

amazon business

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TAMUC Amazon Business Train the Trainer Session

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Sr. Customer Success Manager

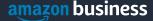
October, 2019



TAMUC's Goals

Direct all office supply and non-contract purchasing through Amazon Business to

- Increase Texas certified HUB purchases (Latsons Office Supply)
- Increase efficiency in purchasing process
- Increase visibility



Latsons, TAMUC and Amazon Business

What's new?

TAMUC has negotiated a contract with Latsons for office supplies through Amazon Business.

Amazon Business is **TAMUC's preferred purchasing destination for office supplies**. When shopping for office supplies on Amazon Business, please look for and purchase TAMUC Negotiated Priced items sold by Latsons on the Amazon Business Marketplace.

Why?

Latsons is a State of Texas certified HUB and family-owned company selling through Amazon Business. Latsons offers low prices, and fast, free delivery on thousands of products through Amazon Business. In 2015, Latsons was recognized by the Hopkins County Chamber of Commerce as Small Business of the Year.

What's Included?

Negotiated pricing on over 400 office supply products (ASINs) on Amazon Business Latsons will make next business day desk side deliveries to TAMUC.

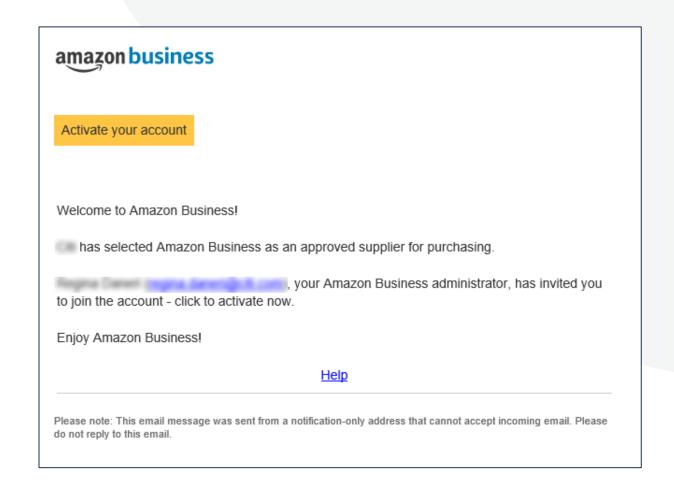
Joining the Amazon Business Account

Inviting users to Amazon Business

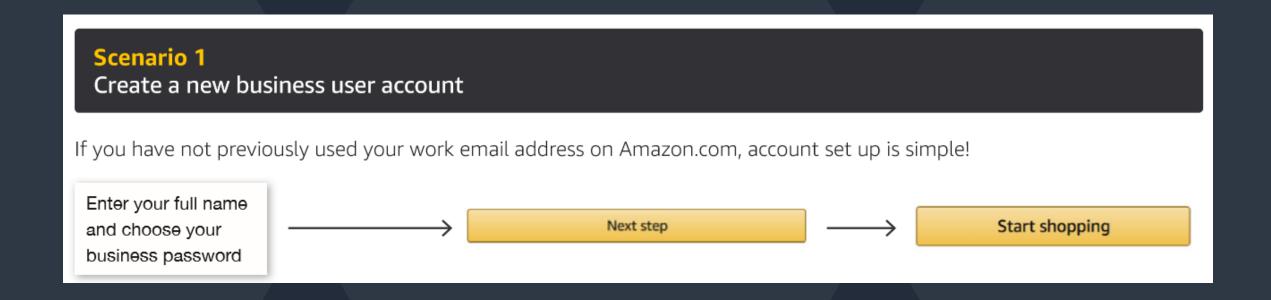
Administrators can add users to the account one by one or all at once by uploading a spreadsheet

How do Invitations Work?

- When a user is added to the business account, an invitation to join is immediately emailed.
- Invitations are tied to an end users email address. The recipient cannot change the email address they use to register for the account.
- End users must take action after being invited to an account in order to become an active user.
- User permissions are assigned when a user is invited
- Account invitations are valid for 21 days from send date. After 21 days, they will expire and need to be resent



New to Amazon (Invited individually)



New to Amazon (invited as a group)

amazon business

Hello John,

Welcome to Amazon Business! Your Amazon account administrator created a business user account for you with email ananya+jack@amazon.com as part of the giardia business account.

You will setup a password when you first sign in.

Sign In

Amazon Business allows you to shop on Amazon using your organization's multi-user business account and track spending. Find what you need among the millions of business products on Amazon and get business pricing on select items.

Your account information, including order history, addresses, payment methods, and personal information will be visible to administrators of the business account. Any administrator of the business account will have the ability to manage or close this account. Your use of Amazon Business is subject to the Amazon Business Accounts Terms & Conditions.

- Your Amazon business Account has already been created on your behalf.
- Use the "Welcome to Amazon" email in your inbox to set up your password the first time you sign in.
- The ability to reset your password will not expire. If you cannot find the welcome email, try signing in with your work email and use the "forgot password" link

Existing Account with Work Email

Scenario 2

Convert your existing Amazon Account

Sign in to the existing account that you use for business purchases on Amazon.com.



If you already have an Amazon account tied to your work email address and use this account solely for business purchases, you will migrate this existing account to your organization's Amazon Business account. Do not choose this option if you have made personal purchases on this account.

Start shopping



Scenario 3

Separate Business and Personal Shopping

Sign in to the existing account you use for business/personal purchases on Amazon.com.



If you have an existing Amazon account tied to your work email and use this account for business and personal purchases, we will separate your personal order history from your work email.

Choose a new email for your existing Amazon account. Your password stays the same

Existing Business Account with Work Email

- When user clicks on "Get Started", he/she is taken to a page to download order history and start the process of moving.
- With one-click, the account is automatically de-registered and user is automatically to the official account
- Same user credentials work, no password reset needed!

