Amazon Business Buyer Training

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Agenda

• Organization’s Goals
• Joining the Amazon Business Account
• Shopping on Amazon Business
• Account Configuration
  • Checkout
• Business Account Navigation
• Amazon Business Analytics
• Tracking Your Orders
• Business Customer Support
Why We Set Up Amazon Business & When to Use

• Amazon Business offers a more efficient process and reduces our overall cost to do business by eliminating Prime Membership fees to the departments.

• Free shipping (on any “prime” item).

• Amazon Business is our preferred vendor for textbooks (not including e-books).

• Amazon Business is our secondary vendor for other goods that are not currently offered by another preferred vendor such as office supplies (Summus-Staples) and computers (Dell and Apple).
Texas State Process Change

• After July 7, 2021, employees should no longer have Amazon accounts (personal or work-related) tied to their work email outside of the centralized Amazon Business Account after this date.

• Employees should only access the centralized Amazon Business Account through TSUS Marketplace punchout tile after July 7th.

• As of COB July 2nd no more Amazon requisitions will be able to be placed in SAP. Orders can resume on July 7th via TSUS Marketplace.
How to Access Amazon Business

- Overall, registration starts when the buyer clicks on the Amazon tile in TSUS Marketplace for the first time.
- Buyers must have access to punch-out in order to access Amazon Business.
- Buyers should NOT access Amazon Business directly (i.e. trying to sign in from the Amazon.com home page).
- Depending on how you have used your work email on Amazon in the past, you may need to take action to separate or migrate an existing account.
- In this case, you will receive an email with specific instructions on how to join.
Existing Account with Work Email

You will receive an email with specific instructions, based on how you have used your work email on Amazon in the past. 

*When accessing for the first time, pay close attention to the instructions to ensure no personal purchase history or information is merged into this business account.*

If you use your @txstate.edu email address to make **BUSINESS** purchases on Amazon.com, then you will have the option to convert your existing account and transfer all purchase history and pending orders to the central Customer business account.

If you use your @txstate.edu email address to make **PERSONAL** purchases on Amazon.com, then please choose the option to create a new account. You will be prompted to select “Create a separate business account” and will need to choose a new, personal email address (e.g., gmail.com or hotmail.com) that is NOT tied to another Amazon account.

![Image of the account creation process on Amazon](image)
Shopping on Amazon Business:
The Power of the Amazon Marketplace

1. **Choice**
   - Breadth and depth of selection
   - Access to hundreds of millions of products and services

2. **Competition**
   - Multiple offers from Sellers
   - Including Amazon Retail

3. **Transparency**
   - Visibility to Buy-side and Sell-side
   - Product and seller reviews, ratings and pricing
Amazon Business Benefits

Business Prime Shipping
• Business Prime Shipping provides Free Two-Day Shipping on eligible items for all users in the business account. [Click to learn more.]

Business-Only Selection
• Business-only selection refers to items and offers that are only available for purchase by Amazon Business customers.

Amazon Business Analytics
• Use Amazon Business Analytics to view data about your orders, create and filter reports based on your business needs, and view both charts and tables. [Click to learn more.]
Amazon Business Discounts

There are a variety of discounts available on Amazon Business that your organization can take advantage of to unlock savings.

Business Pricing
- Business pricing is cheaper pricing available only for registered Amazon Business customers. No action is needed to turn on business pricing and is available on select items.

Quantity Discounts
- Quantity Discounts are volume-tiered discounts, only available for registered Amazon Business customers. Quantity discounts appear on the product detail page and users can review the tiered discounts available.
Search & Browse Optimization

Optimizing search functions in Amazon Business allows you to find the best products to meet your needs and compare prices to find the best value.

- Amazon is the “everything store.” With such a large selection, we do our best to make it easy for you and your end users to find what you’re looking for.

- Recommended filters:
  - Prime Eligible
  - Brand
  - Average Customer Review/Rating
  - Diversity Credentials
Search Optimization

Optimizing search functions in Amazon Business allows you to find the best products to meet your needs and compare prices to find the best value.

