

Your Go-To Guide for Solving Amazon Seller Central Issues

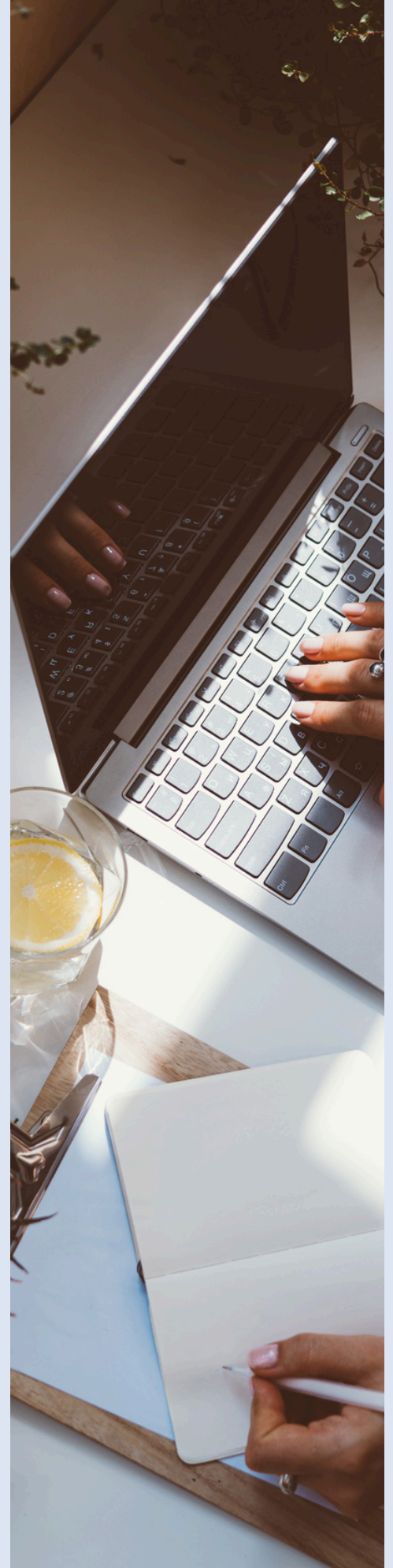


Shawn Khorrami

eplaybooks.com

TABLE OF CONTENTS

- 1 INTRODUCTION
- 2 COMMON SELLER CENTRAL ISSUES (AND HOW TO FIX THEM)
- 3 TIPS FOR GETTING BETTER, FASTER AMAZON SUPPORT
- 4 HOW TO PREVENT SELLER CENTRAL ISSUES
- 5 CONCLUSION AND NEXT STEPS



The background of the page is a soft-focus photograph of a desk. In the top right corner, there is a white coffee cup with a wooden sleeve. Below it, a spiral-bound notebook with a light-colored cover is open, showing lined pages. The overall color palette is light and airy, with a mix of blues, greys, and warm tones from the desk items.

MODULE 1

Introduction

Running into problems on Amazon Seller Central can be incredibly frustrating. Whether it's inactive listings, account suspensions, or inventory mismatches, these issues can disrupt your sales and affect your reputation. This guide walks you through the most common Amazon Seller Central problems, how to fix them, and how to prevent them from happening again.



MODULE 2

Common Seller Central Issues (and How to Fix Them)

1. Product Listing Issues

Listing Updates Not Reflecting:

Sometimes updates to your product title, bullet points, or images don't show up. First, allow a buffer time (images can take up to 24 hours). If still unresolved:

- Open a case: Seller Central > Help > Contact Us > Products and Inventory.
- Use Amazon-specific language (e.g., "listing not updating").
- Provide ASIN/SKU, the update details, and flat file batch ID (if applicable).



ASIN Merges or Splits:

You may notice two separate listings merged into one, or vice versa. This happens due to catalog errors.

- Go to Help > Contact Us > Products and Inventory > ASIN Issues.
- Provide ASINs, affected listings, and explain the incorrect merge/split clearly.

Suppressed or Suspended Listings:

Listings can become inactive due to policy violations or missing information.

- Navigate to Inventory > Manage All Inventory.
- Filter by “Suppressed” or “Inactive.”
- Click “Fix Issue,” follow the prompts, or contact Seller Support if unclear.

