

AMAZON INVOICE TIP SHEET

FOR WINNING APPEALS

INVOICE PREPARATION CHECKLIST

1. Check (and double-check) that all information on your invoice matches the information in your seller account exactly.

This includes your name, address, credit card number, email address, and any other relevant data. "Exact" means every punctuation mark, abbreviation, and non-numeric character. This also includes spelling, middle names, nicknames, short names, business names, suite numbers, and the like. Amazon does demand information that matches perfectly. If it doesn't match in every way or leaves things open to question, you may need to address that in your Plan of Action.

Here are a few examples of inexact matches which could cause your invoices to be rejected:

Example #1:

Address on the seller account: 2778 South Coast Drive #333 Irvine, CA 92621
Address on the invoice: 2778 South Coast Dr., Ste. 333 Irvine, CA 92621

Example #2:

Name on the seller account: Edward Elvis Edwards
Name on the invoice: Ed E. Edwards

Example #3:

Business name on the seller account: Imagine Industries, LLC
Business name on the invoice: Imagine Industries

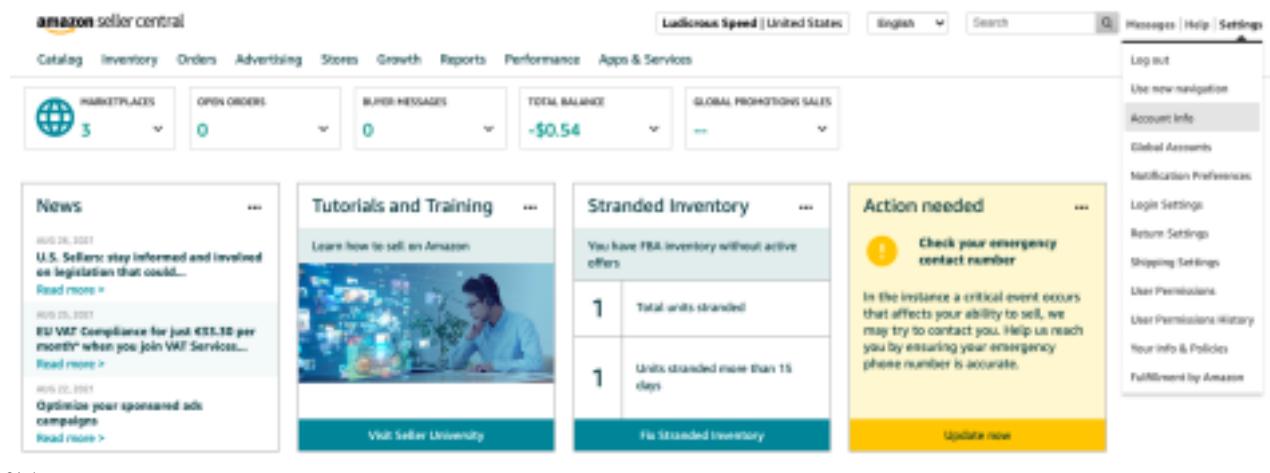
Obviously, these are all examples of close matches. They might be close enough for horseshoes, hand grenades, or the United States Postal Service, but they are not close enough for Amazon.

This is an example of an exact match:

Address on the seller account: 2778 South Coast Drive #333 Irvine, CA 92621
Address on the invoice: 2778 South Coast Drive #333 Irvine, CA 92621

Without exact matches, you're leaving variables in play that aren't in your favor. Amazon is far more careful and particular about this than you'd realize. Where do you find your account information in Seller Central? First, click on

“Account Info” in the upper-right, drop-down menu in Seller Central:

