

Latest Updates of Amazon Seller Central for the Year 2017

The year 2016 is going to end soon and the online shopping platforms like Amazon are rolling out newer tools and techniques for the sellers. Amazon is going to introduce modern marketing strategies for the sellers by updating the Seller Central community for them. The [Amazon Marketing Services](#) in the year 2017 is going to introduce new techniques, tools, strategies and guidelines for the sellers. By investing in Amazon, the sellers have a global platform and the experts from eStore Factory assist their clientele. Here are some of the updates:

Introduction of Amazon Go shopping store

The Amazon Go shopping store will help the customers in easy buying as the shoppers can get their app scanned at the entrance, purchase the requisite products and after that can leave the store. With the help of "Just Walk out Technology", the consumers do not have to pay the money, as it will be simply deducted from their account.

Release of New International languages for Amazon.de

The Amazon.de was introduced in the English language in 2015, and later in 2016, it was translated into the Dutch language too. However, with the introduction latest trends, it will now be available in Turkish and Polish languages. For using various languages, the sellers need to click on the globe icon button that is on top of the navigation bar and select the preferred language. The sellers from the European Union can check their Shipping Options from the Settings Menu that is placed at the top-right corner of the page.

Usage of Variation Wizard

The feature of Variation Wizard helps the sellers to add a variation feature to the already existing *Amazon product listings*. The Amazon FBA Consultant from [eStore Factory](#) helps the seller to make changes with the Variation Wizard tool in their populated inventory file. For accessing this feature, one should click on:

- Inventory
- Add a product
- Listing via Bulk Upload
- Add Variation using feature of Variation Wizard

Upgrading Amazon Seller's App

Amazon has introduced V3.8 for the sellers, and it functions well with the Android and IOS devices too. Here are some of the newest features:

- Edit the product photos with the help of the Photo Studio option.
- Quantity discounts for the customer
- Recommendation of the business price
- Usage of Barcode Scanner

Tackling the Phishing

The [Amazon marketing agency](#) has helped the sellers in tackling the phishing attempts so that there is no compromise done on the security of accounts. Therefore, the Amazon recommends.

- Its sellers to check out E-mail address of the seller
- Check the spelling of the links
- Reporting the phishing E-mails to the **stop-spoofing@amazon.com** and much more.

The other recommendations provided by Amazon include scanning for viruses, contacting seller support system, deleting the unknown items and so on.

Latest Tools for Inventory

Amazon has introduced many modern Inventory Planning tools for the sellers that the *Amazon FBA expert* recommends for the year 2017 to the clientele-

- Summary Cards
- Management of Excess Inventory
- Breakdown of FBA units

Logging into the Mexico Account

This is best for the US Sellers account as they can use the Shipping services to shipping the products via DHL. For using this new feature, the sellers can log into the Sellers Mexican Account, choose Manage orders in the Seller Central community and click the buy shipping button at last.

Adhere to Condition Guidelines

The *Amazon Sales Consulting* agency should help the sellers to know about the latest guidelines that have been introduced in the past weeks for the Sellers. These include the listing of the product as new or old in condition field, active or out-of-date warranty products can be listed in used items and items of out of warranty cannot be listed.

Registering for VAT

For the present items to be sold in EU or outside the countries the VAT litmus Test is conducted to know whether the product will be registered for VAT or not. The conditions depend on the following things like the origin of the items, headquarters of the company, volume of sales and the location of the customers. Even these things can be accessed through the Amazon VAT Transactions Report.

Usage of FBA calculator

The Amazon Services for the year 2017 also includes the latest FBA Revenue Calculator that will help in comparing the FBM versus FBA fulfillment cost using this calculator. The Sellers can put up few entries and can come to know about the estimated costs of the products.

Using the Listing Quality and Suppressed Reports

The listing Quality and Suppressed reports can be used to access the bulk products or the information can be added to the suppressed products in the list. One can use it by going to Inventory Page, Download the listing quality and suppressed listing items in Excel format and add it to Add Products through Upload page.

Introduction of Newer Referral Fees

With the arrival of the year 2017, the referral fees will be charged for the products like Wine, Watches, and Beer. It can be seen that *16% will be charged on total sales price up to \$1,500 and after that \$2.00 minimum fee* and if the rate is slightly above \$1,500, then *3% for the portion will be charged*. For the items like Beer and Wine, the referral fees for the products will be *10%* henceforth.

Launching of Amazon Business at Amazon.de

The **Amazon Consulting Experts** from eStore Factory helps the sellers to promote the B2B business through-

- Enjoying lesser Referral fees
- Displaying Quantity Discounts
- Automation of VAT invoices
- Highlighting Net Prices
- Accepting payments through Pay-by –Invoice

Conclusion

The Amazon marketing agency *eStore Factory* helps the sellers to get along with the most recent updates that are being introduced for the **Amazon sellers in the year 2017**. The Amazon has helped the sellers in growing their business in the recent years and with the latest developments, it has assisted in getting a better return on investments too.