

Indian Institute of Entrepreneurship (IIE)

(An organization under the Ministry of Skill Development and Entrepreneurship, Government of India)

Basistha Chariali, N.H-37 Bypass, Near Game Village, Guwahati-78129

In collaboration with Amazon

Announces

Amazon Trained Ecommerce Specialist (ATES)

Training Schedule	From : 18-05-2017 to 19-05-2017	
Target Audience	1. Individuals who want to become entrepreneurs by servicing retailers. 2. Individuals who want to become entrepreneurs by selling online. 3. Individuals who already have an offline retail business and want to start selling online.	
Training Venue	Indian Institute of Entrepreneurship 37 NH Bypass, Near Game Village, Basistha Chariali Guwahati-781029	
Training & Certification Fee	Rs2000/- (Two Thousand only)	
Boarding & lodging cost (Optional)	Accommodation Charge Double bedded Non AC	Rs.350/- per day
	Accommodation Charge Double bedded AC	Rs.700/- per day
	Food charge (Bed tea to dinner)	Rs.272/- per day
A/C Details	The fee should be paid In through cash/cehque/NEFT Indian Institute of Entrepreneurship A/C No : 29650100003147 Bank Name : Bank of Baroda Branch Name: Beltola Branch IFSC Code: BARBOBELTOL	
How to Apply	Send the filled in application form by post or may send the application form by email to : Sri Utpal Bayan, Course Director (ATES) Indian Institute of Entrepreneurship(IIE), Lalmati, Baisitha Chariali, Guwahati-781029 Email: u_bayan@yahoo.com Contact No :7399063419	

Amazon Trained Ecommerce Specialist (ATES)

Course Details

Chapter 1	Introduction
<i>Topic 1</i>	ATES Program Introduction
<i>Topic 2</i>	ATES Payouts
Sub topic 1	New Seller Launch payouts
Sub topic 2	Seller Services Payout
<i>Topic 3</i>	Support from Amazon
<i>Topic 4</i>	ATES FAQs
Chapter 2	ATES Requirements
<i>Topic 1</i>	ATES Profile
<i>Topic 2</i>	Sales Pitch
<i>Topic 3</i>	Service Pitch
Chapter 3	Seller Acquisition Process
Chapter 4	Seller Registration
<i>Topic 1</i>	Seller Registration Process - General
<i>Topic 2</i>	Seller Registration Process - ATES Specific
Chapter 5	Enetring Seller account details
Chapter 6	Updating information and policy on Seller Central
Chapter 7	Shipping
<i>Topic 1</i>	Types of Shipping
<i>Topic 2</i>	Shipping setting Overview
Chapter 8	Seller Launch Criteria
Chapter 9	Product Restrictions
Chapter 10	Understanding Barcodes
Chapter 11	Product Listing
<i>Topic 1</i>	Product Listing Basics
<i>Topic 2</i>	Product and Listing Information
<i>Topic 3</i>	Listing Products already on Amazon.in
Sub topic 1	1x1 Product Listing
Sub topic 2	How to add an exiting product
Sub topic 3	Bulk Product Listing
<i>Topic 4</i>	Listing Products not on Amazon.in
Sub topic 1	How to prepare?
Sub topic 2	1x1 Product Listing
Sub topic 3	Understanding the product details page
Sub topic 4	Bulk product listing
Sub sub topic 1	Bulk Product Listing Basics
Sub sub topic 2	Style Guidelines
Sub sub topic 3	Browse Tree Guide
Sub sub topic 4	What do the tabs mean in flat file?
Sub sub topic 5	Bulk Product Listing - Creation of products
Sub sub topic 6	How to upload images - 1x1

Sub sub topic 7	How to upload images - for Flatfile
Sub sub topic 8	Creating Parent and Child Variations
Sub sub topic 9	Creating Parent and Child Variations - Flow
Sub sub topic 10	Uploading the flat file
Sub sub topic 11	Quality requirements
Sub sub topic 12	Sanity Check
Topic 5	Additional Useful videos for product listing
Sub topic 1	Product display and features
Chapter 12	Product ID Exemptions
<i>Topic 1</i>	UPC Exemption and Brand Registry process
<i>Topic 2</i>	UPC/EAN Exemptions Flow
Chapter 13	Changing Inventory
<i>Topic 1</i>	Inventry Updates
<i>Topic 2</i>	Price and Quantity updates
Chapter 14	Creating promotions
<i>Topic 1</i>	Promotions types
<i>Topic 2</i>	How to Create Promotions?
Chapter 15	Order Management
<i>Topic 1</i>	Managing Easy Ship Orders
<i>Topic 2</i>	Managing Self Ship Orders
<i>Topic 3</i>	Buyer Cancelled orders
<i>Topic 4</i>	Amazon Branded Packaging Material
<i>Topic 5</i>	Order Management Pointers
Chapter 16	Managing Returns and Refunds
<i>Topic 1</i>	Returns and Refunds Basics
<i>Topic 2</i>	Managing Returns
<i>Topic 3</i>	Refund Orders on Amazon
<i>Topic 4</i>	FAQs
Chapter 17	A to Z Guarantee Claims
<i>Topic 1</i>	Understanding A to Z Guarantee Claims
<i>Topic 2</i>	A to Z Guarantee Claims
<i>Topic 3</i>	FAQs
Chapter 18	Seller Performance Metrics
<i>Topic 1</i>	Seller Performance Parameters
<i>Topic 2</i>	Auto cancelled orders & its impact on performance
<i>Topic 3</i>	Seller cancelled orders & its impact of performance
<i>Topic 4</i>	Selling different/defective products & its impact on performance
<i>Topic 5</i>	Selling counterfeit products & its impact on performance
<i>Topic 6</i>	Brand infringement & its impact on performance
<i>Topic 7</i>	Managing Contact Response Time
<i>Topic 8</i>	Understanding Seller Suspension
Topic 9	Seller Reinstatement
Sub topic 1	How to handle performance warnings
Sub topic 2	Seller Reinstatement Basics
Sub topic 3	How to write an effective plan of action
Chapter 19	Understanding Reports
<i>Topic 1</i>	Important Reports on Seller Central

<i>Topic 2</i>	Important Reports on Seller Central
<i>Topic 3</i>	Inventory Reports
<i>Topic 4</i>	Payment Reports
<i>Topic 5</i>	Other Important Reports