Join official account

You have been invited by admin@workemail.com to join the official account for giardia

- You will be part of a group with a role as specified by your administrator
- Your order history from this account, Amazon, will be preserved in the official account
- · You will continue to sign in with the same email and password
- Administrators of the official account will be able to see your order history
- You will receive a prorated refund of your Business Prime Membership

If this account is not associated with giardia, you are encouraged to go to the account settings and change the email you use to access this account so that it is no longer associated with amazon.com.

Join

Not now

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 Pricing & Quantity Discounts

• Business pricing and quantity discounts are only available to registered business account customers on Amazon. Click to learn more.

Business Prime Shipping

- Once Business Prime Shipping has been purchased, it provides Free Two-Day Shipping
 on eligible items for all users in the business account. There are multiple pricing tiers to
 meet the needs of businesses of all sizes. <u>Click</u> to learn more.
- Please be aware that Latsons delivers next day to TAMUC directly so will not show as Prime

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. <u>Click</u> to learn more.







List Price: \$379.00 Price: \$266.99 Business Price ▼ **\$248.60**

Shopping with



What is AmazonSmile?

• AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as the Amazon you know. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

How do I shop on AmazonSmile?

• To shop at AmazonSmile simply go to <u>smile.amazon.com</u> from the web browser on your computer or mobile device. You may also want to add a bookmark to <u>smile.amazon.com</u> to make it even easier to return and start your shopping at AmazonSmile.

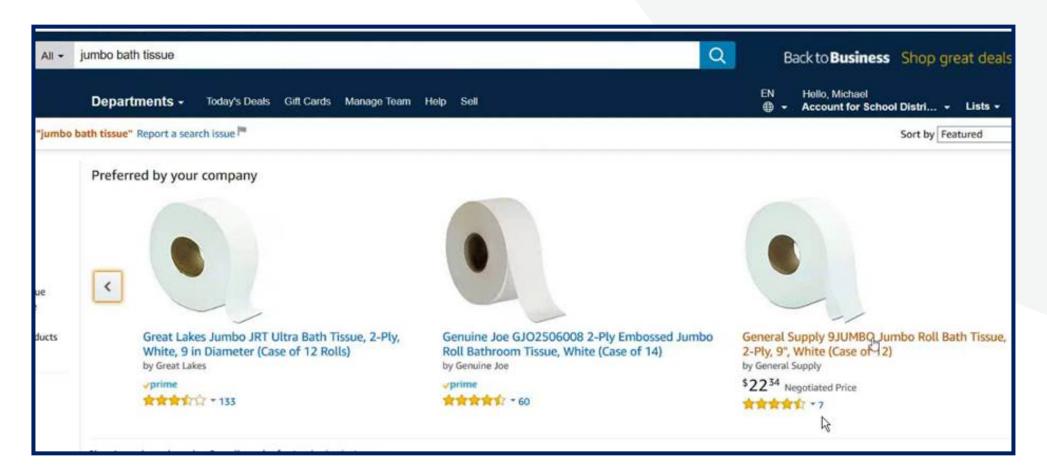


Confirm your Charity

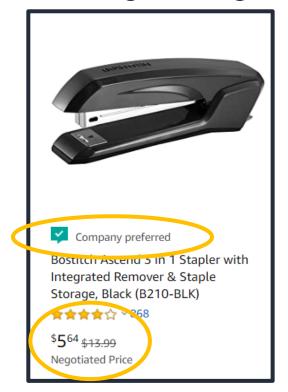
• Any time you are logged into AmazonSmile, your charity is displayed below the search bar. Use the drop down to learn about your selected non-profit, see how much your shopping has contributed, and edit the charity you are supporting.

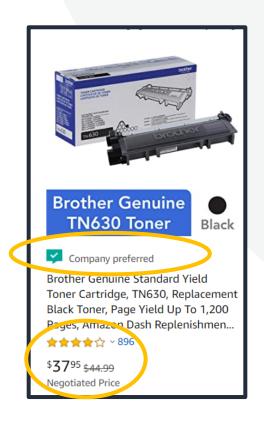
Negotiated Pricing: Preferred Products

Negotiated Price items are automatically Preferred. Company Preferred Products will be shown at the top of the search bar in "Preferred by Your Company" when searching for related items



Negotiated Pricing: badging



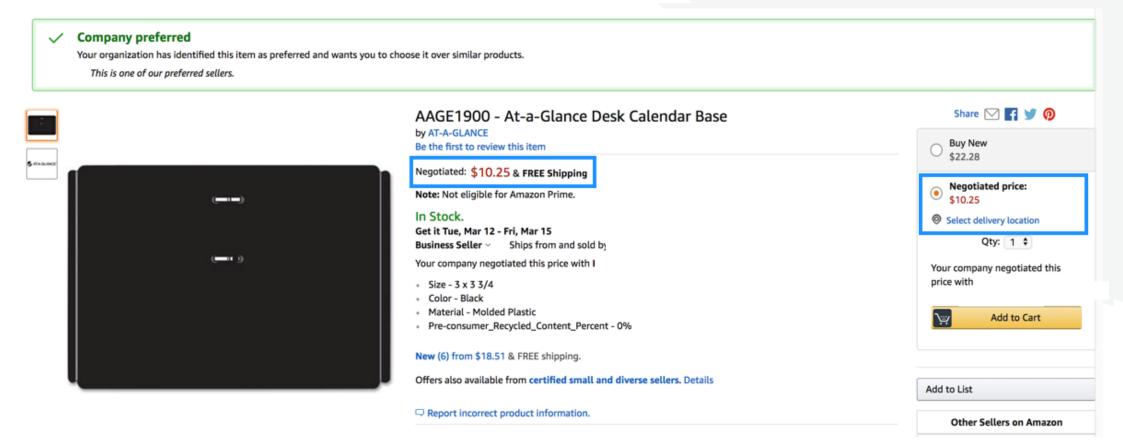


- All items (ASINS) that have a negotiated price for on office supplies will be tagged with a green check mark and "Company Preferred"
- The Negotiated Price will be badged "Negotiated Price" to indicate this is special price negotiated for your organization