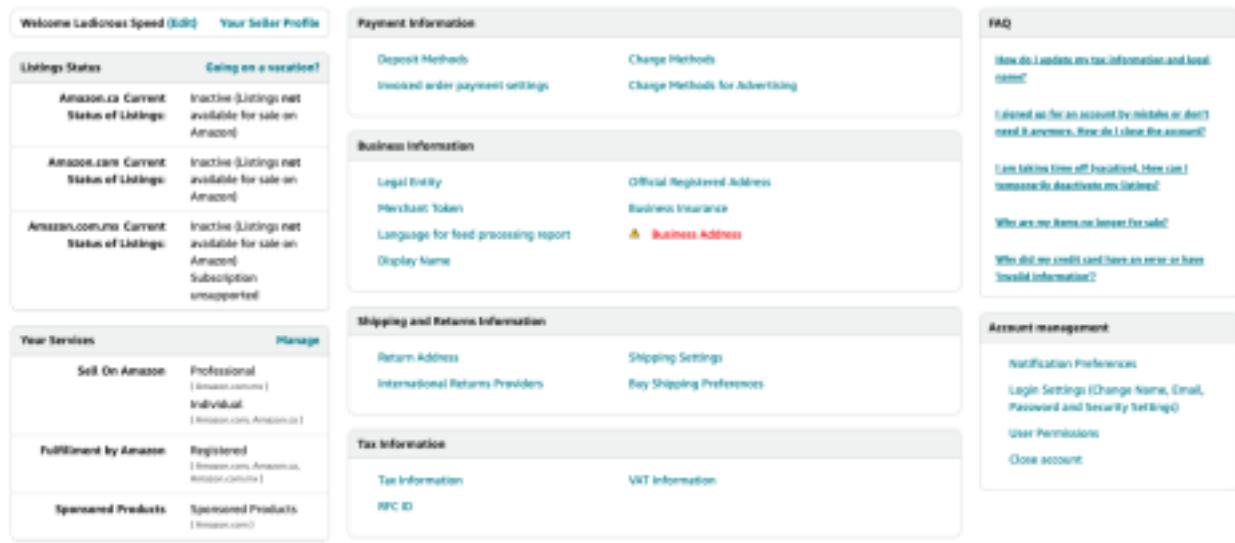


The screenshot shows the Amazon Seller Central interface. At the top, there are navigation links for Catalog, Inventory, Orders, Advertising, Stores, Growth, Reports, Performance, and Apps & Services. Below these are summary boxes for Marketplaces (3), Open Orders (0), Buyer Messages (0), Total Balance (-\$0.54), and Global Promotions Sales. On the right, a dropdown menu is open, showing options like Log out, Use new navigation, Account Info (which is highlighted in grey), Global Assessments, Notification Preferences, Login Settings, Return Settings, Shipping Settings, User Permissions, User Permissions History, Your Info & Policies, and Fulfillment by Amazon. The 'Account Info' section contains a yellow box titled 'Action needed' with a warning about stranded inventory and a link to 'Update now'.

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Then, click on “Official Registered Address” and “Legal entity” to see what information should be included on your invoices.



The screenshot shows the 'Your Seller Profile' page. It includes sections for Listings Status (Amazon.ca, Amazon.us, Amazon.com.mx), Payment Information (Deposit Methods: Invoiced under payment settings; Charge Methods: Charge Methods for Advertising), Business Information (Legal Entity: Official Registered Address; Merchant Token: Business Insurance; Language for feed processing report: Business Address; Display Name), Shipping and Returns Information (Return Address: Shipping Settings; International Returns Providers: Buy Shipping Preferences), Tax Information (Tax Information: VAT Information; RFC ID), and Account management (Notification Preferences, Login Settings, User Permissions, Close account). A sidebar on the right contains a FAQ section with links to various account-related questions.

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At the time when you create an account with your supplier, make sure the information on your invoice matches the information on your seller account, exactly. Before submitting an invoice for appeal, again, double check every character for an exact match.

2. Make sure your Invoice actually says “Invoice.”

The actual word “invoice” must be at the top of the invoice. If it says “quote,” “receipt,” or any other word at the top, it is very possible that Amazon will reject it.

3. Invoices must be printed or receipts photocopied first, before annotating.

You will want to protect the original so you need a physical, paper copy of your invoices and receipts. You want to preserve the original, so you will be marking up the printed copies by hand. You may need the original intact copies for other purposes. If the original copies are digital, you will need to print them out. Print each invoice that is relevant to your appeal.

4. When annotating, use a black, thin marker or pen, and write on the printed copy of your receipt or invoice.

Hand annotation is the marking method of choice because it is against Amazon policy to digitally alter any invoice. DO NOT EVER DIGITALLY ALTER OR ANNOTATE. MAKE NO DIGITAL MARKS WHATSOEVER. THIS INCLUDES DIGITAL, BLACK LINES OVER PRICING! Altering invoices or providing manipulated documents runs the risk of Amazon permanently banning you from the platform.

5. Circle the following: The supplier information, your information, and the ASIN in question.

The purpose of doing this is to draw attention to the most important data on your invoices. Seller Performance representatives have limited time to review your appeal. They have a high volume of cases they must get through each day. The more you can expedite this review process for them, the better your chances of success.

INVOICE			
Supplier		Invoice #:	
		2776	
Date:		10/18/2020 9:40:32	
Page:		1	
SOLD TO:	#1168 Jeff Hogdes Ruff Sales Inc. PO Box 222 Hanson, VT 13378 Phone: 610-330-1227 Ruffsales@mac.com	Our Store	
Lot#	DESCRIPTION	QUANTITY UNIT PRICE	EXTENDED PRICE
684	Keen cutter metal sign	1 23.00	23.00 T
		Total Quantity:	1.00

6. Write in the word “supplier” next to your circled supplier information, and draw an arrow from the word “supplier” to the circled information.

Again, you are drawing attention to one piece of information Seller Performance will want to know. By making it easy to find, you are helping your chances.



7. Write the words “Our Store” beside your circled information.

Ideally, again, this is the same information from your seller account. If it is not, you may need to explain why it is different in your Plan of Action.



8. Write “ASIN,” as well as the actual ASIN number, above the product name for the ASIN in question.

As explained, this will clearly connect the invoice to the ASIN on the case in question, and make it easier for Seller Performance to approve your invoice.

Lot#	DESCRIPTION	QUANTITY	UNIT PRICE	EXTENDED PRICE
684	Keen cutter metal sign	1	23.00	23.00 T
		Total Quantity:		1.00
		Total Extended Price:		23.00
		10% Buyer's Premium:		2.30
		Tax1 Default:		1.52
		Invoice Total:		\$26.82

ASIN B007XS713

9. Make a photocopy or take a photo of your annotated invoice with the credit card and ID.

Note: this step is ONLY necessary if you cannot execute point #1 exactly. In other words, if the information on your invoice doesn't match the information on your account, it IS necessary to prove your identity by other means..

10. Create one, multi-page pdf for each ASIN.

This is one more example of streamlining the process for Seller Performance. You don't want to overwhelm the representative who reads your appeal with dozens of different PDFs, or they may deny your appeal.

11. Do not EVER falsify, create or buy an invoice.

Although mentioned above, it's worth repeating. You will get caught. You will get suspended. It might not be possible to get you back. If you hire a service for something like ungating, ask to see the invoices before they get uploaded to your account. Always make sure you have legitimate invoices from legitimate suppliers.

Though the process of abiding by specific steps may seem a bit tedious, it is absolutely necessary if you want to have the best chance possible to win an appeal with Amazon. Add this tip sheet to the other tools in your ecommerce toolbelt, and you will not regret it. You will increase your Amazon business longevity if you implement the steps above.

Thanks again for purchasing this Tip Sheet, and happy selling!

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