amazon business

Amazon Business Buyer Training

Kiara Conde

12/11

AMAZON CONFIDENTIAL

Table of Contents

- Organization’s Goals
- Joining the Amazon Business Account
- Shopping on Amazon Business
- Business Account Navigation
- Account Configuration
  - Checkout
  - Business Order Info
  - Approvals
  - Guided Buying
- Amazon Business Analytics
- Your Orders
- Business Customer Support

AMAZON CONFIDENTIAL

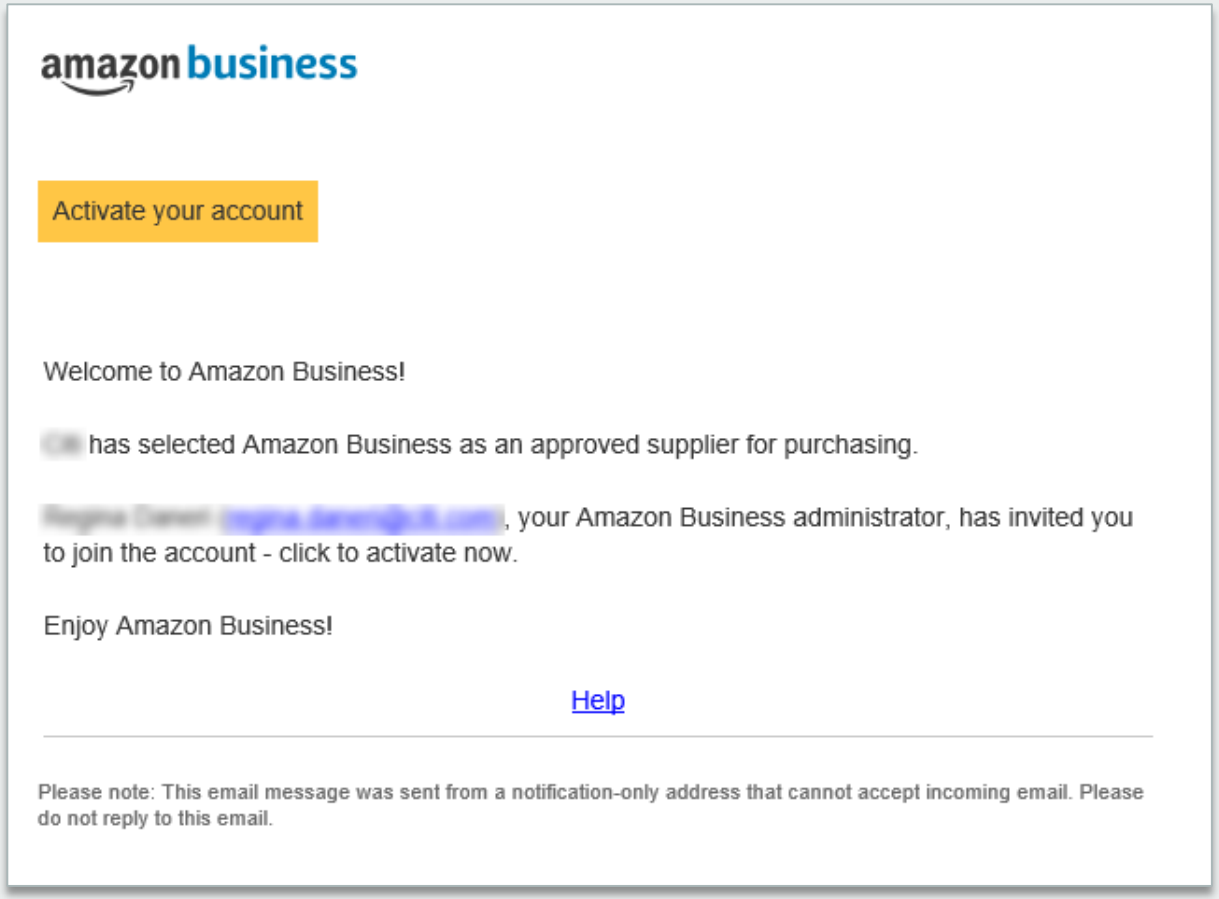
Join the Amazon Business Account

amazon business | Professional Services

Inviting Users to Amazon Business

How do Invitations Work?

- When your Administrator adds you to the business account, an invitation to join is immediately emailed.
- Invitations are tied to your business email address. You cannot change the email address used to invite you to the account.
- You must take action after being invited to an account in order to become an active user.
- Account invitations are valid for 90 days from send date. After 90 days, they will expire and need to be resent


amazon business

Activate your account

Welcome to Amazon Business!

[redacted] has selected Amazon Business as an approved supplier for purchasing.

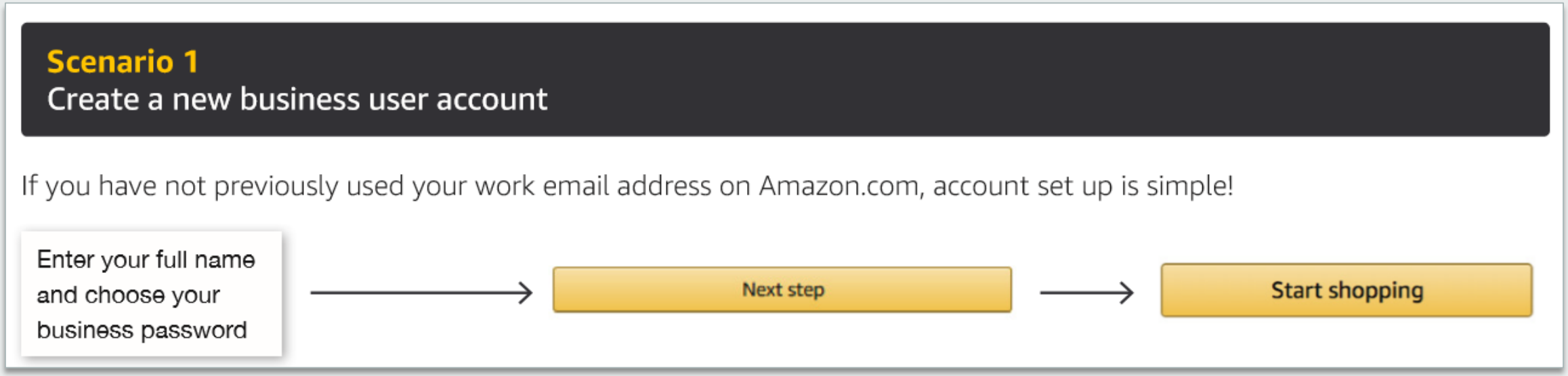
[redacted], your Amazon Business administrator, has invited you to join the account - click to activate now.

Enjoy Amazon Business!

Help

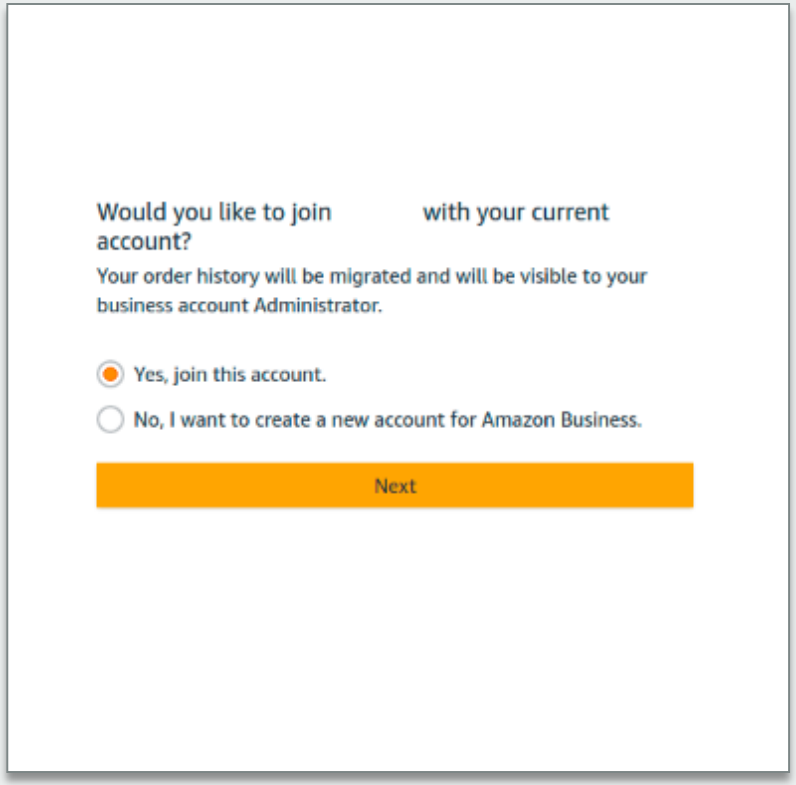
Please note: This email message was sent from a notification-only address that cannot accept incoming email. Please do not reply to this email.