Negotiated Pricing: Product Detail Page

Once you click into an item that is preferred with a negotiated price, you will get more details on the product detail page:

- Negotiated Price will appear in buy box below the "buy new price"
- End users can select the Negotiated Price offer to add to their shopping cart
- The "Buy New" price refers to the winning offer price from the overall marketplace



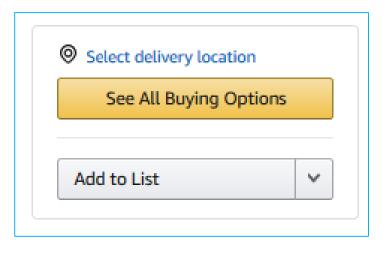


Finding other offers: Offer Listing Page

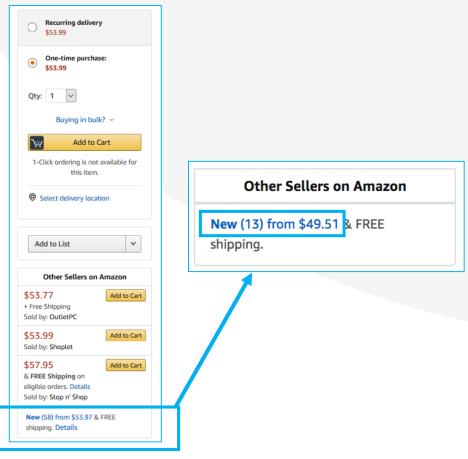
Options" or the item is showing from another seller, the Offer Listing Page is the best place to look for all offers. The Offer Listing Page on Amazon Business is a great tool to help compare prices for the items you are looking at.

There are a couple of ways to navigate to the Offer Listing Page:

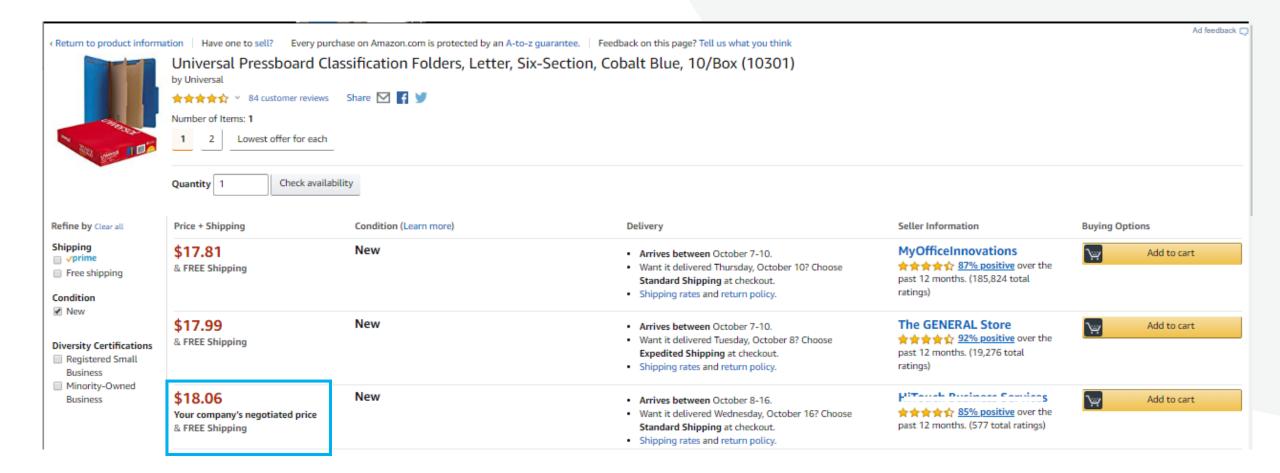
1. If the buy box says, "See All Buying Options," click on the yellow button and it will take you directly there



2. If you are on a product page, click on "New from" underneath "Other Sellers on Amazon"



Offer Listing Page Experience

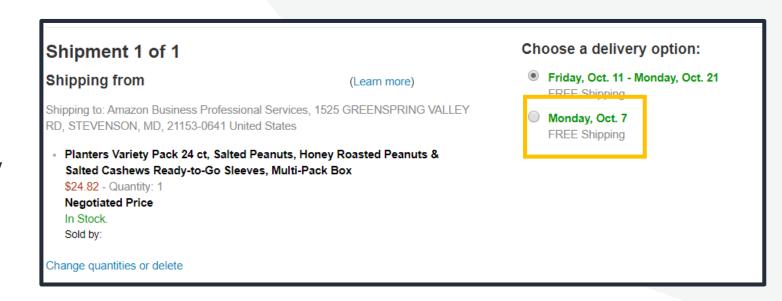




Delivery/Shipping Expectations

Latsons Office Supply provides free next day delivery on all eligible items ordered before 4pm

- Latsons will make next business day desk side deliveries to TAMUC when ordered by 4pm the day before.
- To take advantage of the next day desk side delivery option, select the next day shipping at checkout
- Note: Orders must be placed by 4pm local time to be eligible for delivery the following business day



