

# How to 'Win the Sale' on Amazon this Holiday (or: Sell Profitably without Lowering Your Prices)

A FREE Report for you

by

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# How to 'Win the Sale' on Amazon this Holiday (without lowering your prices)

I see it every year as the holiday season approaches – good, honest sellers getting bone-shakingly nervous about plummeting prices for their products.

See, price wars happen all the time on Amazon. An Amazon merchant gets competition on a product and then lowers the price, and then the other sellers get nervous and lower their prices (via a repricer, or manually), and the result is a downward spiral where the only winners are the consumer (who gets the item at rock-bottom price) and Amazon (which makes money via commissions). The sellers are left with bupkis.

So I'm revealing some proven methods I use every year (whether I sell the items via Amazon FBA or as a merchant who 'ships the product from home'). These methods help me compete for a buyer's sale without lowering my price.

*When I say 'without lowering my prices', obviously we all may have to get competitive on price at some point. i.e. If 36 other sellers are selling the [Advanced Talking Buzz Lightyear](#) at \$40 and you price yours at \$150, don't expect many sales (if at all). There is a threshold where buyers won't buy from you at that price, regardless of your Seller Rating or what you promise in your item's product description.*

These strategies work well year round, but especially during the Holidays, because buyers get more wary (and thus are willing to spend a little more money to get extra assurance that the item they're buying is exactly what they're expecting, and that it's going to arrive before the Holiday).

*And although you may think everyone who sees this free guide is going to do exactly as they tell them and thus make the competition harder for you, the reality is many of them rarely follow through – they let panic set in and follow the knee-jerk reaction of lowering prices.*

Let's begin.

**If You're an Amazon seller who SHIPS items from HOME, read this section.**

(If You're an AMAZON SELLER who sells via FBA, skip to page 8)

**> Tell customers you GUARANTEE the item arrives by a certain delivery date OR IT'S FREE.**

In your Amazon.com product details (for one, some, or all your products), you would say something like this (lead with it in the product description, right after the actual product info: "*Guaranteed delivery by 12/24/11 or it's FREE.\**") Then insert your regular product description.

Then **at the end** of the product description, insert something like "*\*\*Details: Purchase this item by 12/15/11. We GUARANTEE the item will be delivered to your address by 12/24/11. If it isn't, contact us and we will reimburse you IN FULL promptly. (Guarantee void if recipient rejects item, and/or if severe inclement weather prohibits timely delivery.)\*\**"

**(Do I practice what I preach? YES. I've had to honor this guarantee maybe twice over the past 5 years, with hundreds of products sold. It was well worth it).**

Note that I said the guarantee is for DELIVERY. The customer doesn't have to RECEIVE it, only DELIVERY has to be made. (So if the item is sitting on the doorstep, and the tracking said it's delivered, you're in the clear. If it gets lost or stolen after delivery, you don't have to honor the guarantee if the customer complains. You've done your part and the item was delivered, period).

Now there's a few things you have to do to ensure that 99% of the time you (legitimately) don't need to honor the guarantee.

> *Add package tracking to your item.* Of course, if a customer claims the item was not delivered, check the tracking info to see what happened. If delivery was attempted by the carrier but the recipient rejected it or provided the wrong shipping address, the guarantee is void as stated.

> *Ship the item via USPS Priority Mail.* For most items, this will cost just a little more than Parcel Post, but most Priority items ship to anywhere in the country within 2 to 3 business days. By saying "purchase by 12/15", you're giving yourself over a week to get it to the customer.

> *You can play with the dates* (i.e. extend the deadline to 12/16 or 12/17; or shorten the delivery date to (say) 12/23 or whatever suits you. Just be prepared that in EXTREMELY RARE cases (if you follow all the rules and play 'fair') your item won't be delivered to the customer in time and you'll have to eat what you paid (cost of goods and your amazon commissions) AND refund the customer AND let them keep the item (or risk receiving negative feedback or an investigation by Amazon). Don't 'play around' with your guarantee, stick to it.

**> For everything that's BATTERY OPERATED, test it (if you can without opening the packaging) AND include new Batteries.**

(Use a major brand like 'Duracell') and in your Amazon product description, state 'Tested, Works Great. I'm including BRAND NEW DURACELL Batteries with your purchase!'

I can't tell you how many buyers get nervous about toys or other battery-operated items because 1.) They might be purchasing the item as a gift, shipped to a different address to a recipient they won't see for the holidays, and they want to make sure it works 'out of the box'; and 2.) no buyer wants to have to remember to get specific batteries. Most sellers don't care - they ship the item and that's it.

When you buy batteries in multi-packs from (say) Walmart or Batteries.com or Costco or Bjs, you're increasing your total cost of the product by a buck or less but you can give a substantial markup to your item and thus make more profit.

Don't worry about breaking up the battery packs. If the item you're shipping takes 2 'AA' batteries, just remove the 2 AA batteries from the multi-pack, tape them together, and then use packaging tape to securely adhere them to the box or package.

### > Use SPECIFICS in your product description.

If you were buying an item as a gift for someone, would you buy an item from:

> Seller A, whose item is \$12.49 and their product description says "Brand New. Item may have sticker remnant. Top Seller." OR

> Seller B, whose item is \$14.99 and their product description says "Brand New Item from trusted seller. No sticker remnant on package, highly giftable. From a toy collector who babies his items and is reluctant to give up this [name of product here]."

Many of you know I sell a lot of Batman toy merchandise, so I ensure my descriptions say something like. "Reluctantly sold by a TRUE Batman fan. Rest-assured your item has been Bat-tested and will be Bat-packaged securely and safely." I'm having a little fun there but at least the buyer knows I'm a serious seller who 'knows his merchandise'.