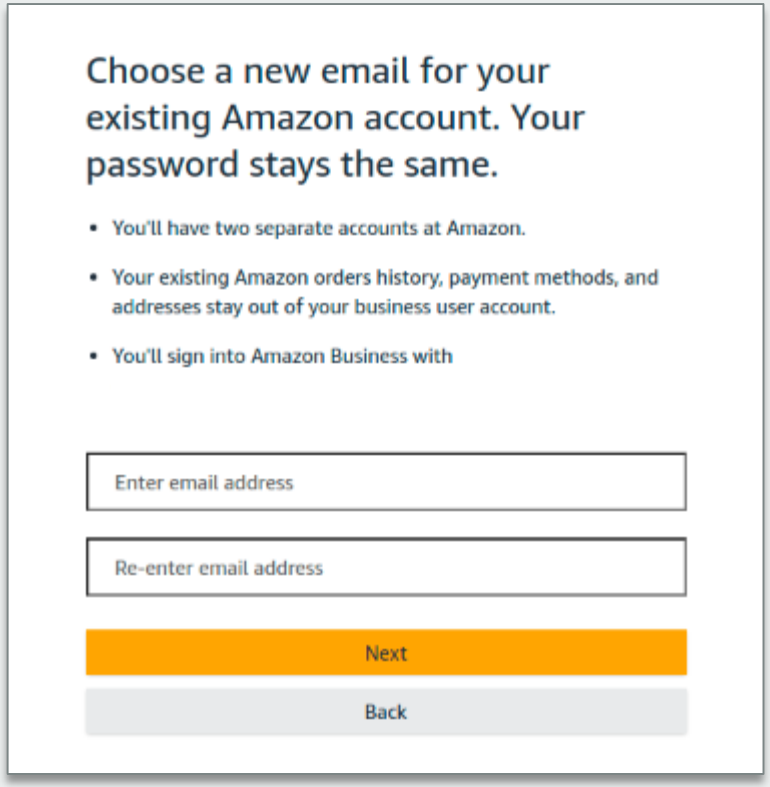
New to Amazon



AMAZON CONFIDENTIAL

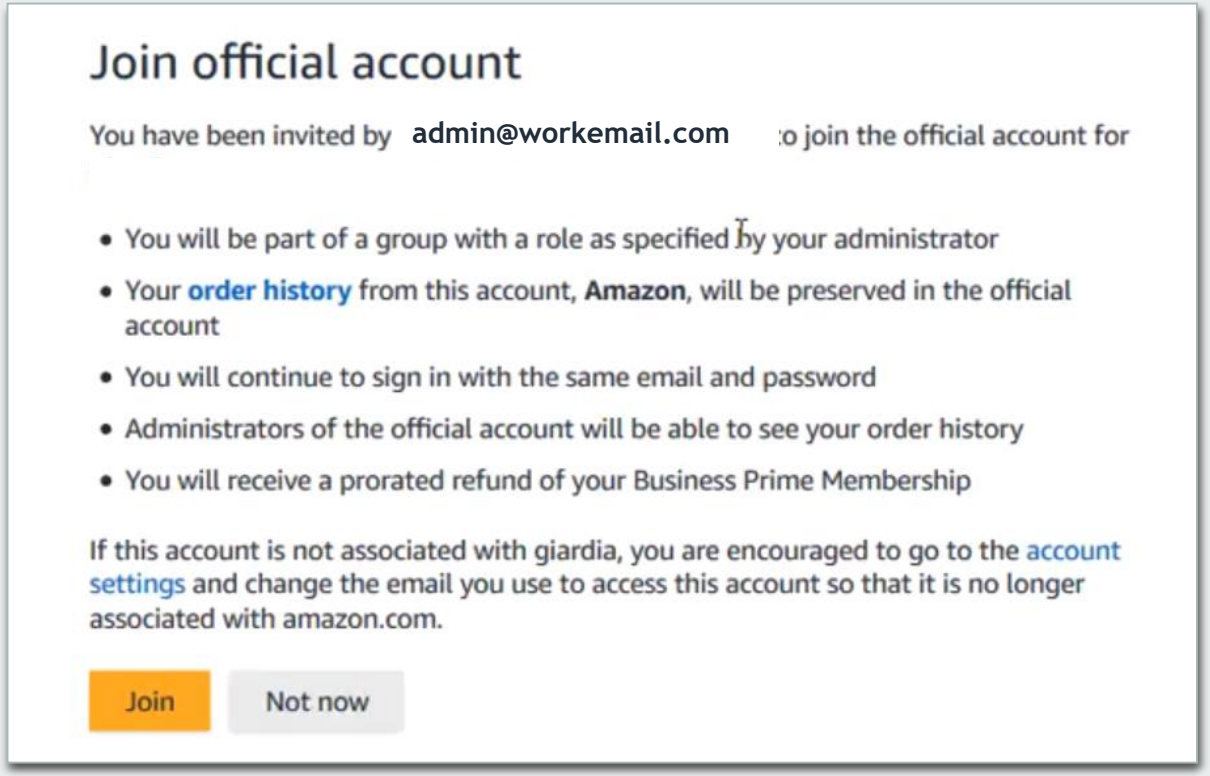
Existing Account with Work Email





Existing Business Account with Work Email

- When user clicks on "Get Started", he/she is taken to a page to download order history and start the process of moving.
- With one-click, the account is automatically de-registered and user is automatically added to the official account
- Same user credentials work, no password reset needed!



AMAZON CONFIDENTIAL

Shopping on Amazon Business

Amazon Business Benefits

Business Pricing & Quantity Discounts

- Business pricing and quantity discounts are only available to registered business account customers on Amazon. Click to learn more.

Business Prime Shipping

- Once Business Prime Shipping has been purchased, it provides Free Two-Day Shipping on eligible items for all users in the business account. There are multiple pricing tiers to meet the needs of businesses of all sizes. Click to learn more.

Buying Policies

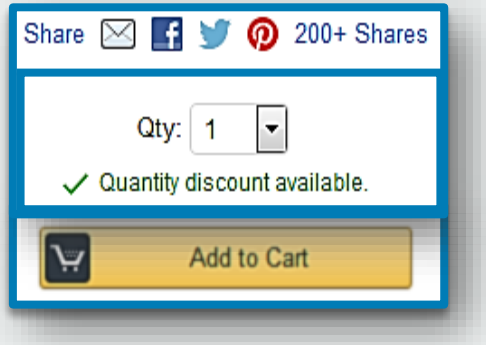
- Customize Amazon Business to your organization's buying standards and procedures. Features include approval workflows, negotiated pricing, and preferred suppliers and preferred products.

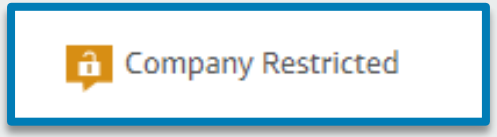
Business-Only Selection

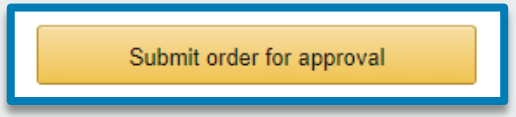
- Business-only selection refers to items and offers that are only available for purchase by Amazon Business customers.

Amazon Business Analytics

- Use Amazon Business Analytics to view data about your orders, create and filter reports based on your business needs, and view both charts and tables. Click to learn more.





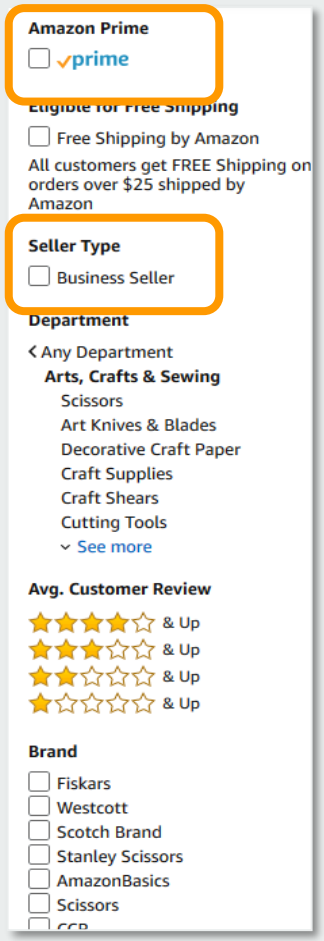


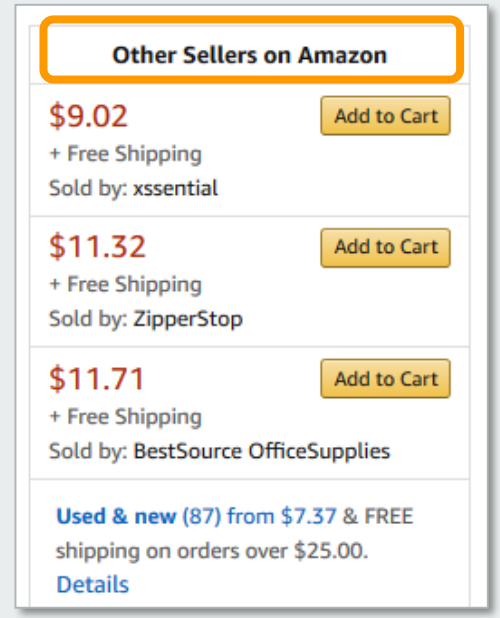
AMAZON CONFIDENTIAL

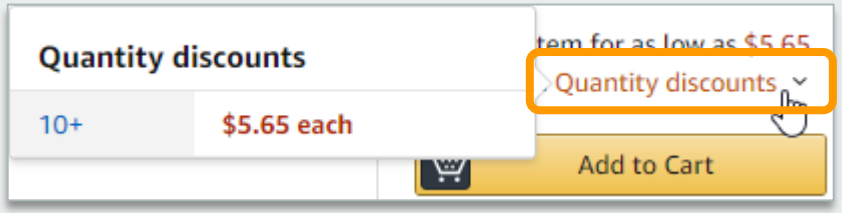
Search Optimization

Optimizing search functions in Amazon Business allows you to find the best products to meet your needs and compare prices to find the best value

1. **Maximize Savings!** Search All Departments & try using **generic descriptors instead of brand names**
2. Consider refining search results with filters available of left side of your screen, such as **Prime** or **Business Seller**
3. Sort results by options listed on the top left of your screen, such as Price: Low to High
4. In many cases, you can also Select **Quantity Discounts** to review quantity discounts and purchasing options
5. To compare offers, scroll down & select **Used & new** to pull up the **Offer Listing** page







