

YOUR DEFENSE AGAINST AMAZON SELLER WARNINGS

COMMON AMAZON SELLER WARNINGS

Restricted products

Counterfeit item

Item listed in improper category

Incomplete item

Not as advertised/wrong item

Used item sold as new

Selling items past expiration date

TIPS FOR HANDLING POLICY WARNINGS

Always Address Warnings Immediately

Be Proactive

Designate a team member to handle all policy warnings.

Create an email template for various warning types, so that you are able to respond promptly when notified of a violation.

Monitor Amazon policy changes.

Develop a Plan of Action (POA)

Contact Amazon and address the issue.

Pinpoint steps that have already been taken to fix the issue.

Provide reasons why it won't happen again.

Be overly detailed.

Provide Proof

Copies of invoices or receipts from your supplier issued in the last 180 days.

Your supplier's contact information including name, phone number, address and website.