



amazon business

Sell on Amazon Business, the B2B marketplace on Amazon

The Amazon Business Seller Program gives sellers the opportunity to meet the unique requirements of business customers on Amazon.com.

B2B seller features available on Amazon Business



Business Pricing & Quantity Discounts

Pricing options for business customers only.



Display Quality Certifications & Diversity Credentials

Promote your SBA and 18 other certifications.



Tiered Referral Fees

Lower fees on larger purchases.



Business Profile

Tell your company's story.



Enhanced Product Documents

CAD drawings, User Guides, and more.



Business-Only Offers

Selection exclusive to business customers.

At a glance

Amazon's Mission

To be earth's most customer-centric company where people can find and discover anything they want to buy online.

amazon

300+ million¹

Worldwide active customer accounts

42 million²

US monthly unique desktop visitors

126 million²

US monthly unique mobile visitors

amazon business

1+ million³

US active business customer accounts

150 thousand³

Amazon Business sellers

\$10 billion⁴

Amazon Business global annualized sales

1. Q3 2016, Amazon Internal, Active Paid customers represent accounts that have placed an order during the preceding twelve month period 2. comScore Media Metrix, September 2016 3. Q3 2018, Amazon Internal 4. Q3 2018, Amazon Internal

For more information visit: www.amazon.com/business-seller

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Getting started is easy

- 1 Register for a Professional Selling Account on Amazon and opt into the Amazon Business Seller Program.
- 2 Create a Business Profile and tell your unique story.
- 3 Set up your Products with our simple listing tools.
- 4 Start selling and reach millions of customers already on Amazon.
- 5 Scale your business with options like Fulfillment by Amazon, Sponsored Products, and Amazon Business features.

Estimated growth in the B2B online market

* Forrester ** Frost & Sullivan



Organizations of all kinds buy on Amazon Business



Education



Healthcare



Government



Technology



Hospitality



Manufacturing



Energy

For more information visit: www.amazon.com/business-seller

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