AMAZON CONFIDENTIAL

business prime

Take Advantage of Amazon Prime Shipping Benefits

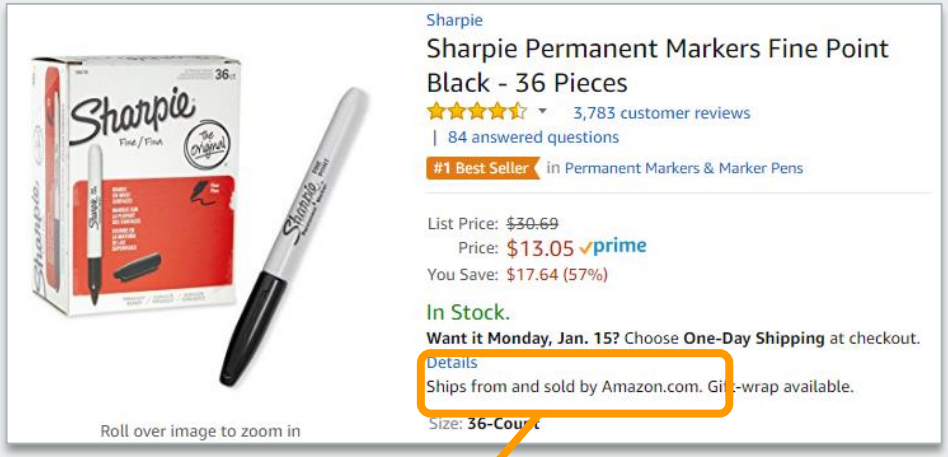
- An easy way to ensure that your products arrive on time and as expected, is to order products fulfilled directly from Amazon. All products clearly mark who the seller is on the product detail page.

Prime Eligibility – Fulfilled by Amazon

- Prime eligible items are fulfilled by Amazon. We recommend searching for prime eligible items.

What's not Included?

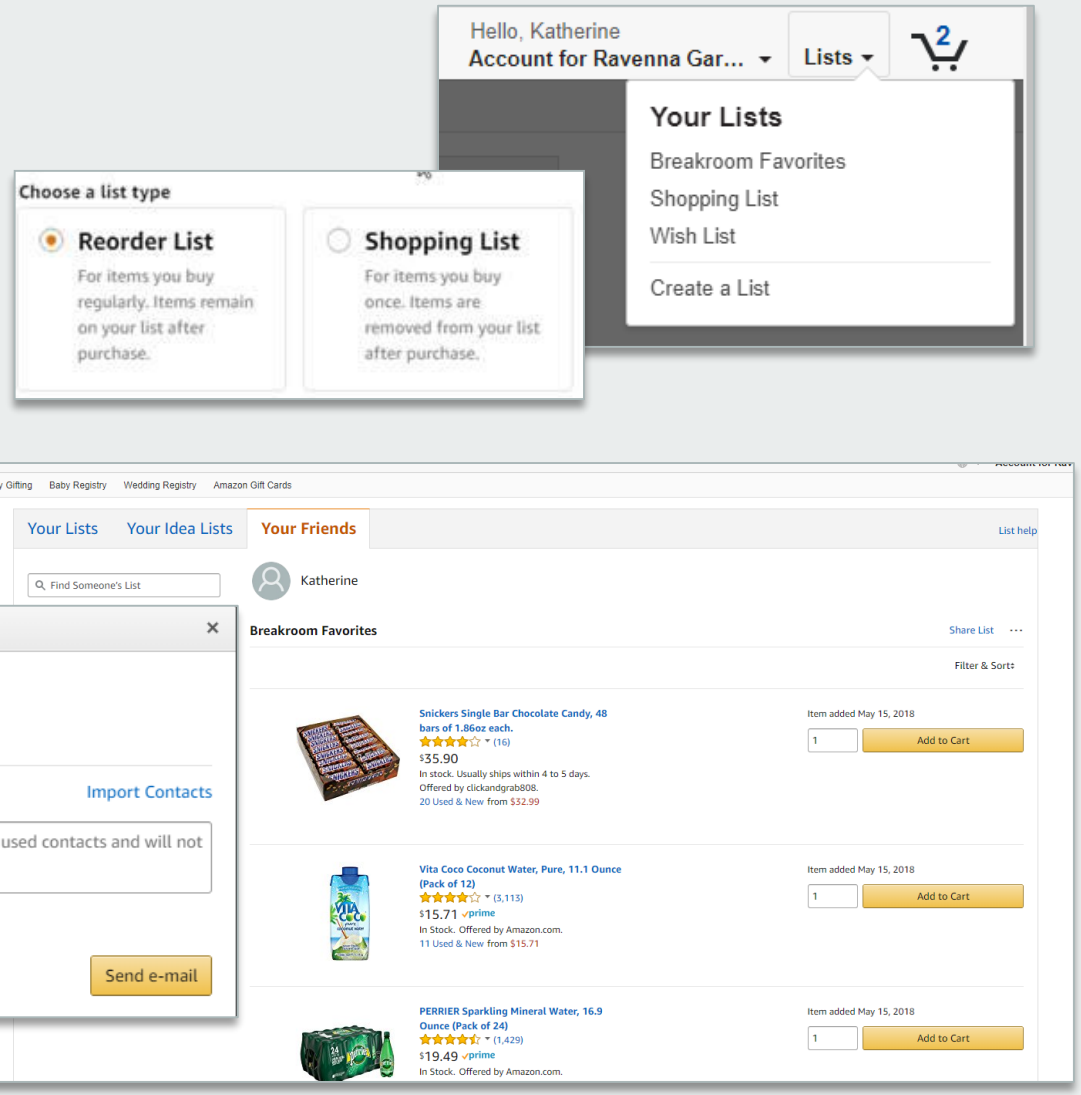
- Business Prime Shipping does not include additional Prime benefits such as Amazon Fresh, Pantry, Video, or Music.



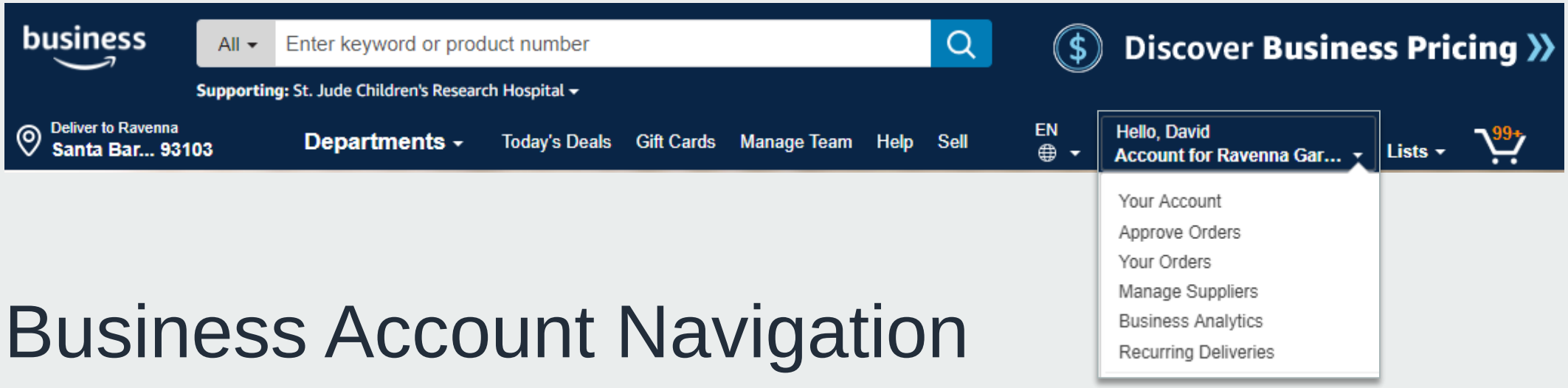
Reorder & Shopping Lists

How do lists work on Amazon Business?

- Lists make it easy to keep track of the things you need and are easy to share with others. Any User on Amazon Business can create a shopping list
- Choose between multiple list types depending on if you want the items to remain on a list after they are ordered
- To share your list, create a public list and use the URL to email it directly to your desired audience
- When a list is shared with you, you can save it to your own account or make a copy to edit yourself



Business Account Navigation



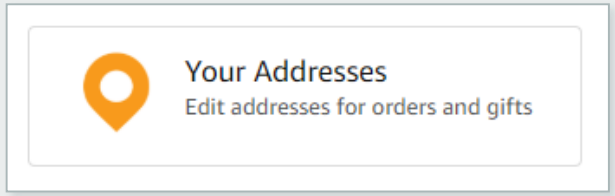
Business Account Navigation

Page	Functionality
Your Account	Standard Amazon account information
Approve Orders	If workflow approvals are enabled, approvers can view and take action on pending orders
Your Orders	View and track your orders. Administrations can view orders others have placed on behalf of the organization
Manage Suppliers	Easily find suppliers on Amazon Business and add them to your list of Saved Suppliers. Learn more.
Business Analytics	Create and filter custom reports based on your business needs to view your organization's orders
Recurring Deliveries	Have essential items delivered automatically, based on a schedule you choose. Learn More.