2. Login & Account Suspension Issues

Login Problems:

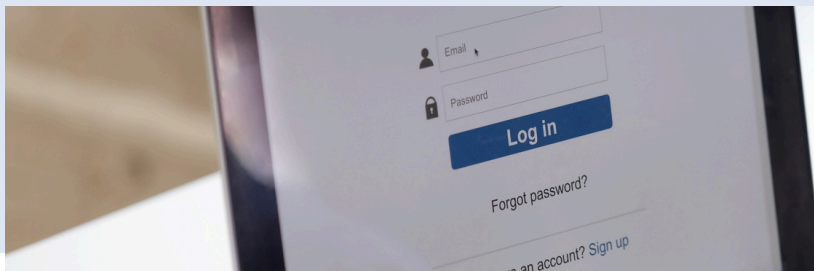
Common fixes include:

- Resetting password via the Amazon Password Assistance page.
- Clearing cookies/cache or using a different browser/device.
- For 2SV issues, choose a backup method or verify your identity.

Account Suspension:

Suspensions occur due to poor metrics, policy violations, or intellectual property complaints.

- Check performance notifications and your email.
- Draft a Plan of Action (PoA): explain what happened, what you've fixed, and what preventive steps you're taking.
- Go to Performance > Account Health > Appeal.
- Be concise, factual, and take responsibility—no blaming Amazon or buyers.



3. Inventory and Fulfillment Issues

FBA Inventory Mismatch:

If you notice missing units or wrong counts:

- Go to Inventory > Manage FBA Shipments.
- Check statuses (e.g., Receiving, Problem).
- Use reports like the Reconciliation report or Inventory Adjustment report.
- Reconcile the shipment with reasons and documents (invoice, tracking, photos).
- File a case if auto-reconciliation fails.



Shipping & Delivery Problems:

- FBA: Lost or delayed? Check reimbursement reports or ask Amazon to remove feedback for fulfillment issues.
- FBM: Use trackable carriers, upload tracking on time, and address customer concerns quickly.
- For both, verify addresses and communicate proactively to avoid claims or negative feedback.



4. Payment Issues

Delayed Disbursements:

Can be caused by being a new seller, performance issues, or pending verification.

- Go to Reports > Payments > Statement View.
- Check for flags under Account Health.
- Contact Seller Support > Payments > Disbursement Inquiry.

Payment On Hold Due to Verification:

Upload the required bank, tax, or identity documents via Settings > Account Info > Identity Verification.

Failed Deposits:

Update your bank details under Settings > Deposit Methods. Ensure the account is valid and in a supported country. Note that payouts pause for 3–5 days after updates.

Monitor your payments weekly using:

- Statement view for payout timelines.
- Transaction view for fees and order details.
- Tax document library for 1099-K and VAT/GST forms.

5. Customer Service Issues

Negative Feedback:

- FBA-related? Request removal under Performance Feedback.
- FBM? Apologize professionally and offer a resolution (refund or replacement).
- Once resolved, you may politely ask the customer to revise feedback.

A-to-Z Guarantee Claims:

- Respond quickly to claims with tracking, proof of delivery, and communication history.
- Refund when necessary to avoid impacting your Order Defect Rate (ODR).
- Avoid letting issues escalate to claims—communicate early and clearly with buyers.



MODULE 3

Tips for Getting Better, Faster Amazon Support

- **Use Amazon-Specific Language:**

Example: Say “payment disbursement issue” instead of “my money is missing.”

- **Attach Documentation:**

Include screenshots, invoices, tracking, shipment IDs, etc., upfront.

- **Be Clear and Structured:**

Summarize the issue in one line. Use bullet points if needed. Stick to facts.

- **Stay Polite and Professional:**

Avoid emotional language or blame. Keep a calm tone—even when frustrated.

- **Document Everything:**

Save case ID numbers, email logs, screenshots, and notes from calls for future reference.



MODULE 4

How to Prevent Seller Central Issues

Track Performance Notifications

Visit Performance > Account Health frequently. Amazon flags many issues here before taking action.

Minimize Order Cancellations

Cancellation rates must stay under 2.5%. Avoid overselling by syncing inventory and confirming stock levels before listing.

Keep Listings Accurate

Use Amazon's style guides. Match your listing content to the actual product (color, size, material). Use high-quality images. Avoid keyword stuffing or violations.

Respond to Buyer Messages Promptly

Amazon expects seller replies within 24 hours. Use alerts or tools like Helium 10, Sellerboard, or Zendesk. Have saved responses for common questions.

Maintain Good Inventory Management

Avoid stockouts and stranded inventory.

Tools to use:

- Inventory Performance Index (IPI):
Keep it above 400.
- Restock Inventory Report: Helps forecast when to restock.
- Stranded Inventory Report: Identifies items that can't be sold without action.

MODULE 5

Conclusion and Next Steps

Amazon Seller Central can be overwhelming at times—but with the right approach, most problems are solvable. Stay proactive, professional, and informed. When in doubt, don't hesitate to reach out for support—and always keep receipts.

Need expert help growing your Amazon business and avoiding these pitfalls altogether? Our team at **ePlaybooks** helps you scale faster, with hands-on support and risk-sharing commission-based models. Let's grow together.

