

# Training Guide Vendors Selling on Amazon



**How To Get A Vendor Manager**

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We provide tips on how to find your vendor manager, but there are no guarantees



## **HELP! I'M AN AMAZON SUPPLIER SELLING AS A 1P VENDOR AND I NEED A VENDOR MANAGER!**

Quite frankly, sometimes vendors are not assigned a vendor manager because they simply aren't big enough to earn individual attention from Amazon. Amazon likes to run a lean operation, and with thousands of vendors in each category, they can only afford to provide human-to-human support for their top accounts.

At the end of the day, vendor managers are incentivized to maximize sales and profits in their category, and so they will provide the most attention to vendors who can help them do that.

With that being said, we understand it can be very frustrating trying to sell your products on Amazon and grow your business without any assistance. While it would be nice to automatically have a vendor manager assigned to your account when you onboard, that is not always the case. If you have found yourself stuck, we are hoping this guide can help you!

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Before attempting to reach a vendor manager, be sure to work on your Vendor Score Card. Below are a list of specific metrics that are score card is based on.

## **Some of the metrics the scorecard is based on include:**

- **Financial performance**
- **Sales growth**
- **Net PPM (profitability for Amazon)**
- **Confirmed purchase order rates**
- **Lost Buy Box**
- **Vendor lead time**
- **Defect rates**

If you do not know where to find these metrics on Vendor Central or how to improve them, please reach out to us for help. Email us at [info@proecomcompany.com](mailto:info@proecomcompany.com) or call us at 312-278-38666.

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Another action you should take before attempting to reach a vendor manager is to try and resolve as many of your issues as possible by opening support cases. In the long run, this will help you. Sometimes, if a vendor manager sees that you've tried to use the self-service tools BEFORE reaching out to them, they may be more likely to respond to your attempts to converse with them.

As stated before, vendor managers are incentivized to maximize sales and profits in their category, so if you ever get the opportunity to talk to a vendor manager, the purpose of your conversation should align with their goals. Vendor managers are not there to help you resolve issues you can manage on your own. Below are a list of issues you can manage on your own by opening support cases in Vendor Central.

- **Updating Your Product Detail Page (PDP)**
- **Downloading Sales and Inventory Reports**
- **Uploading Product Compliance Certificates**
- **Disputing invoices and chargebacks**
- **Uploading or updating images**
- **And so much more....**

If you need assistance with your Vendor Central account and do not have a vendor manager, we offer account management services that can save your business time, resources, and money. Be sure to reach out to us if you have specific needs, we can help you with.

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Once you have made improvements to your vendor score card, you are in a better place to possibly get a reply to an email sent to a vendor manager (again, we cannot make any guarantees). We suggest trying these channels to find the vendor manager assigned to your account. If there is no vendor manager assigned to your account, you may not get any responses.

## 1 Find vendor manager contact by requesting the information through a support case

Generally, Andon Cord tickets are usually managed by offshore customer service teams, however a vendor manager is typically CC'ed on aging Andon Cords in order to keep SLAs and resolution processes on track. You can often find the contact information for a higher-level Amazon employee by looking at aging Andon Cord correspondence. See example below:

test@example.com

10:54 AM  
04/14/2022

Hello, we are looking to grow our business with Amazon and have sold \$10M in revenue, year-to-date. To continue to grow our business we need to have monthly meetings with our vendor manager and was hoping you can send this email to that person or perhaps share the first and last name of someone that manages the products in our category, and we will surely reach out. Thank you!

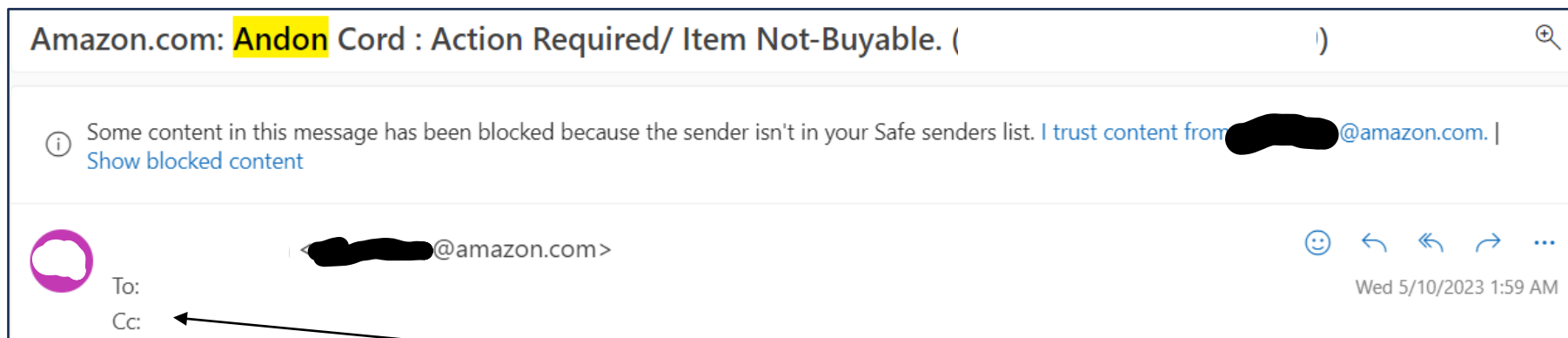
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Please note: Amazon vendor managers receive hundreds of emails per day, so they do not always reply to emails from people they are not usually in touch with.

## 2 Find vendor manager contact information on old Andon Cord tickets.

Generally, Andon Cord tickets are usually managed by offshore customer service teams, however a vendor manager is typically CC'ed on aging Andon Cords in order to keep SLAs and resolution processes on track. You can often find the contact information for a higher-level Amazon employee by looking at aging Andon Cord correspondence. See example below:



vendor manager may be copied on email along with other members from your team

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## 3 Sending the Vendor Manager a brief email

Once you have the person's contact information, send a brief email with the following details:

- Detailed subject line

A detailed, specific subject line of an email to an Amazon Vendor Manager may increase the odds the vendor manager will notice the email.

- Link to your open case or the case ID number

Keeping the email brief helps ensure the vendor manager reads it. Including a link to the case helps the vendor manager take immediate action.

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Please note: Amazon vendor managers receive hundreds of LinkedIn requests per day, so they do not always reply to connection requests from people they do not know.

## 4 Send a LinkedIn Connection

We advise to proceed with a lot of caution here, but we have found the names of vendor managers working in specific categories our products are housed in and we've sent connection requests on LinkedIn. IF the person accepts your requests, you might want to do the following:

- Send a brief note stating that you have products in the category they work in and you need some help.
- If the person does not respond to you, then do not bombard them with messages. Try a different avenue to connect.



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## Congrats! You've Reaching The End of This Training!

We want to improve! Tell us what you think about this training

**I learned what I  
needed to  
know.**



**I learned a part of  
what I needed to  
know.**



**The training  
wasn't helpful  
at all.**



Please email us with your feedback at [info@proecomcompany.com](mailto:info@proecomcompany.com)