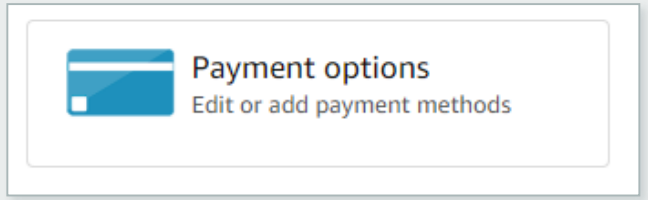
Account Configuration

Checkout – Individual Payment Methods

When checking out on Amazon Business, be sure to enter the appropriate payment and shipping details. This information can be entered in **Your Account** or during the checkout process



- Each time you add a new address, be sure to indicate if weekend deliveries can be accepted at that location. If in doubt, we recommend opting for week day deliveries only.
- Be sure to indicate if an access code is required to deliver to a specific address.
- Previously used ship to addresses will automatically be saved and made available during future checkouts.
- Ship to addresses can be audited by your account administrator at any time. Please be sure to comply with all purchasing rules and policies

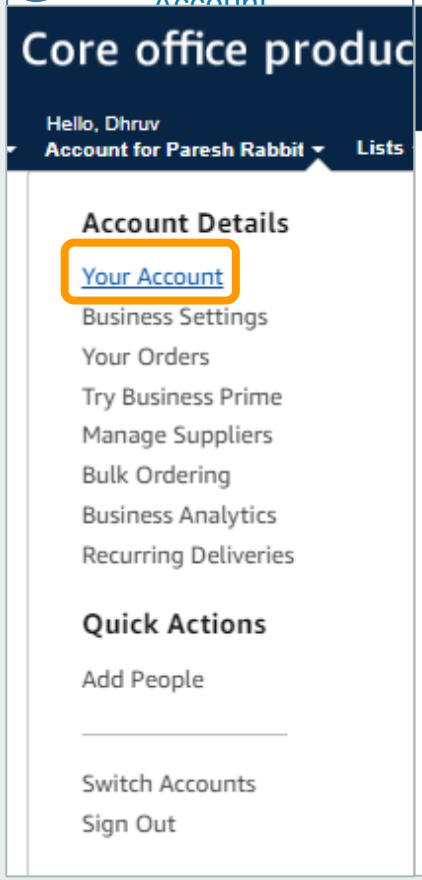


- Purchase cards are the recommended form of payment for the Amazon Business account.
- The Amazon Business account is intended for business purchases only. No purchases should be made on a personal credit card.
- If you have access and permission to use multiple different cards, multiple cards can be stored in your account information.
- Payment instruments are visible to your account administrator and can be audited.

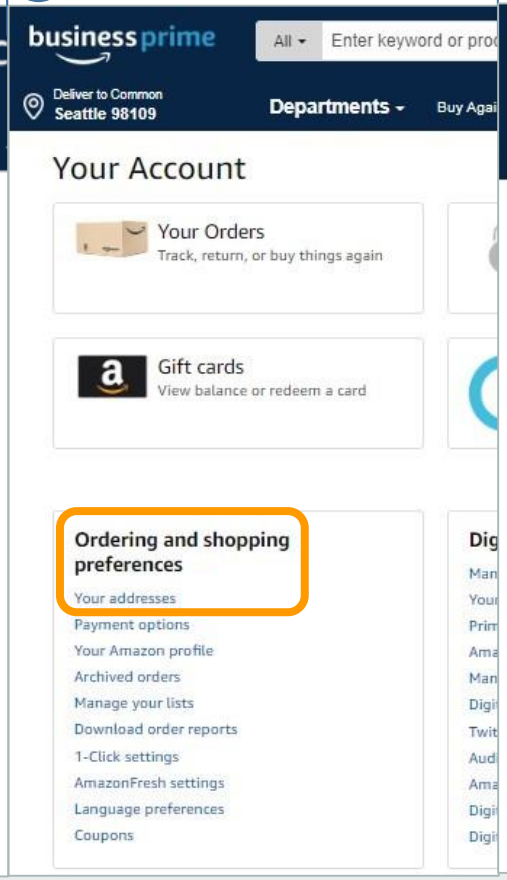
Updating Your Address Preferences (Individual Addresses):

Your Account > Your Addresses > Edit Delivery Instructions

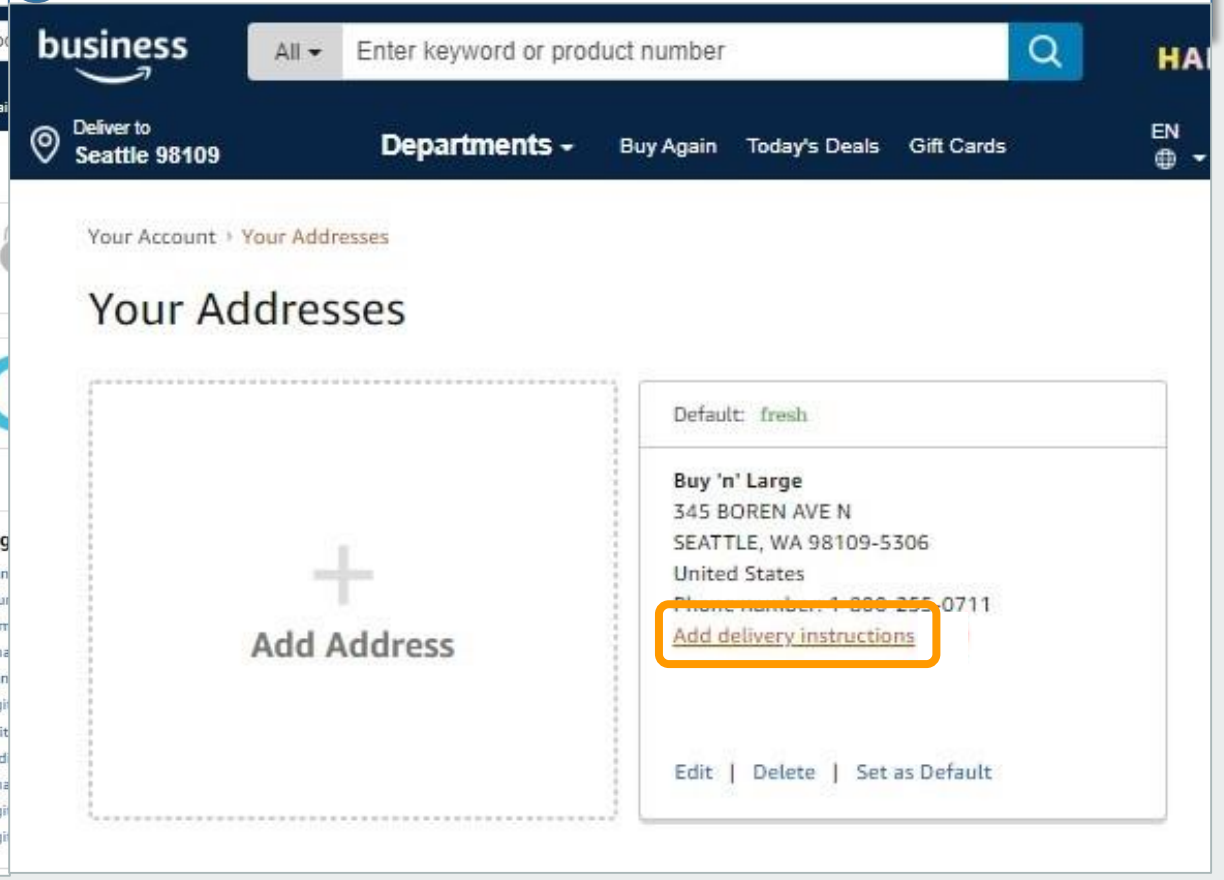
1 Click into Your Account



2 Click into Your Addresses



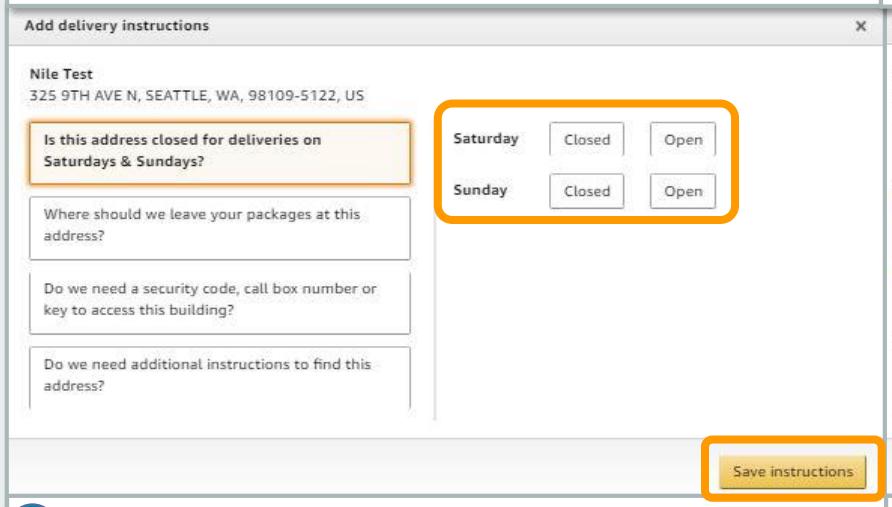
3 Click 'Add delivery instructions'