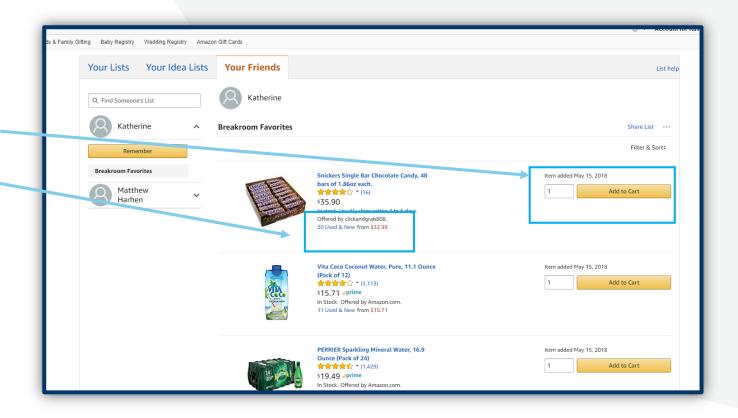
Amazon Business Reorder Lists



Reorder & Shopping Lists

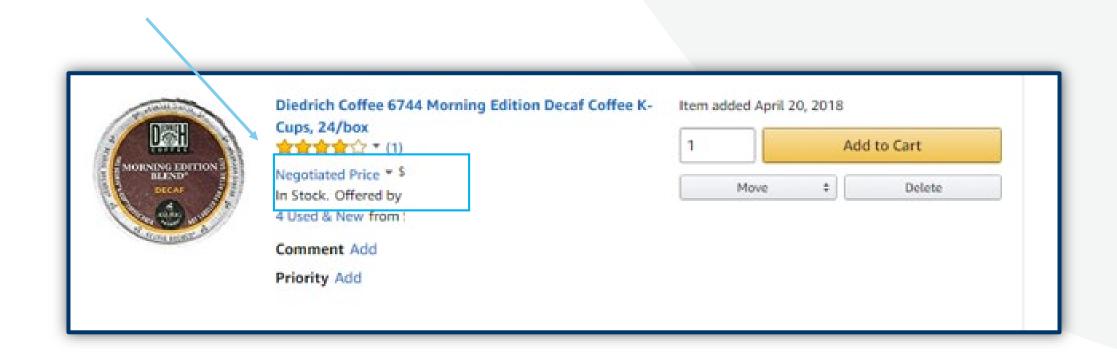
How do lists work on Amazon Business?

- Once you've found the right item for you, save it to a reorder list and it will add to cart at the Buy Box Winning price OR you can compare prices right from the list without searching again
- 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
- Lists are shareable
- When a list is shared with you, you can make a copy to edit yourself



Reorder & Shopping Lists: Negotiated Price

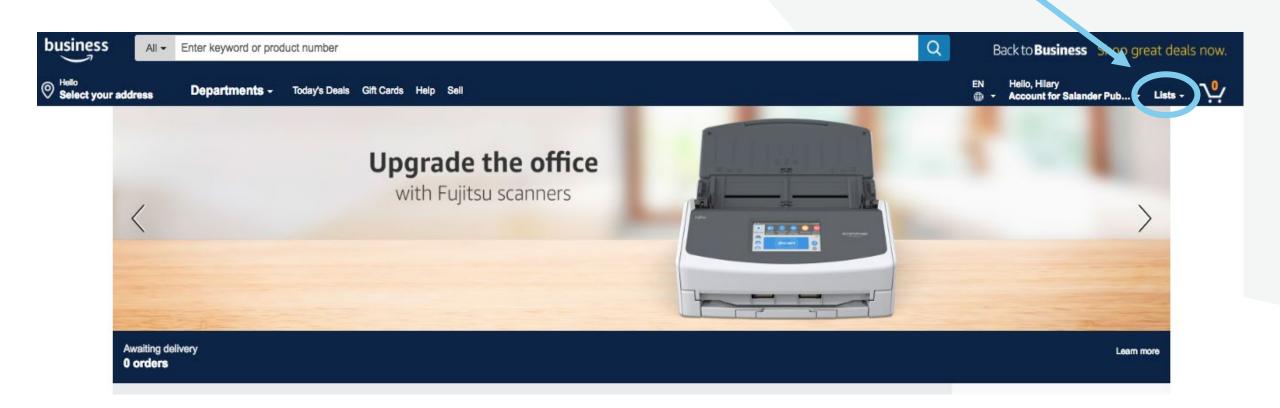
If there is a Negotiated Price, it will show in the item information and add to cart.



Always review cart before purchase to ensure you are satisfied with Seller and the shipping time.

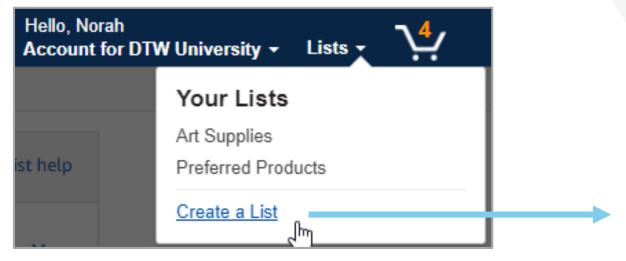
Creating a Reorder List

- Use Amazon Business list functionality to create a Reorder List of items you purchase frequently
- To get started, hover your mouse over Lists at the top right corner of your screen. Click Create a List

