

FAQs about registering as a seller & seller accounts

Please download this document and keep it to hand. These are all of the most common questions that students have about this part of the process

NOTE: - if your account related question is not answered in this FAQ, you must contact Amazon seller support for assistance. We cannot answer account related questions except for what's covered in this document.

Q. Do I need to register as a business in order to sell on Amazon?

A. No

Q. Is it better to register as a business right away?

A. That's going to be something that you yourself need to decide. There are definite advantages and you could always opt to register as a sole trader/sole proprietor, which is still a business but much easier than registering a company. However, it's not a requirement.

Q. If I decide to set up a business, what type of business should it be and how do I go about it?

A. We can't answer that question. It's going to depend on your circumstances and where you reside. It's recommended that you do some research to find out what applies to you and your situation. If in doubt consult an expert in your own country.

Q. What is the difference between the Individual and the Professional account?

A. Go to <https://services.amazon.com/selling/faq.html>

Click on 'what are the differences between Professional and Individual accounts'

Q. If I register for an Individual seller account, can I upgrade to a Professional seller account later?

A. Yes you can upgrade/downgrade at any time

Q. If I start out selling as an individual and then decide to trade as a company, can I change my seller account from individual to company?

A. Yes, but if you have the Individual Seller account, you need to upgrade to the Professional Seller account in order to change over from selling as an individual to selling as a company.

Q. What should my seller display name be and can I change it in the future

A. If you have a business name, use that. Otherwise it's better to use a generic seller name. Why? Because you might want to sell in multiple different niches. If you call yourself 'John's Kitchen Kings', then it would look a little odd if you later decide to also sell in the Baby category.

Yes, you change your seller name any time you want to.

Q. What do I enter as my account name?

A. That would be your own name if you are trading as an individual or a sole proprietor, or your company name if you are trading as a company

Q. Why does Amazon need my credit or debit card details when I am only registering for an Individual account?

A. Even with an Individual account you may incur expenses. For example, Amazon has an optional service where they will affix barcode labels for you at a cost of 20 cents per unit. Or, you might use Amazon's partnered carrier service for shipping goods to Amazon from a domestic address. There are many reasons why you need to provide this info to Amazon

Q. I just signed up for an account and Amazon has put my account under review and is asking me to verify by providing ID documentation. Why do they need this?

A. Amazon is committed to keeping the marketplace a trusted place for buyers. They want to validate your identity/address and this is normal practice. Every seller will be asked for documentation at some point. Often this will happen immediately after signing up for an account.

Amazon will give you 30 days to provide the requested document. Usually this is a utility bill for address verification. If you don't have a utility bill (for example if the utility bills are not in your name), you should call seller support, explain, and ask what else they will accept as address verification.

Important: Make sure any scanned documents are in high resolution. If they are not in high resolution, they will not pass the verification. Amazon will not tell you this. They will merely say that your document/s were not accepted.

Please note that until your account is verified, it will be in 'suspended' status and you will not be able to start selling. Therefore it makes sense to respond to Amazon's request and send your document/s as soon as possible.

So what to do if your document/s do not pass the verification?

Make sure they were in high resolution. If not, re-upload them in high resolution and submit again.

If you are still having an issue, call seller support to find out what the problem is and what you can do to rectify it (see the later question about speaking to seller support on the phone)

Q. I tried to sign up for the Individual account, but something went wrong and I've ended up signing up for the Professional account instead. Should I delete my account and start again?

A. No. Contact Amazon and they will help you to downgrade it and refund your card if you were charged the fee for the Professional account.

Q. Can I have two seller accounts?

A. You cannot have two seller accounts on the same marketplace. For example, Amazon.com covers the US, Canada and Mexico. Therefore if you sign up for an account on Amazon.com, you cannot sign up for another in the US, Canada or Mexico.

*[This rule does not only apply to YOU, but to your household as well. Amazon does **not** allow multiple sellers accounts in the same household. If you feel that you have a good reason for requiring a second account, contact seller support. They do make exceptions, but it's on a case-by-case basis.]*

However, you CAN have an account on Amazon.co.uk as well as one on Amazon.com because they do not cover the same marketplaces. Similarly you CAN have an account on Amazon.com and Amazon.in (for example).

Q. I've made a mess of registering my seller account. Can I just delete it and start again from scratch

A. No, that's not a good idea. Instead contact seller support and they will help you to fix the issues.

Q. I need to speak to seller support on the phone, what is the phone number?

A. It is much better to do this from within your seller account, but if for some reason you can't, try these numbers:

For Amazon US (001) 888-280-4331. For Amazon UK/Europe call 0207 084 7911 or 0208 636 9200. You will not get directly through to seller support, but you can ask to be transferred. For any other marketplace, call the US number and ask if they can transfer you or give you a number.

Q. How do I handle my taxes and that stuff?

A. Sorry, we are not tax experts here. It's recommended that you do some research to find out what applies to you and your situation. If in doubt consult an expert in your own country.

Q. I've heard horror stories about sellers have their accounts shut down for no good reason. What are your comments on this?

A. There's always a good reason for a seller having their account suspended. Don't believe everything you read. Many sellers do not want to admit their wrong doings, but Amazon does not suspend sellers for no reason.

For less serious offences, Amazon will always send the seller warnings. It pays to look out for notices from Amazon. For serious offences, it is possible that Amazon will suspend a seller's account without notice.

Follow this course and you will not be in any danger of account suspension!

Q. What about Brexit, what about Trump, what about all the things that might happen?

A. Whatever happens will happen and everyone will be in the same boat. Your competitors will be in the same boat as you. It's pointless to worry about what might happen and how it might affect us. If we have bridges to cross, we cross them if and when we come to them!

Q. The new VAT rules state that if I want to sell in an EU country that I don't reside in, I need to be VAT registered. Is there any way around this?

A. That's correct, if you do NOT reside in the EU country (also applies to the UK) that you want to sell in, you need to be VAT registered in that country (the country you want to sell in).

The alternative (and some students have done this) is to register a company in the EU country that you want to sell in.

Example: You want to sell on Amazon.co.uk, but you don't reside in the UK. You could register a UK company and then use that company to register as a seller on Amazon. Doing so would exempt you from VAT registration until you reach the annual sales threshold of £85,000.

Please note that we cannot help you with registering a company or VAT registration. There are online companies who will do all this for you. They are experts in the field and have the required formal qualifications and certifications to do this. We do not!