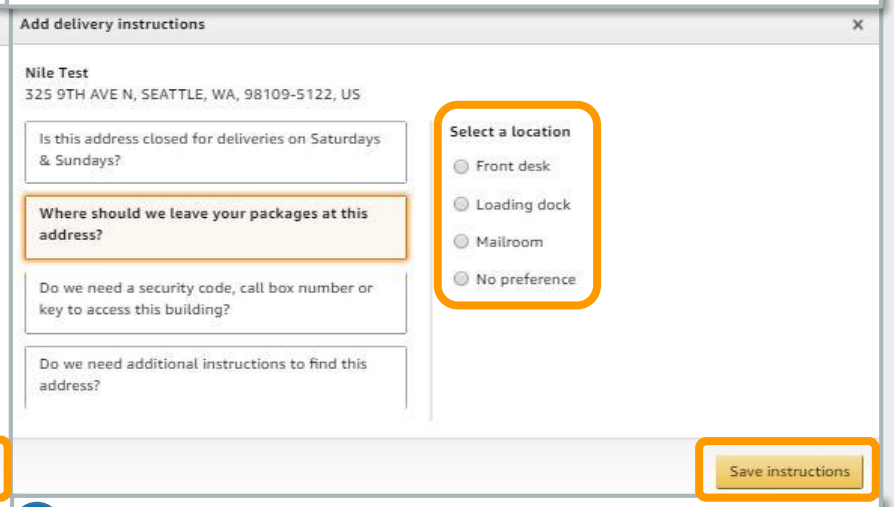
AMAZON CONFIDENTIAL

Updating Your Address Preferences

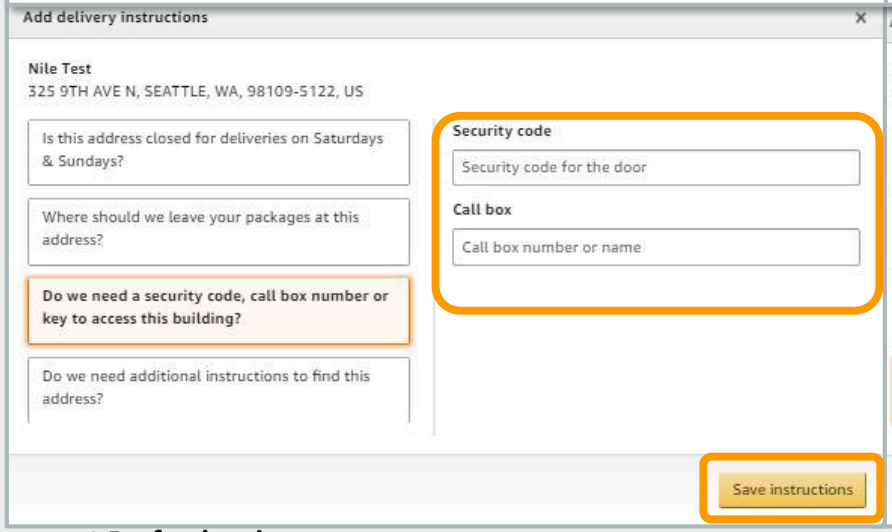
4 Enter weekend delivery preferences



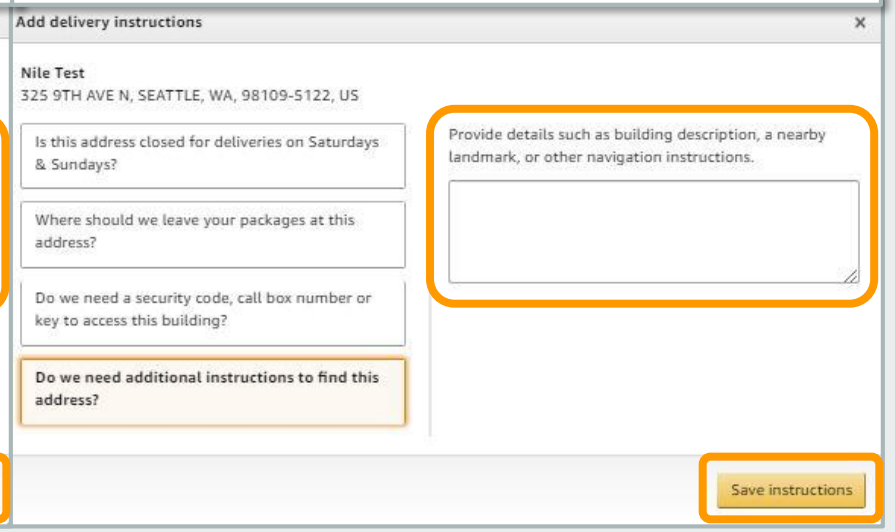
5 Select preferred package drop-off location



6 Enter Building access instructions (if applicable)



7 Enter any additional instructions (free text field)

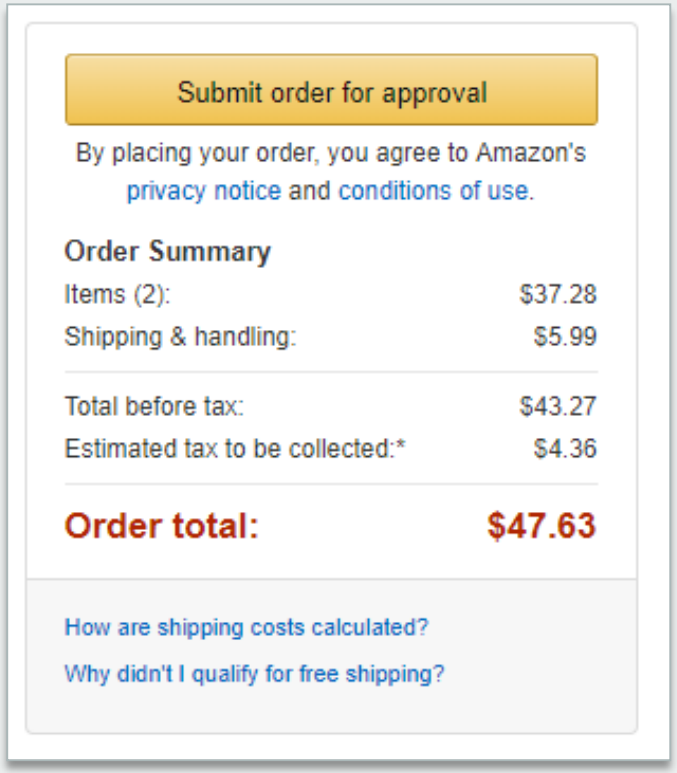


Approval Workflow

Some orders or all orders placed on the account may be subject to approval before being fulfilled

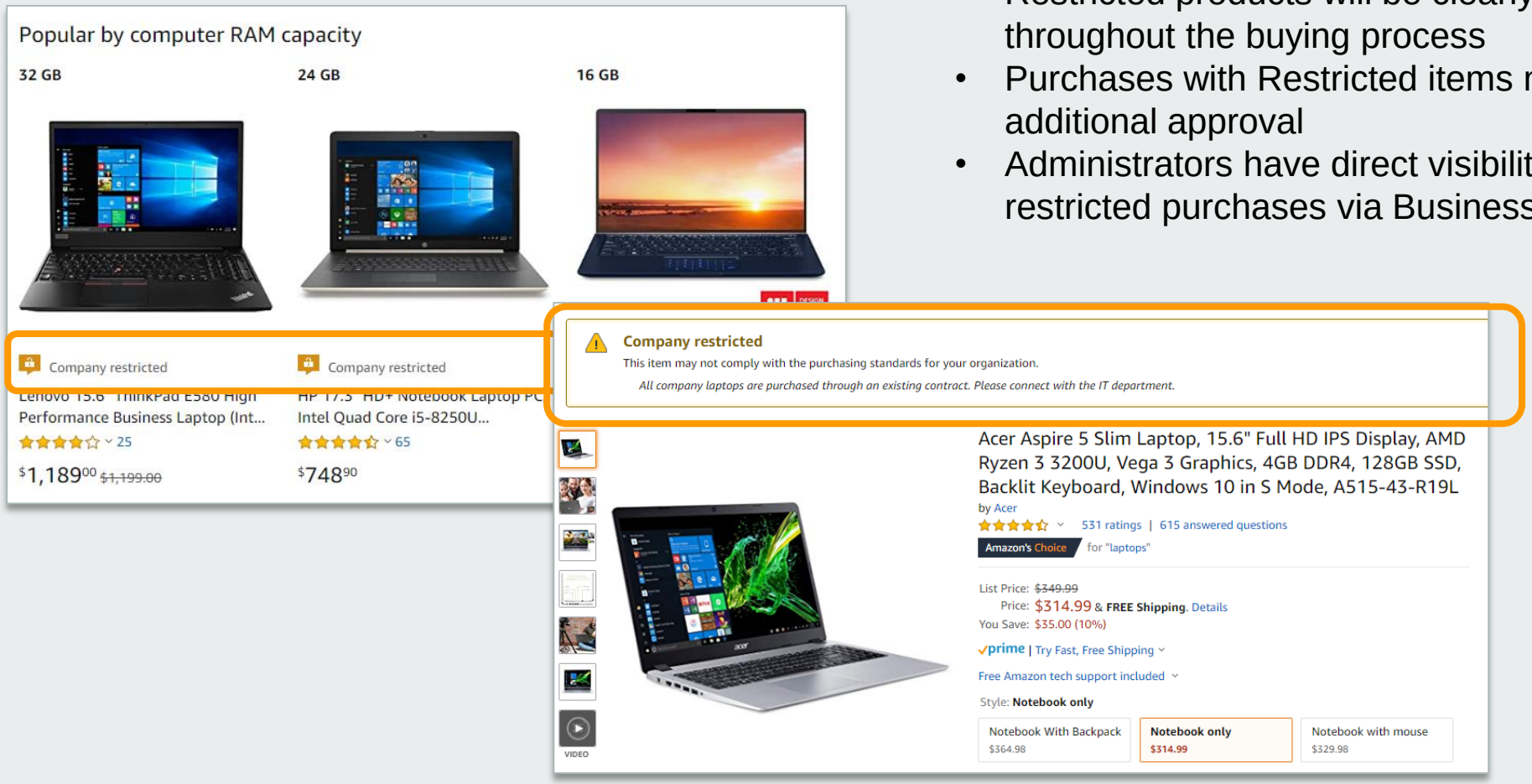
How do I order with Approvals configured?

- Depending on your role, some or all of your orders may require approval.
- There are no additional steps to take to submit your order for approval. Check out as you normally would and you will see the option at checkout.
- Your order will not be processed until it is approved by the appropriate approver. Keep this in mind for shipping timelines.
- You will be notified over email once your order is submitted and then again once your order has been approved and processed. Just as with a normal order on Amazon, you will also receive relevant shipping updates.
- If your order is not approved **within 7 days**, the order will automatically be canceled; however, the items in your order will not be deleted. If your order is canceled, you will need to submit the order again for approval.



