

## **THE CHECK YOURSELF CHECKLIST**

If you answer NO to any of the following questions, you have a probable complaint cause.

Put a tick next to the items to which you answer yes.

### **COMPLAINT TYPE: Incomplete/ Incorrect:**

- Does your item 100% match the listing with ALL parts present?
- Are you inspecting the inventory from your various suppliers?
- Did you fulfill the correct item?
- Are the items secured inside the packaging and unlikely to fall out or move around?
- Is your item free of damage to the original packaging?
- Is your item 100% new, as in never opened or resealed?
- Do the items meet Amazon's criteria for a "New" item as defined in the Amazon condition guidelines?

### **COMPLAINT TYPE: Damaged/ Defective:**

- Does your boxed item pass the drop test (3-foot drop test, consisting of one drop on each side, and one drop on a corner)?
- Is your packaging sufficient to protect the item from damage during fulfillment?
- Does your warehouse use racks and pick bins?
- Are you and your employees handling inventory carefully?
- Is manufacture quality consistent?
- Are you checking item quality before products are shipped?
- Is your listing creating realistic customer expectations?

### **COMPLAINT TYPE: Expired:**

- Do you verify the expiration dates before sending to Amazon?
- Do you take normal life use of product into consideration when selling/ pulling inventory?
- Are you removing inventory 120 days prior to expiration?
- Are you separating inventory by lot/ expiration date?

**COMPLAINT TYPE: Late Shipment:**

- Do you have backups or contingency plans in case your automation tools fail?
- Are you adequately covering weekend monitoring of orders?
- Are you using reliable drop-shippers?

**COMPLAINT TYPE: Rights Owners:**

- Are you an Authorized reseller?
- Are you sure you aren't infringing on a product patent?
- Did you respond to all no5ce warnings from Amazon (even if you never intended to list the item again)?
- Are you sure the images on your listing don't belong to someone else (copyright)?
- Do you have supply chain information proving your items are genuine?

**COMPLAINT TYPE: Used Sold As New:**

- Does your item 100% match the listing?
- Is your item free of damage/ wear and tear to the packaging?
- Is your item 100% new, as in never opened or resealed?
- Do the items meet Amazon's criteria for a "New" item as defined in the Amazon
- Condition guidelines?
- Have you opted out of FBA Repackaging?
- Are you using FBA stickered inventory?
- Are you removing FBA returns from sellable inventory?
- Are you sourcing from manufacturers/ authorized distributors not liquidations/ RA?
- Is your packaging sufficient to protect the item from damage during fulfillment?
- Are you checking item quality before it gets to Amazon?
- Can your boxed item pass the drop test (3-foot drop test, consisting of one drop on each side, and one drop on a corner)?

**COMPLAINT TYPE: Inauthentic:**

- Does your packaging match retail packaging?
- Does your item match the listing in every detail?
- Is your packaging sufficient to prevent any appearance of use for all “new” items?
- Is your item free of damage/ wear and tear to the packaging?
- Are you keeping your listings updated/ checking ASIN contribution changes?
- Are you sourcing directly from manufacturers/ authorized distributors and not liquidators
- Are your invoices from the last 180 days?
- Have you opted out of FBA Repackaging?
- Are you using FBA stickered inventory?

**COMPLAINT TYPE: Product Safety:**

- Do you know if your product is Hazmat?
- Is your product free of restricted ingredients?
- Has your product undergone product safety testing?
- Have you researched potential injury or adverse reactions to use of the product?
- Have you discussed these with the manufacturer?
- Have you taken appropriate action when buyers complain to you of a negative experience with the product?

**COMPLAINT TYPE: ASIN Variation Abuse:**

- Private Label: Did you obtain your UPCs directly from GS1, or do you have a UPC exemption?
- Are your child ASINs all size/ color variations?
- Are your child ASINs assigned to the correct parent ASINs?

**COMPLAINT TYPE: Product Review Abuse, Product rank manipulation, etc.**

- You have never created fresh buyer accounts for the sole purpose of inflating reviews?
- You have not asked friends, family, and colleagues to use THEIR buyer accounts to buy from you or leave wonderful reviews?
- You have never purchased items from competitors for the purpose of leaving bad reviews?
- You have not used review companies Amazon has targeted for bad practices?
- You do not upvote/ downvote reviews related to your product/ competitor's product?

**COMPLAINT TYPE: Not As Advertised:**

- See Used Sold As New
- See Inauthentic
- See Incomplete/ Incorrect
- See Damaged/ Defective
- See Expired
- See Product Safety
- See ASIN Variation abuse
- There are many reasons buyers contact Amazon to report that an item is different from what was described on the site. It's best to cover all areas and be sure that ANY buyer will understand the information presented in the listing.