

Elevate 

amazon 

Authorized
Training Partner

Amazon Trained E-commerce Specialist

Grow With World's No 1
E-commerce Company

amazon 



**BECOME AN
AMAZON TRAINED
E-COMMERCE
SPECIALIST
EARN UPTO 75K PER SELLER**



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amazon 

SKY IS THE LIMIT ON AMAZON
GET THE EXPERTISE
OF SELLING ON
AMAZON
INCREASE YOUR PROFITS



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LIGHT

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**BECOME A
PREFERRED CHOICE
OF EMPLOYERS
IN THE BOOMING ECOMMERCE
INDUSTRY**

**1.45 MILLION JOBS BY 2021 -
SNAPDEAL & KPMG REPORT**

whether you are MBA, BTech or a simple graduate, e-commerce ecosystem is open for all, with ATEs, you can create another dimension of opportunities for you.

The e-commerce segment in India is expected to cross USD 103 billion by 2020, the online seller base is expected to grow by 1.3 million by 2020 and is projected to add more than 10 million new net jobs in the future.

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WHAT IS ATES?

ATES PROGRAM IS INTRODUCED BY AMAZON TO EXPAND IT'S BUSINESS IN INDIA. AN EXCELLENT OPPORTUNITY TO GROW WITH THE FASTEST GROWING E-COMMERCE COMPANY IN THE WORLD.

BECOME AN ATES (AMAZON TRAINED E-COMMERCE SPECIALIST) AND GET REGISTERED WITH AMAZON AS A FREELANCER AND GET PAID DIRECTLY FROM AMAZON. EARN UP TO 75000 INR PER SELLER.

GET CERTIFIED AND MAKE A MARK

PEOPLE ARE MOVING FAST IN INDIAN E-COMMERCE ECOSYSTEM. BE AN EARLY MOVER AND GET THE ADVANTAGE



This certificate recognizes that

Geetannji

is an

Amazon Trained Ecommerce Specialist

Gopal Pillai
Director and General Manager
Amazon Seller Services

December-2018

Certification Date

December - 2019

Valid till

Disclaimer: This certificate is valid for one year from the date of issue subject to terms & conditions agreed upon with Amazon

TRAINING INCLUDES



CLASSROOM AND LIVE ONLINE TRAINING

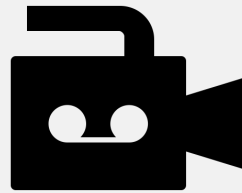
Classroom, as well as live tutor led online training available, learn from your home, office or anywhere.



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Get access to easy learning content on 150+ topics in English & Hindi.

TRAINING INCLUDES



SESSION RECORDINGS

Recorded sessions at your convenience anytime, anywhere, to re-learn



POST COURSE COMPLETION SUPPORT FOR ATES FROM AMAZON

Get induction call and help from support center to launch your freelancing business

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



1. Steps to Launch your Business

Intro to Seller Central

2. Adding Products

Add a product

Create a new product

Prepare your listings in bulk

Add products using Flat Files

Add products with variations

Add products using Listing Loader

3 GTIN/Product ID & Approvals

GTIN (UPC/EAN/ISBN) exemption

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



4. Goods & Services Tax (GST)

Overview of GST

PTC (Product Tax Code)

HSN (Harmonized System Nomenclature)

5. Orders, Returns & Cancellations

Amazon Branded Packaging

Processing Self Ship orders

Processing Easy Ship orders

Seller Fulfilled Prime

Buyer Initiated Order Cancellation

Seller Initiated Order Cancellation

Manage returns

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



6. Buy Box

Buy Box Overview
Winning the Buy Box

7. Coupons, Promotions & Deals

Create Coupons
Create Promotions
Create Lightning Deals
Selling Coach

8. Automate Pricing

Intro to Automate Pricing
FAQs on Automate Pricing
Creating a Pricing Rule
Sales Based Pricing Rule
Editing a Pricing Rule
Pricing Dashboard
Enabling Continue Repricer

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



9. Sponsored Products

Intro to Sponsored Products

Create Campaign & Ad groups

Automatic Targeting

Understand Campaign Metrics

Manual Targeting

Auto Optimize Manual Campaigns

Negative Keywords

Keyword Match Type

Campaign Manager

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



10. Fulfillment By Amazon (FBA)

Frequently Asked Questions on FBA

Intro to FBA

FBA Account Settings

FBA Shipment creation

Set FBA quantity

Prepare products for FBA shipment

Label FBA Products

Scheduling FBA Appointment

Regulatory requirements for FBA inbound pickup

FBA Fees

Restock inventory management

Manage excess FBA Inventory

FBA errors

Identify missing listings

Commingled FBA inventory

FBA removal process

FBA Order removal using Flat File

Closing FBA Listings

Delete unwanted FBA listings

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



11. Regulatory Compliance

Information on Dangerous Goods
Dangerous Goods Awareness
Battery Selling Standards
Battery Questions Help

12. Reports

Overview of reports
Payment reports
Order reports
Inventory reports
Settlement reports
Business Reports

13. Account Health

Order defect rate
Late shipment rate
Cancellation rate
Customer queries response time

ATES COURSE COVERAGE

WHAT YOU WILL LEARN



14. Performance

Warnings or temporary hold on selling privileges

Writing a Plan of Action (POA)

Sample Plan of Action (POA)

POA on Order Defect Rate

Sample POA: Order Defect Rate

POA on Cancellation Rate

Sample POA: Cancellation rate

POA on Late Dispatch Rate

Sample POA: Late Dispatch Rate

POA on Brand Infringement

Sample POA: Brand Infringement

POA on Counterfeit products

ACT NOW!

TAKE ADVANTAGE OF THE BOOMING PHASE



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BATCH DETAILS

BATCH STARTING SOON

**GET 1000 INR DISCOUNT
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DREAM, LEARN, INNOVATE

**DREAM - TALLEST
BUILDING IN THE WORLD
WAS JUST A DREAM ONCE**

**LEARN - RIGHT KNOWLEDGE
WILL TAKE YOU PLACES**

**INNOVATE -
BUILD YOUR DREAM LIFE**

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