Company Restricted

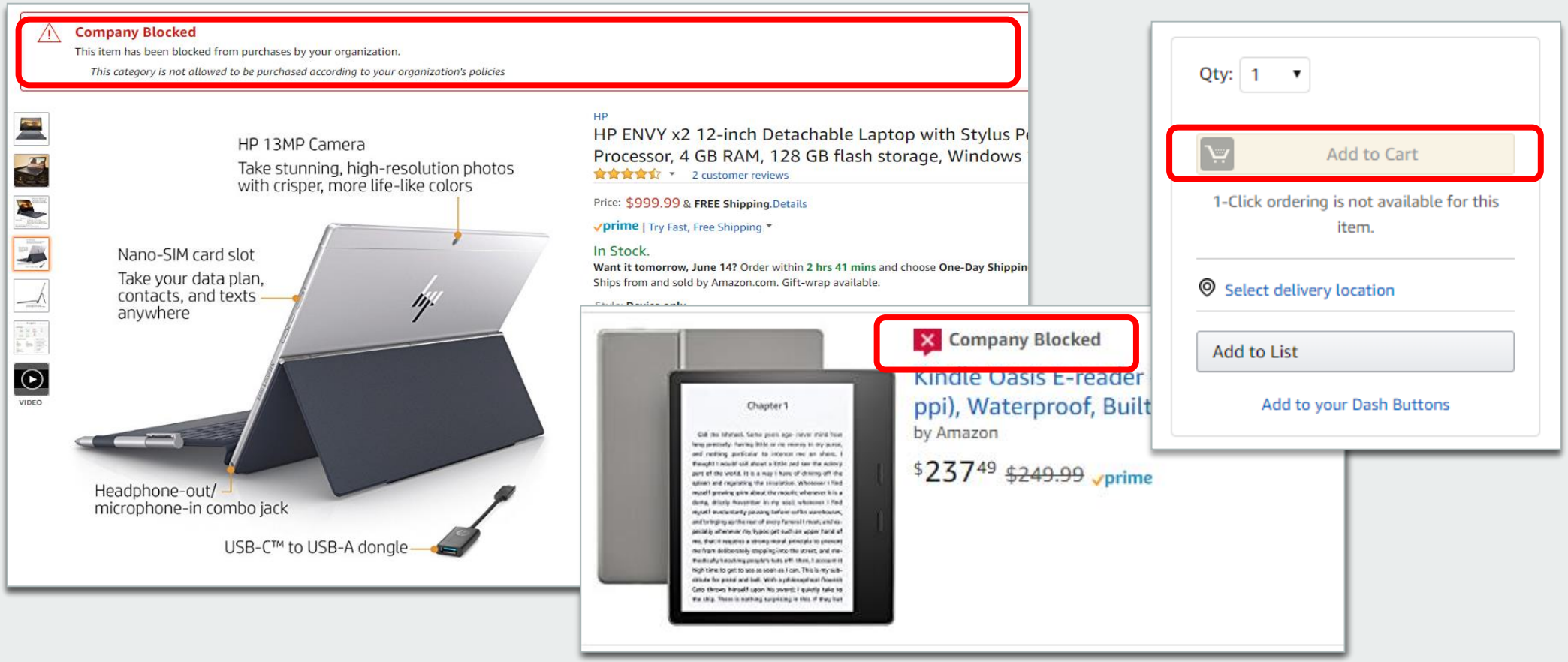
Your Account Administrator has restricted categories for purchase within Amazon Business based on your organization's buying policies



- Restricted products will be clearly marked throughout the buying process
- Purchases with Restricted items may require additional approval
- Administrators have direct visibility into any restricted purchases via Business Analytics

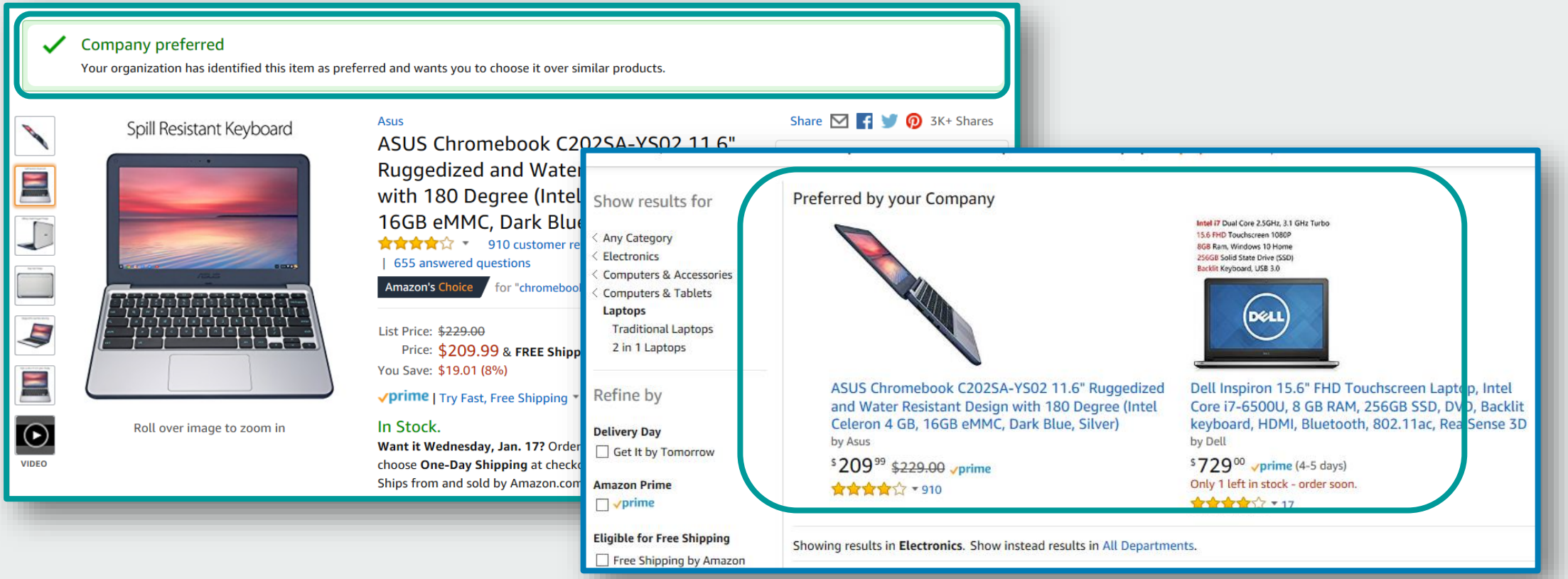
Company Blocked

Your Administrator has blocked product categories that are prohibited based on your organization's buying policies. The "Add to Cart" option will appear greyed out for any product categories that are blocked.



Preferred Products

Your Account Administrator may mark specific products as preferred to ensure you can easily find them. This messaging is visible throughout the shopping experience, search results, and on product detail pages.



Amazon Business Discounts

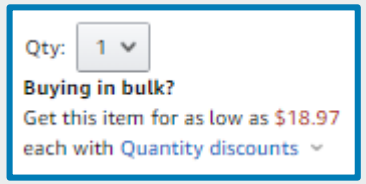
There are a variety of discounts available on Amazon Business that your organization can take advantage of to unlock savings.

Business Pricing

- Business pricing is cheaper pricing available only for registered Amazon Business customers. No action is needed to turn on business pricing and is available on select items.

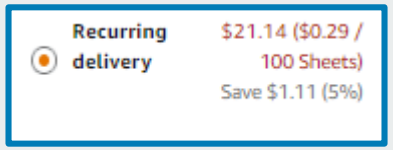
Quantity Discounts

- Quantity Discounts are volume-tiered discounts, only available for registered Amazon Business customers. Quantity discounts appear on the product detail page and users can review the tiered discounts available.



Subscribe & Save

- Subscribe & Save is part of the Amazon Recurring Delivery program. Customers can subscribe to eligible Subscribe & Save items and get a 5% discount for their new subscriptions.



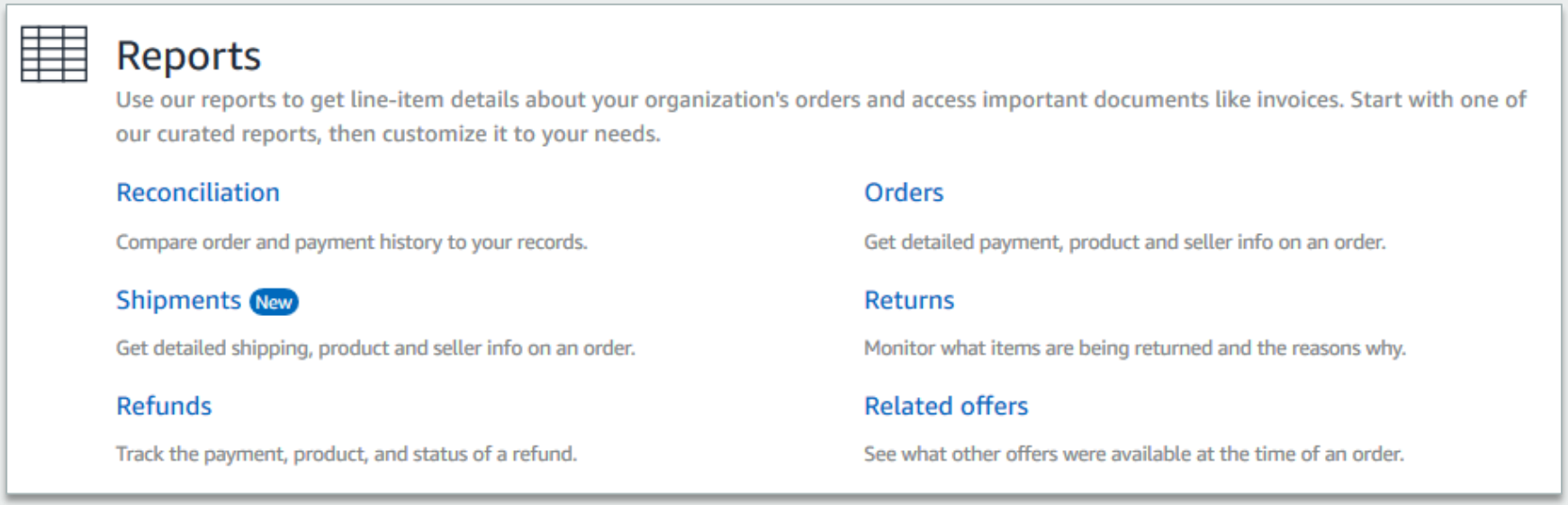
Business Analytics

amazon business | Professional Services

Amazon Business Analytics

Amazon Business Analytics provides the ability to:

- Aggregate purchases to compare and track spend over time
- Monitor and track 60+ data fields including customer info, shipment info, payment info, and seller info
- Customize and save report templates to meet business needs
- Download CSV files to analyze your data in excel



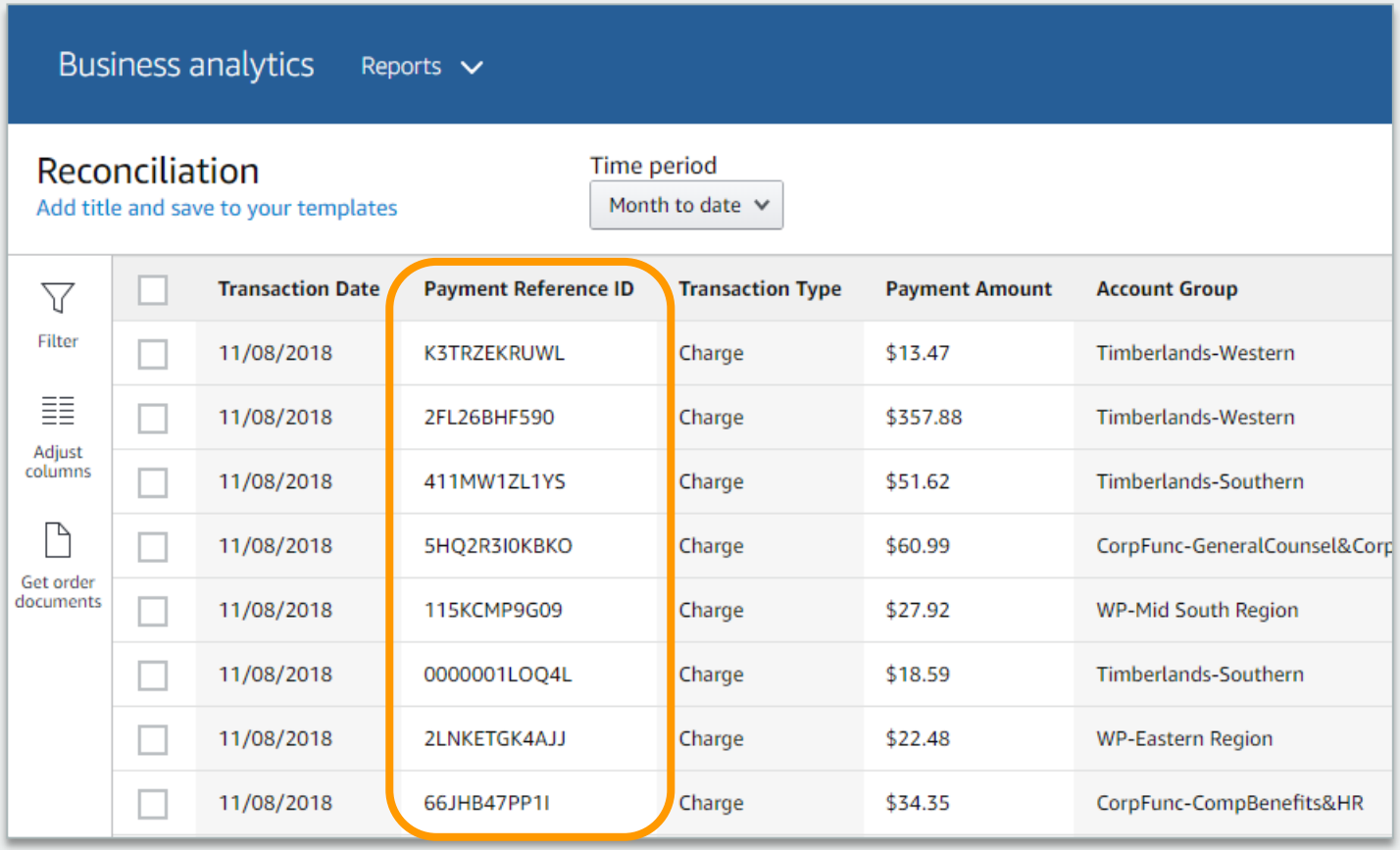
AMAZON CONFIDENTIAL

Reporting & Reconciliation

Use the Reconciliation Report to view data including transaction info, customer info, and order info.

Simplify the reconciliation process by matching corporate credit card charges to each item in a shipment.

- Match the **Payment Reference ID** in the Reconciliation Report against your credit card statement
- Customize report columns and filters at the left to find required information

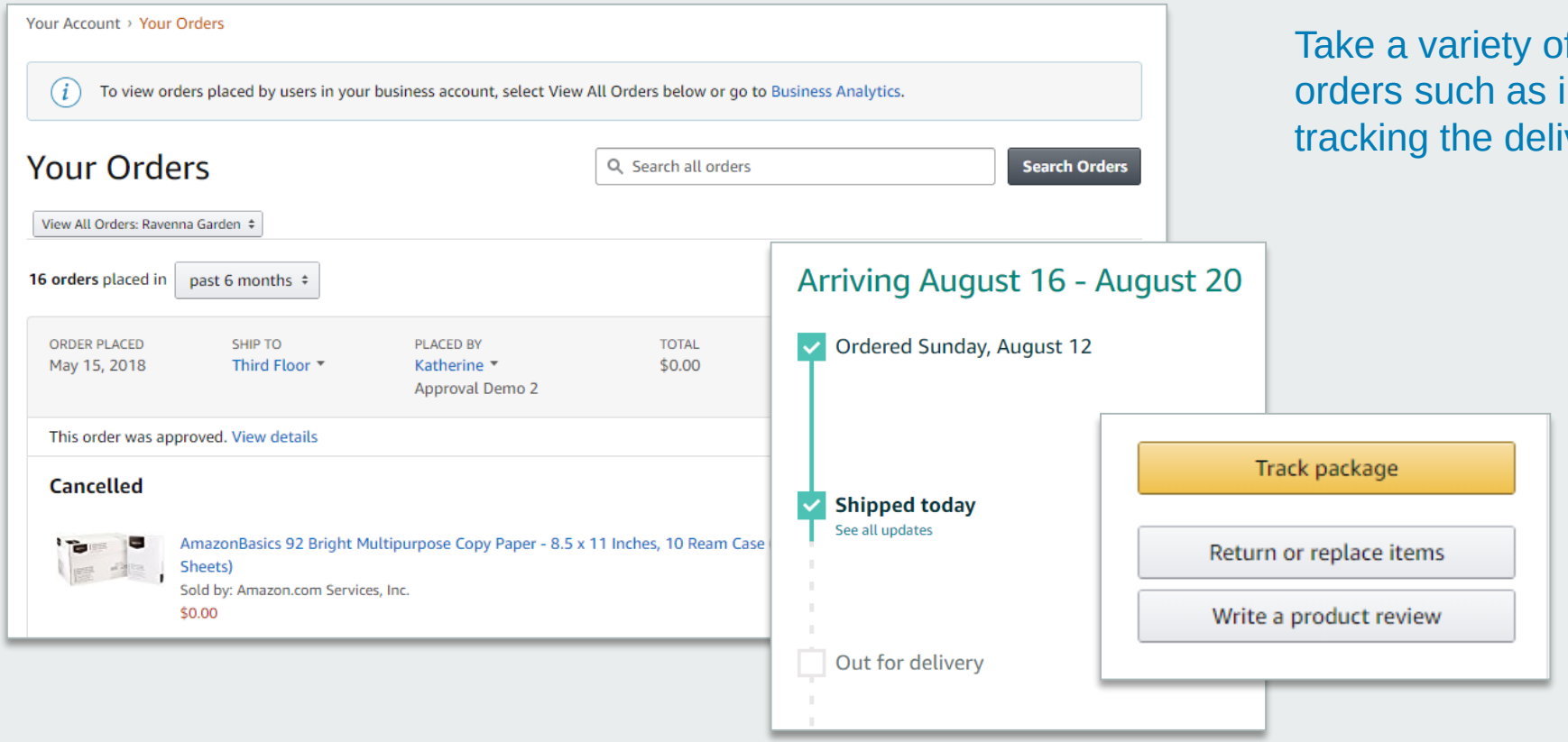


Transaction Date	Payment Reference ID	Transaction Type	Payment Amount	Account Group
11/08/2018	K3TRZEKRUWL	Charge	$13.47	Timberlands-Western
11/08/2018	2FL26BHF590	Charge	$357.88	Timberlands-Western
11/08/2018	411MW1ZL1YS	Charge	$51.62	Timberlands-Southern
11/08/2018	5HQ2R3I0KBKO	Charge	$60.99	CorpFunc-GeneralCounsel&Corp
11/08/2018	115KCMP9G09	Charge	$27.92	WP-Mid South Region
11/08/2018	0000001LOQ4L	Charge	$18.59	Timberlands-Southern
11/08/2018	2LNKETGK4AJJ	Charge	$22.48	WP-Eastern Region
11/08/2018	66JHB47PP1I	Charge	$34.35	CorpFunc-CompBenefits&HR