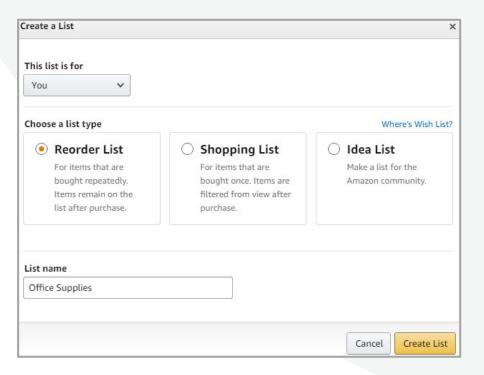




Creating a Reorder List

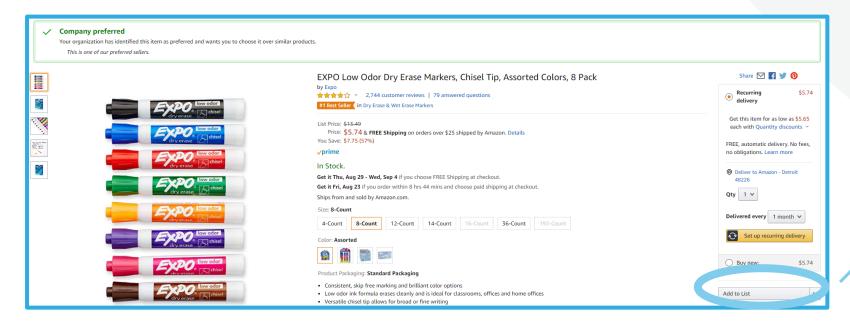


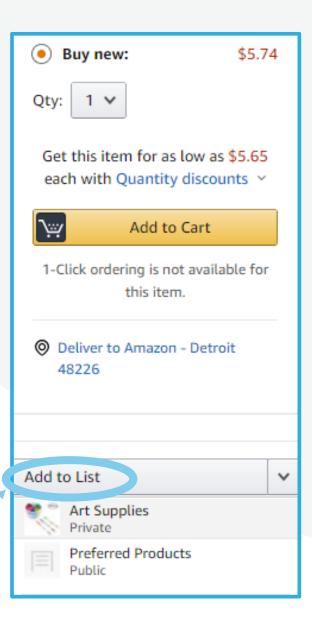
- Click "Create List"
- Select "Reorder List" and name the List
- Select Create List



Add Items To Your List

- To add items to your list, search for your item
- Select the drop down "Add to List"
- Select the List Name where you wish to add the item
- A confirmation message will show that the item was added to your list and you can choose to view your list or continue shopping



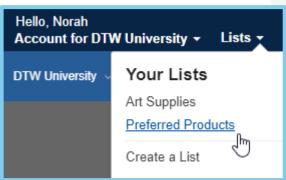




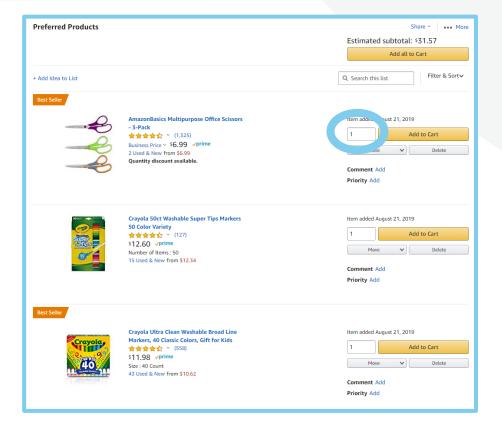
Finalizing Your List

 Once your list is complete, click View Your List, or access your Lists from the List drop down

 Update and finalize requested quantities for each item





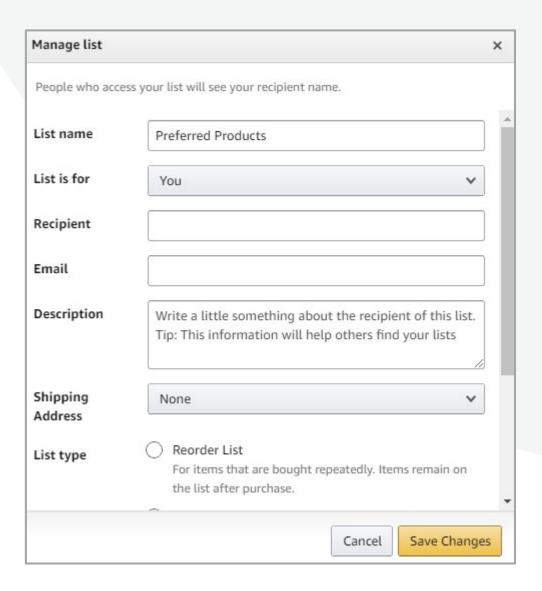




Editing Your List

- To edit your list, click the three dots and select "Manage List"
- Make edits to your List, such as List name, type, or scroll down to delete your List
- Save changes





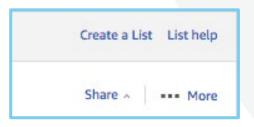


Sharing Your List

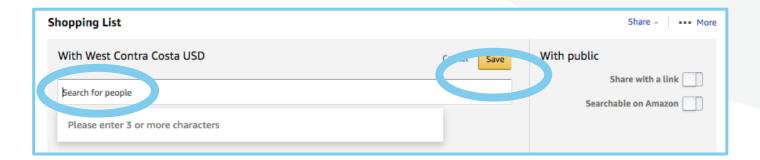
Click on "Share"

 Click "Manage coworkers" then + "Add People"

• Type in the email address of the user you are sharing the list with and click "Save"