### > GIFT WRAP the item.

Amazon charges \$3.99 for gift-wrapping service on many of its orders (the ones that are shipped from Amazon warehouses). Instead, spend a couple minutes to gift wrap the item yourself. (just use basic, durable 'Holiday-neutral' wrapping paper (i.e., something with snowflakes or snowmen, or a solid color. Don't use 'Christmas' or other religiously-based paper (i.e. Hannukah, obviously, because some customers will flip out at that).

Just make sure the item is securely gift-wrapped and then you want to make sure you wrap it with [brown paper](#) to protect it (and place the Amazon inventory sticker on the

OUTSIDE of the brown wrapper) for the shipping from you to the Amazon fulfillment center.

Also, obviously state that in your product description: "Item comes already GIFT-WRAPPED with cheerful, non-religious Holiday giftwrap."

(I know that sounds a little laborious but many sellers don't bother with this advice - your customer will be thrilled.)

**> Fluff up Amazon's Guarantee in your product description.**

In your product description, add something like 'NO HASSLE and NO-QUESTIONS-ASKED Returns for your purchase' I know that's obvious, but you can make the customer's experience *even better*.

Let me explain.

Occasionally, a customer will contact you if something goes wrong (i.e. the customer emails you to let you know the item arrived damaged or incorrect or not working or whatever), don't wait for the customer to return the item. Instead, make the customer's experience *even better*: email the customer back and apologize and say you'll accelerate the refund to them and politely tell them 'please keep the item if you wish'. ([Click here to learn how to email an Amazon customer.](#)) And then [refund the customer immediately](#).

*Now, some other sellers are going to say doing the above is absolutely suicidal to my business, stupid, blah blah blah. But believe me, if you go through the 'traditional' method of waiting for the customer to return the item and then handling it, you're eventually going to get a disgruntled customer who will say 'that's not enough'. If this happens enough # of times, you will get increasingly negative feedback. Some negative feedback is par for the course (don't believe the same sellers who say you HAVE to have 98% or higher feedback), but certainly do expect to go the extra mile for the occasional bad experience a customer might have. The above method is one way.*

*The exception, of course, is if the item is ultra-expensive or if you think the customer is all 'sour grapes' no matter what you do. Then you should consider asking the buyer to ship the item back first.*

**(Go to page 12 for more help)**

**IF YOU'RE an AMAZON SELLER who  
SHIPS via FBA, read this section**

**> PRE-PACKAGE your items.**

If your item is the least-bit fragile, pre-package it in another box (or wrap it in [heavy brown paper](#) that you can get in the paint section of Home Depot or Lowe's), place your Amazon inventory label on the outside of the package, and, in your description, state 'The ONLY Amazon seller who DOUBLE-PACKAGES your item to ensure safe and secure delivery to you'. (By 'Double' I mean, of course, you're wrapping or boxing the item in its own packaging before it ships with your other items to Amazon's FBA warehouse. Then when it's sold, Amazon puts the item in another box with packaging materials, before it is sent to the customer).

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### > **Fluff up Amazon's Guarantee in your product description.**

In your product description, add something like 'NO HASSLE and NO-QUESTIONS-ASKED Returns for your purchase' I know that's obvious (Amazon is known for great customer care) but you can make their experience *even better* if, for instance, the customer reaches out to you first (instead of them contacting customer support).

Let me explain.

Occasionally, a customer will contact you (instead of Amazon) if something goes wrong (i.e. the customer emails you to let you know the item arrived damaged or incorrect or not working or whatever), don't wait for the customer to contact Amazon to then ask the buyer to return the item and, ultimately, refund the customer. Instead, make the customer's experience *even better*: email the customer back and apologize and say you'll accelerate the refund to them and politely tell them 'please keep the item if you wish'. ([Click here to learn how to email an Amazon customer.](#)) ... Then contact Amazon and ask them to refund the customer immediately (be sure to include the order number, the ASIN, and the date of the order. [Click here for a video that shows you how to contact seller support to request an immediate refund to the customer](#) (no sound)).

*Now, some other sellers are going to say doing the above is absolutely suicidal to my business, stupid, blah blah blah. But believe me, if you go through the 'traditional' method of waiting for the customer to return the item and 'letting Amazon handle it', you're eventually going to get a disgruntled customer who will say 'that's not enough'. If this happens enough # of times, you will get increasingly negative feedback. Some negative feedback is par for the course (don't believe the same sellers who say you HAVE to have 98% or higher feedback), but certainly do expect to go the extra mile for the occasional bad experience a customer might have.*

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OUTSIDE of the brown wrapper.)

Also, obviously state that in your product description: "Item comes GIFT-WRAPPED with cheerful, non-religious Holiday giftwrap; item is than wrapped again in brown paper for protection.

(I know that sounds a little laborious but your customer will be thrilled and you also saved them \$4)

### Other ideas to protect your profits:

> If you're shipping from home, **ship on time**. (If you promise 'Same Day Shipping' in your product descriptions, be sure you are prepared to honor that.)

> **Have a backup plan** in case your Amazon seller account is suspended (rare but it happens, even to those who follow 'all the rules'.) Do you have an up-to-date eBay account you can sell with? Do you know how to sell via Craigslist?

> **Minimize your financial risk**. Do you know that used toys sell just as well as new toys, but their potential profit is MUCH higher and their cost (to you) is MUCH lower? Be sure to load up on some used, complete and working toys from your local thrift store/yard sale/your closet/your friends (I pay \$1 to \$3 ea, but I earn profits of \$10 to \$50 each.) See, the overall holiday spike in Amazon product sales carries over to used toys, too. (For more on selling used toys, check out my 200+-page e-book on that topic, [here](#)).

Good luck, and Happy Profitable Holidays!

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