1. **Maximize Savings!** Search All Departments & try using **generic descriptors instead of brand names**
2. Consider refining search results with filters available on the left side of your screen, such as **Prime** or **Business Seller**
3. Sort results by options listed on the top left of your screen, such as **Price: Low to High**
4. In many cases, you can also Select **Quantity Discounts** to review quantity discounts and purchasing options
5. To compare offers, scroll down & select **Used & new** to pull up the **Offer Listing** page
Take Advantage of Amazon Prime Shipping Benefits
• An easy way to ensure that your products arrive on time and as expected, is to order products fulfilled directly from Amazon. All products clearly mark who the seller is on the product detail page.

Prime Eligibility – Fulfilled by Amazon
• Prime eligible items are fulfilled by Amazon. We recommend searching for prime eligible items.

What’s not Included?
• Business Prime Shipping does not include additional Prime benefits such as Amazon Fresh, Pantry, Video, or Music.
Reorder & Shopping Lists

How do lists work on Amazon Business?

• Lists make it easy to keep track of the things you need and are easy to share with others. Any User on Amazon Business can create a shopping list.
• Choose between multiple list types depending on if you want the items to remain on a list after they are ordered.
• To share your list, create a public list and use the URL to email it directly to your desired audience.
• When a list is shared with you, you can save it to your own account or make a copy to edit yourself.
Checkout Experience

Note if placing a large order: There is a shopping cart limit of 50 unique line items, and a 1,000 total unit limit across all items. Please email purchasing@txstate.edu if you need assistance.
Checkout – Payment & Address Settings

When checking out on Amazon Business, choose from the pre-configured payment methods and shipping addresses. These options can only be updated by an account administrator.

Select Shipping Address (sent via TSUS Marketplace)
- When selecting shipping address, you can either use the default address name provided or choose to add the name of a specific recipient. This will replace the first line of the address.

Select Payment Method
- Defaulted by your Amazon account Administrator
Review Order Details + Submit for Approval

- Selecting “Submit order for approval” transfers your shopping cart back to TSUS Marketplace.

- This starts the regular approval process, dictated by TX State, before the Purchase Order is sent to Amazon and the Amazon order is created.

- You will receive email confirmations.
Organization Restricted

Your Account Administrator has restricted categories for purchase within Amazon Business based on your organization’s buying policies.

- Restricted products will be clearly marked throughout the buying process
- Purchases with Restricted items may require additional approval
- Administrators have direct visibility into any restricted purchases via Business Analytics
Organization Blocked

Your Administrator has blocked product categories that are prohibited based on your organization’s buying policies. The “Add to Cart” option will appear greyed out for any product categories that are blocked.

Please contact IT for laptop acquisition.
## Business Account Navigation

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<td>Easily find suppliers on Amazon Business and add them to your list of Saved Suppliers. <a href="#">Learn more</a></td>
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Your Orders

This section of the account provides additional detail regarding the status of all orders you have placed within the Business Account.

Take a variety of actions on your orders such as initiating returns or tracking the delivery of a package.
Return an Item

Navigate to Your Orders from the dropdown

Use Contact Us or our Chat feature for assistance with Returns
Amazon Business Analytics provides the ability to:

- Aggregate purchases to compare and track spend over time
- Monitor and track 60+ data fields including customer info, shipment info, payment info, and seller info
- Customize and save report templates to meet business needs
- Download CSV files to analyze your data in excel
Business Customer Support

Dedicated U.S. based Business Customer Support can be reached a number of ways including email, chat and phone. Not sure what you’re looking for? Learn more about the features and benefits on Amazon Business HERE.
Common Customer Support Questions

See below for quick resolutions to frequently asked questions from your end users as well as contact information for a variety of support resources.

Contact Business Customer Support: CLICK HERE
  • Provides end users the option to call, email, or live chat. Please use this method of contact for anything relating to an order, transaction, charge, or shipment

Cancel an Individual Prime Membership:
  • Your Account > Manage My Prime Membership > End Membership
  • The end user must follow the steps to receive a pro-rated refund
Questions???