Your Orders

Your Orders

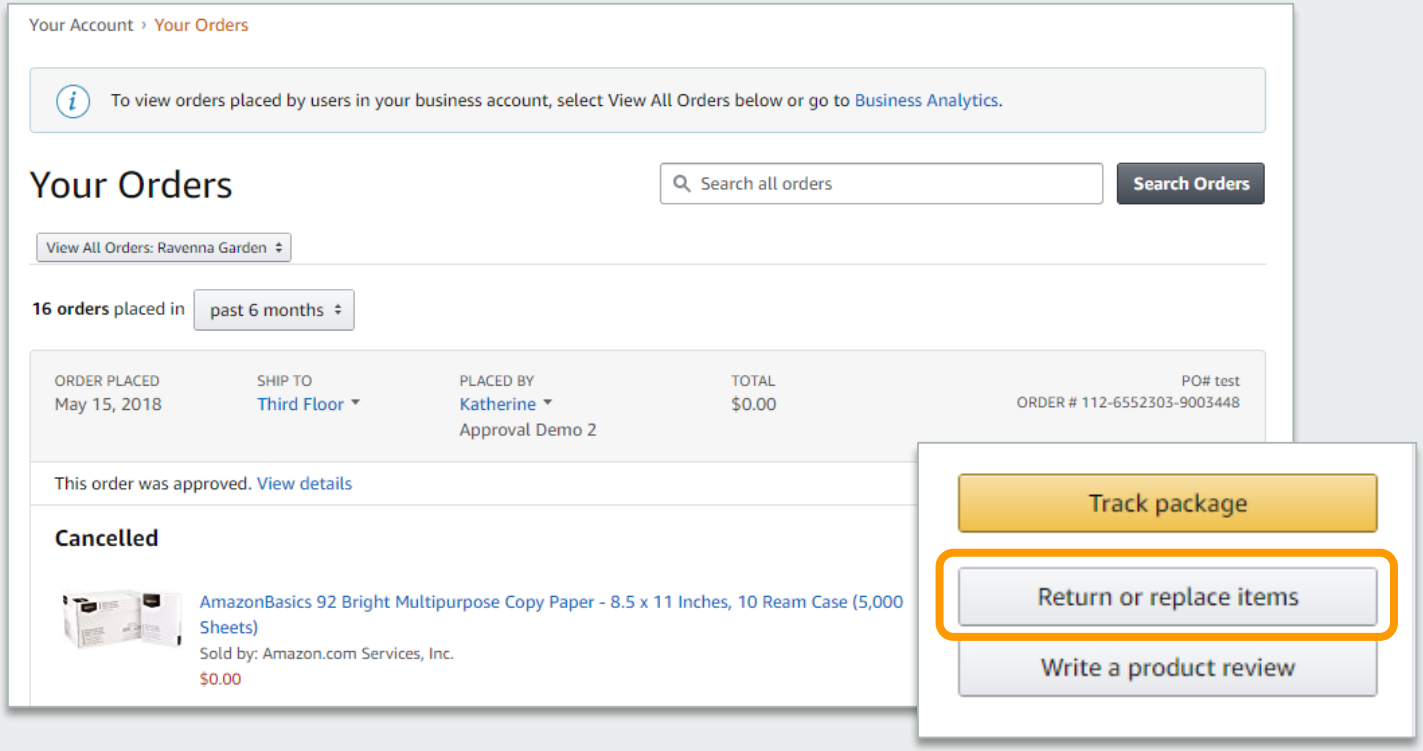
This section of the account provides additional detail regarding the status of all orders you have placed within the Business Account.

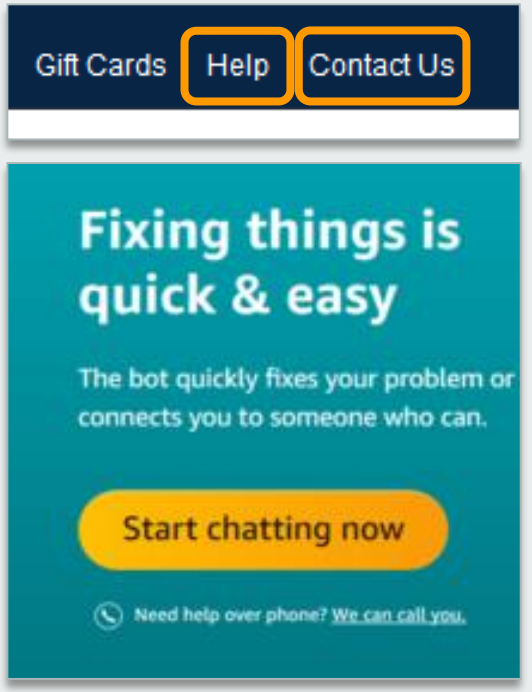


Take a variety of actions on your orders such as initiating returns or tracking the delivery of a package.

Return an Item

Navigate to Your Orders from the dropdown





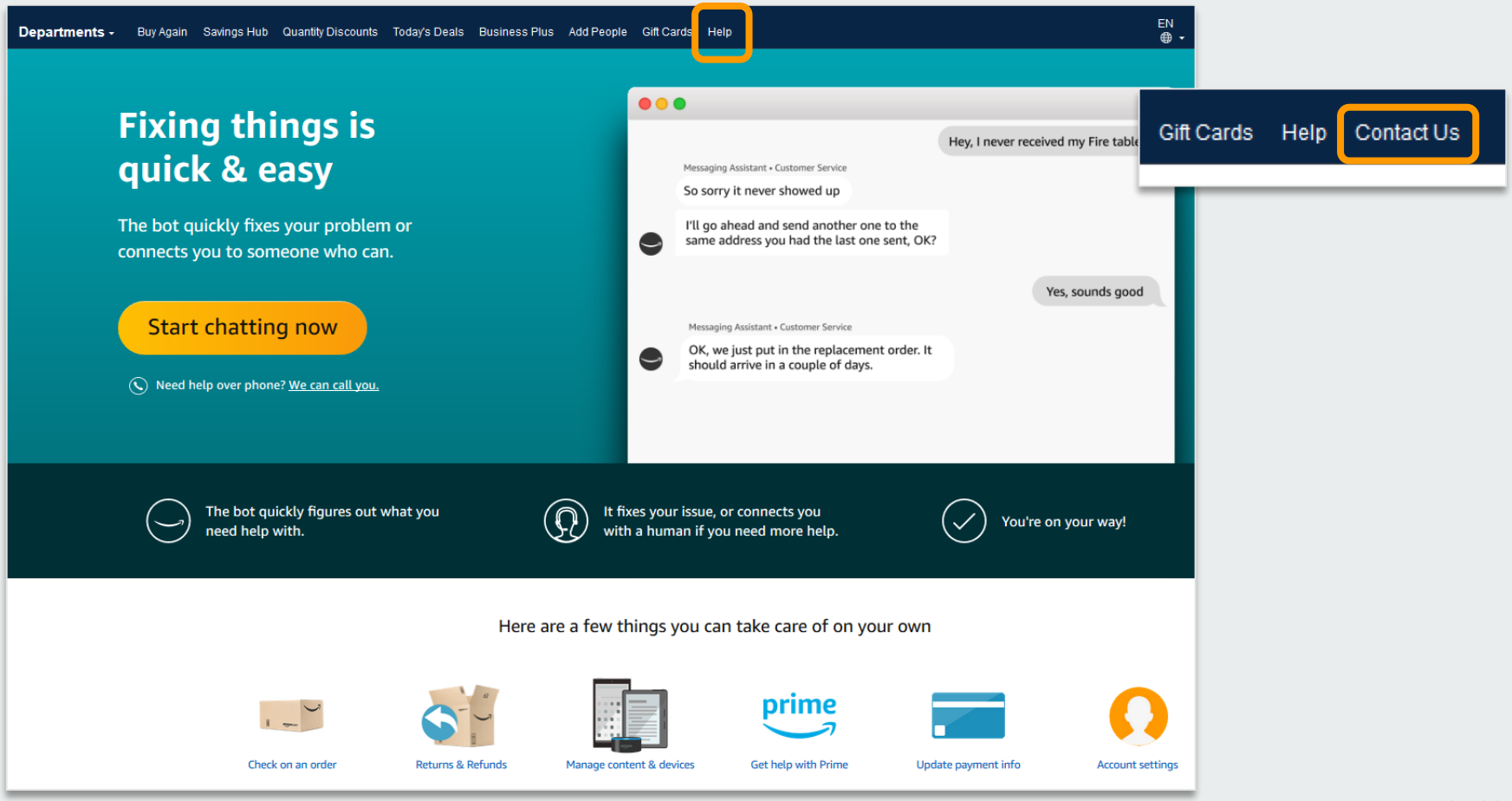
Business Customer Support

amazon business | Professional Services

Business Customer Support

Dedicated U.S. based Business Customer Support can be reached a number of ways including email, chat and phone.

Not sure what you're looking for? Learn more about the features and benefits on Amazon Business HERE.



AMAZON CONFIDENTIAL

Common Customer Support Questions

See below for quick resolutions to frequently asked questions from your end users as well as contact information for a variety of support resources

Contact Business Customer Support: **CLICK HERE**

- Provides end users the option to call, email, or live chat. Please use this method of contact for anything relating to an order, transaction, charge, or shipment

Cancel an Individual Prime Membership:

- Your Account > Manage My Prime Membership > End Membership
- The end user must follow the steps to receive a pro-rated refund

Request a Tax Exemption Refund:

- Your Orders > Locate Order > Contact Seller > Request refund through email
- Additional tax queries can be emailed to tax-exempt@amazon.com

Your Customer Advisor – NAME – EMAIL@AMAZON.COM

- This person is your point of contact for anything related to the Amazon Business account structure, new features and functionality, and questions that do not fall into the above categories

AMAZON CONFIDENTIAL

business