

Intro to the Amazon.com Selling Platform



Build Your Business by Selling on Amazon

In this seminar, learn the fundamental information needed to begin selling products on Amazon. Be introduced to the different platforms within the Amazon Ecosystem and the advantages and disadvantages of each platform. Learn about the risks associated with selling on Amazon and how to best mitigate those risks. You will also learn the pathways of moving a successful Amazon business from the Amazon.com platform to your own platform.

You will learn:

- Amazon product sourcing vs. launching a new product
- Amazon MFN and FBA Programs
- Upsides and downsides to selling on Amazon
- Critical concepts to selling on Amazon
- Third party tools to simplify selling on Amazon
- Strategies to move your business off the Amazon.com platform

“Discover the common business models sellers use, learn the differences between the models and explore which one will work best for you.”

*-Eric Wulterkens
Kings Ridge Media*

Benefits & Outcomes:

- Be prepared for the challenges and benefits of selling on Amazon and maintain momentum to be successful.
- Utilize several third party tools that can make your business run smoother and easier.
- Discover and develop a plan to move your Amazon business onto other selling platforms and your own platform.

Dates	Time	Location
Monday - Tuesday, January 27-28, 2020	6:30 PM - 8:30 PM	D.J. Bordini Center, Appleton
Monday - Tuesday, March 16-17, 2020	6:30 PM - 8:30 PM	D.J. Bordini Center, Appleton
Monday - Tuesday, May 11-12, 2020	6:30 PM - 8:30 PM	D.J. Bordini Center, Appleton

Cost: \$89 | **Register:** www.fvtc.edu/seminarsearch

Materials & refreshments included