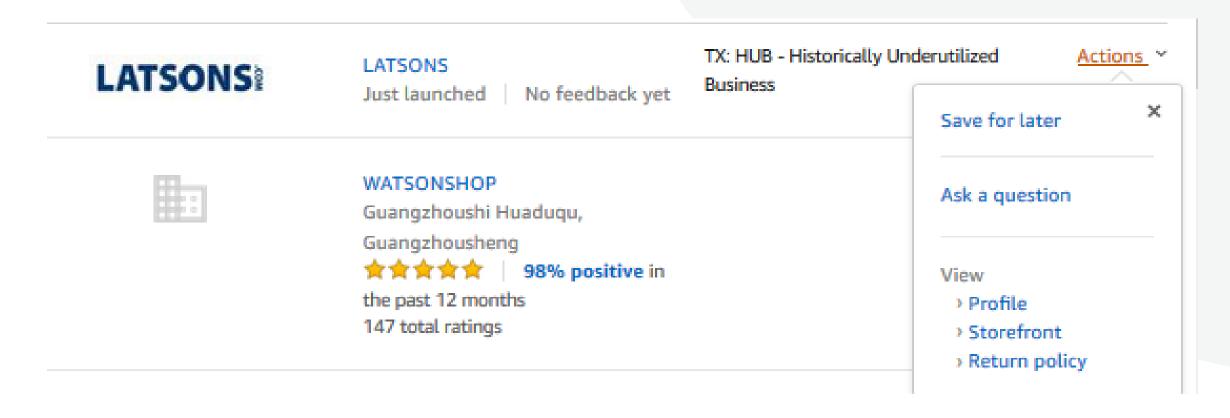


Manage Suppliers

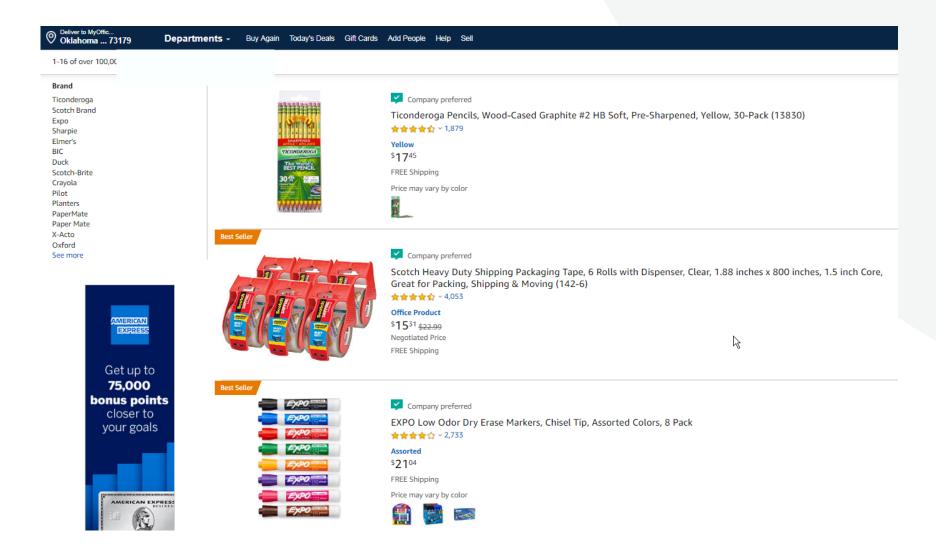


Manage Suppliers

Individual buyers can create a list of bookmarks to easily find the suppliers they shop from most. From the main drop down menu, select Manage Suppliers. From the "Actions" dropdown menu, select "Storefront".



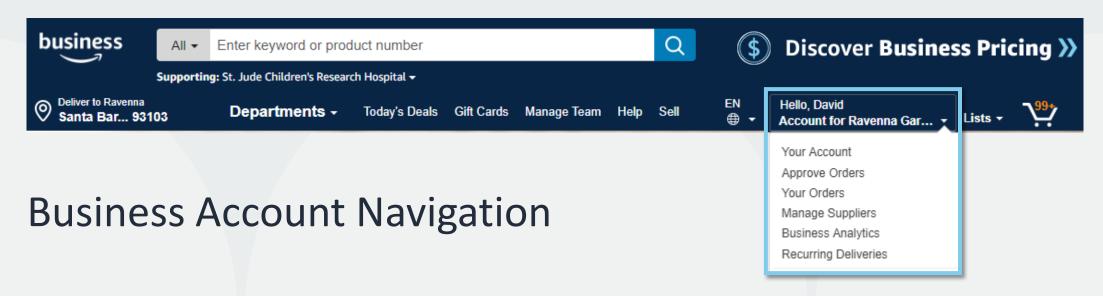
Seller Storefront





Business Account Navigation





Page	Functionality
Your Account	Standard Amazon account information
Approve Orders	If workflow approvals are enabled, approvers can view and take action on pending orders
Your Orders	View and track your orders. Administrations can view orders others have placed on behalf of the organization
Manage Suppliers	Easily find suppliers on Amazon Business and add them to your list of Saved Suppliers. <u>Learn more.</u>
Business Analytics	Create and filter custom reports based on your business needs to view your organization's orders
Recurring Deliveries	Have essential items delivered automatically, based on a schedule you choose. <u>Learn More</u> .

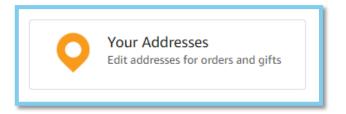


Account Configuration

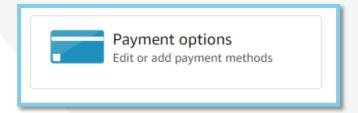


Checkout – Individual Payment Methods

When checking out on Amazon Business, be sure to enter the appropriate payment and shipping details. This information can be entered in **Your Account** or during the checkout process



- Each time you add a new address, be sure to indicate if weekend deliveries can be accepted at that location. If in doubt, we recommend opting for week day deliveries only.
- Be sure to indicate if an access code is required to deliver to a specific address.
- Previously used ship to addresses will automatically be saved and made available during future checkouts.
- Ship to addresses can be audited by your account administrator at any time. Please be sure to comply with all purchasing rules and policies

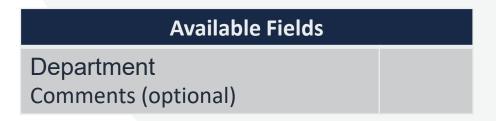


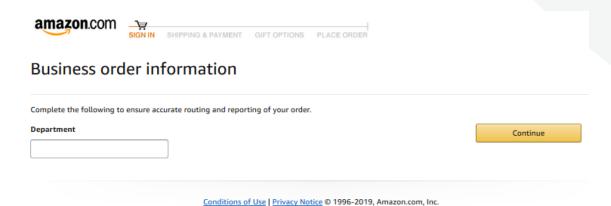
- Purchase cards are the recommended form of payment for the Amazon Business account.
- The Amazon Business account is intended for business purchases only. No purchases should be made on a personal credit card.
- If you have access and permission to use multiple different cards, multiple cards can be stored in your account information.
- Payment instruments are visible to your account administrator and can be audited.

