

With the internet creating a new generation of online entrepreneurs, the traditional meaning of multi-channel selling is changing. Multi-channel selling can mean selling through multiple online ecommerce sites (e.g. Amazon, eBay & Rakuten) and/or multiple online markets (e.g. Amazon UK, Amazon Europe, Amazon US and more...)

From managing all the product lines and stock, selling across the different markets, to understanding income taxes it can feel like a huge job to take on selling in new locations. But don't worry; later in this guide we'll link you to a great guide from Matthew Ogborne who's written a brilliantly comprehensive guide of multi-channel software for sellers.

With specialist software multi-channel selling is becoming far easier for all sellers to do.

Can Amazon Help Me with Multi-Channel Selling?

Multi-channel Fulfilment

Amazon allows sellers who own their own businesses or sell on other ecommerce platforms (like eBay) to use the FBA service to fulfil their orders. This allows sellers who do multi-channel sell to have a single distribution service for their business. When you receive an order through another website you simply need to notify Amazon of the item and customer details and request they ship the order on your behalf. If you would like to learn more about Amazon's multi-channel service then see [here](#).

European Fulfilment Network

Through European Fulfilment Network, you can sell your products to any European Amazon marketplace from one location. This allows you to effortlessly enter new Amazon marketplaces.

The process is very similar to the normal FBA process. You list your product onto a European marketplace then ship your products to an Amazon fulfillment centre. Any orders you receive from around Europe, Amazon will fulfill for you. If your product has a listing on a European marketplace you won't even need to provide any translations. It really is the easiest way to start multi-channel selling and expand your Amazon store.

The only consideration is pricing. You need to remember that prices will need to be converted to Euros and fees may differ. You may find that certain products will not have any demand through the European marketplaces but as it costs nothing for you to list them it is worth trying.

Please note that to trade through the Italian or Spanish Amazon marketplaces you will need local bank accounts. This does not apply to the French or German Amazon marketplaces.

To find out more about Amazon's FBA Europe service see [here](#).

World First assist sellers with international payments and bank accounts: For marketplace sellers, the prospect of having to set up international bank accounts in order to sell abroad on Amazon can be rather daunting. Additionally the 3-4% charge placed by marketplaces and banks can adversely affect your bottom line. World First can reduce your costs by 2%, and cut out the stress of opening bank accounts. Find out more [here](#).



Why Multi-Channel Sell?

Reach More Customers

The most obvious reason to start multi-channel selling is to reach more customers. There are millions of daily customers who shop on Amazon.co.uk but there are more out there who you can sell to through other marketplaces. Whether you expand your Amazon store into new territories using FBA Europe (for example) or you start selling on new ecommerce sites like eBay you can massively increase your reach to new customers.

Increase Your Sales

The more customers you reach the more likely you are to increase your sales. The more sales you make the faster your business can grow and the more money you can make. It's simple.

And don't forget that ProfitSourcery helps you find products from British retailers. These products may be unavailable in European marketplaces and this can give you a big opportunity to start selling in Europe using Amazon's FBA service without any competition.

Grow Your Business

By entering new markets, reaching more customers and making more sales you can grow your business quickly. From humble beginnings you can build an international business and if you use FBA you can do it from the comfort of home!

Multi-channel Selling is Becoming Easier

As we'll explain in the next part of this guide, it's becoming easier to sell through multiple channels. There's endless software designed to minimise the effort required to manage multi-channel businesses. Multi-channel selling really can be done by anyone.

Multi-Channel Software

As we've already said, there's plenty of multi-channel software to help sellers out. From stock management software to product repricers and even translational tools for creating new listings in foreign markets, you'll always be able to rely on software to give you a hand.

For more information on stock management software and product repricers see our 'Useful Tools & Third Party Software' guide.

It can be quite daunting understanding exactly when and how you should use multi-channel software, there's a great guide you can get through Tamebay. The guide's called "***The Ultimate Guide to Multi-Channel Software***" by Matthew Ogborne and you can find it [here](#).

The guide will introduce you to why you need software to help you multi-channel sell and should help you with any questions you have on the topic of multi-channel software.

If you're familiar with multi-channel software and looking for software to use for your business, Tamebay also have a comprehensive list of software for you to consider that can be found [here](#).

Some Advice Before You Start Multi-Channel Selling

Each Retail Site is Different

Sure multi-channel selling is becoming easier but that doesn't mean it's a doddle. Each ecommerce marketplace is different and you'll need to know how each one works.

If you're an Amazon expert (which we hope you are after reading all of our guides) do you know much about eBay or Rakuten and their seller policies? Do you know how to get your account started and begin trading? Make sure you do some research as different marketplaces have different rules and different costs.

A great place to start researching is through each ecommerce website but you can also check out [Tamebay](#). They offer up-to-date news, blogs and advice for sellers on all ecommerce platforms.

Are You Ready For Multi-Channel Selling?

Before you start multi-channel selling you should consider whether it's currently the right option for your business. Can you afford the multi-channel software? Do you have the knowledge you need to sell well on various e-commerce sites? Have you just started selling and want to start slowly?

Whatever your situation, multi-channel selling is a big commitment so do plenty of research before you jump straight in.

If You're Selling in Europe Have a Good Translator

If you start selling in Europe (using FBA) then you may have to create new listings for your products. Some products you find on Amazon.co.uk won't be found on other European Amazon marketplaces, if that happens you'll have to create a listing from scratch in the native language of the customer.

If you can speak the language then great! If not you'll need a translation tool. Just make sure it isn't Google translate! Translating your listings is a hugely important process. If you're serious about multi-channel selling then research the market for translation software that is accurate and easy to integrate with Amazon.