Business Order Information

Custom order fields at checkout make it easier to track and manage orders

- All information entered will appear in Order History Reports in the Business Analytics tool
- Each field may be required or optional
- The information fields below have been configured on your account



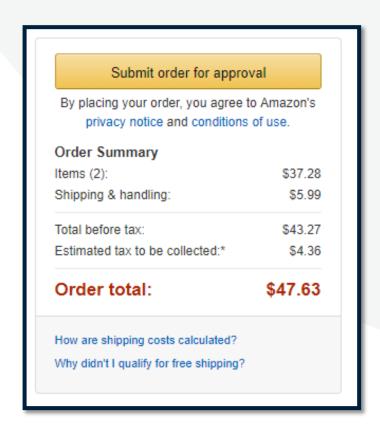


Approval Workflows

Some orders or all orders placed on the account may be subject to approval before being fulfilled

How do I order with Approvals configured?

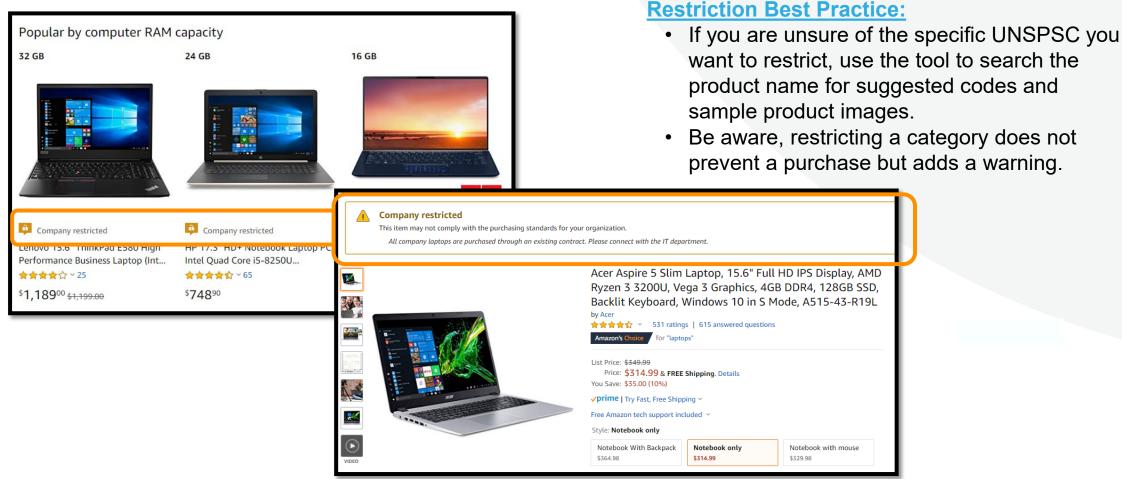
- Depending on your role, some or all of your orders may require approval.
- There are no additional steps to take to submit your order for approval. Check out as you normally would and you will see the option at checkout.
- Your order will not be processed until it is approved by the appropriate approver. Keep this in mind for shipping timelines.
- You will be notified over email once your order is submitted and then again once your order has been approved and processed.
 Just as with a normal order on Amazon, you will also receive relevant shipping updates.
- If your order is not approved within 7 days, the order will automatically be canceled; however, the items in your order will not be deleted. If your order is canceled, you will need to submit the order again for approval.



Company Restricted



Administrators can customize messaging to let end users know IF and WHEN they can purchase certain UNSPSC based categories on Amazon Business

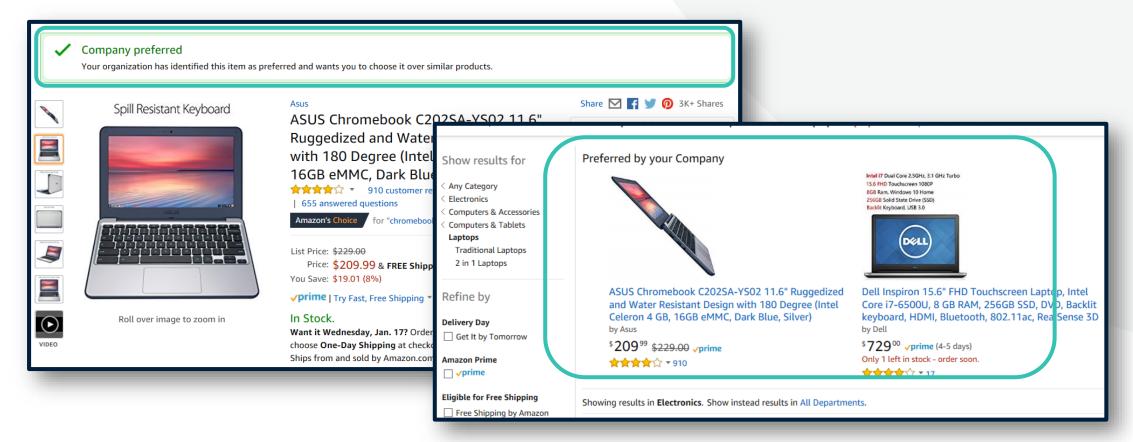




Preferred Products

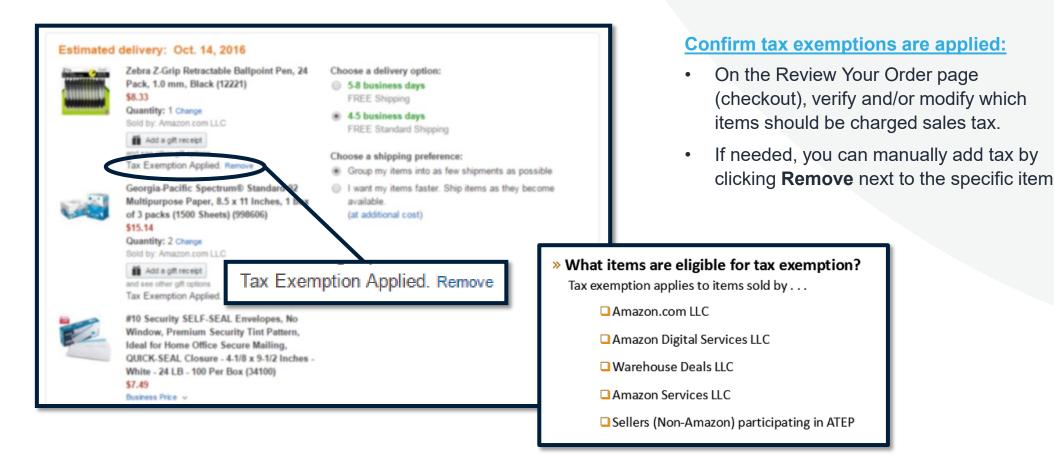


Mark specific products as preferred to ensure you end users can easily find what they are looking for. This messaging is visible throughout the shopping experience, search results, and on product detail pages.



Checking out with Tax Exemptions

All products purchased from Amazon or any of the 95% of third party sellers who participate in ATEP will automatically reflect that tax exemptions have been applied during the checkout process



Business Analytics

Amazon Business Analytics

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



Reports

Use our reports to get line-item details about your organization's orders and access important documents like invoices. Start with one of our curated reports, then customize it to your needs.

Reconciliation

Compare order and payment history to your records.

Returns

Monitor what items are being returned and the reasons why.

Related offers

See what other offers were available at the time of an order.

Orders

Get detailed shipping, product, and seller info on an order.

Refunds

Track the payment, product, and status of a refund.

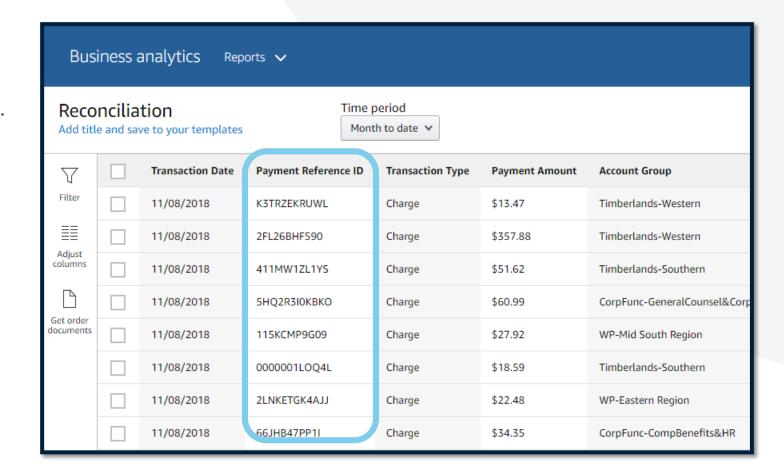


Reporting & Reconciliation

Use the Reconciliation Report to view data including transaction info, customer info, and order info.

Simplify the reconciliation process by matching corporate credit card charges to each item in a shipment.

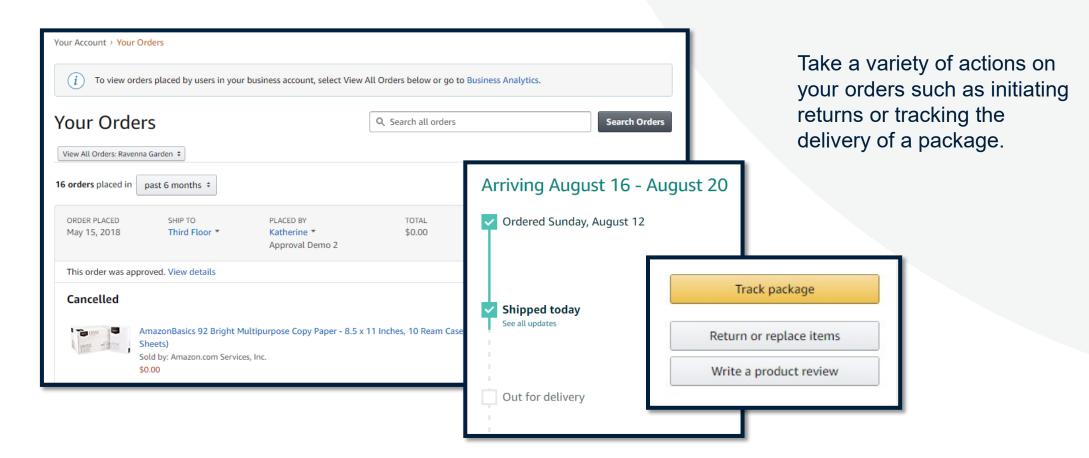
- Match the Payment Reference ID in the Reconciliation Report against your credit card statement
- Customize report columns and filters at the left to find required information



Your Orders

Your Orders

This section of the account provides additional detail regarding the status of all orders placed

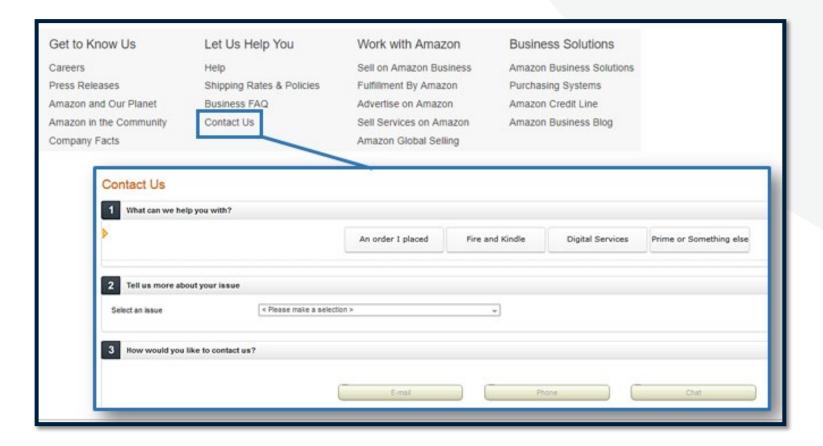


Business Customer Support

Business Customer Support

Dedicated U.S. based <u>Business Customer Support</u> 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 <u>HERE</u>.



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

Request a Tax Exemption Refund:

- Your Orders > Locate Order > Contact Seller > Request refund through email
- Additional tax queries can be emailed to <u>tax-exempt@amazon.com</u>

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Thank You