

# Indian Institute of Entrepreneurship (IIE)

(An organization under the Ministry of Skill Development and Entrepreneurship, Government of India)  
BasisthaChariali, N.H-37 Bypass, Near Game Village, Guwahati-78129

## In collaboration with Amazon

Announces

### Amazon Trained Ecommerce Specialist (ATES)

Training Schedule	From : 06-07-2017 to 07-07-2017	
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, BasisthaChariali Guwahati-781029	
Training & Certification Fee	Rs2000/- (Two Thousand) only <b>Special Note:</b> Participant has to bring their own laptop. Internet facility will be provided by IIE.	
Accommodation Charge (Optional)	Single bedded Non AC Room	Rs.700/- per day
	Double bedded Non AC Room	Rs.350/- per day per head
	Double bedded AC Room	Rs.1200/- per day
	Food charge (Bed tea to dinner)	Rs.272/- per day
A/C Details	The fee should be paid In through <b>Cash/Draft/NEFT</b> Indian Institute of Entrepreneurship A/C No : <b>29650100003147</b> Bank Name : Bank of Baroda Branch Name: Beltola Branch IFSC Code:BARB0BELTOL (Fifth character is zero)	
How to Apply	Send the filled in application form by post or may send the application form by email to : <b>Sri Utpal Bayan</b> , Course Director (ATES) Indian Institute of Entrepreneurship(IIE), Lalmati, BasisthaChariali, Guwahati-781029 Email: <a href="mailto:skillneriie@gmail.com">skillneriie@gmail.com</a> Contact No :7399063419	

## What is ATES?

Amazon Trained E-commerce Specialist (ATES) is a entrepreneurship program launched by Amazon, which is aimed at providing business opportunities to budding entrepreneurs. This program provides an opportunity to earn money with no limits by launching new sellers and helping existing sellers selling on Amazon.in.

## ATES Benefits

### ✓ Become an Entrepreneur

You are your own boss, work as per your time and schedule

✓ Earn More Money

Earn every time you launch a new seller or service an existing seller on Amazon.in

✓ Expert Training

Get trained by experts on Amazon E-commerce platform

✓ Get Certified by Amazon

Attend the training, complete the evaluation and get an E-commerce Specialist certificate from Amazon.in

## Course Details

Chapter 1	Introduction
<i>Topic 1</i>	ATES Program Introduction
<i>Topic 2</i>	ATES Payouts
<b>Sub topic 1</b>	New Seller Launch payouts
<b>Sub topic 2</b>	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	Entering 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
<b>Sub topic 1</b>	1x1 Product Listing
<b>Sub topic 2</b>	How to add an exiting product
<b>Sub topic 3</b>	Bulk Product Listing
<i>Topic 4</i>	Listing Products not on Amazon.in
<b>Sub topic 1</b>	How to prepare?
<b>Sub topic 2</b>	1x1 Product Listing
<b>Sub topic 3</b>	Understanding the product details page

<b>Sub topic 4</b>	Bulk product listing
<b>Sub sub topic 1</b>	Bulk Product Listing Basics
<b>Sub sub topic 2</b>	Style Guidelines
<b>Sub sub topic 3</b>	Browse Tree Guide
<b>Sub sub topic 4</b>	What do the tabs mean in flat file?
<b>Sub sub topic 5</b>	Bulk Product Listing - Creation of products
<b>Sub sub topic 6</b>	How to upload images - 1x1
<b>Sub sub topic 7</b>	How to upload images - for Flatfile
<b>Sub sub topic 8</b>	Creating Parent and Child Variations
<b>Sub sub topic 9</b>	Creating Parent and Child Variations - Flow
<b>Sub sub topic 10</b>	Uploading the flat file
<b>Sub sub topic 11</b>	Quality requirements
<b>Sub sub topic 12</b>	Sanity Check
<b>Topic 5</b>	<b>Additional Useful videos for product listing</b>
<b>Sub topic 1</b>	Product display and features
Chapter 12	Product ID Exemptions
Topic 1	UPC Exemption and Brand Registry process
Topic 2	UPC/EAN Exemptions Flow
Chapter 13	Changing Inventory
Topic 1	Inventory Updates
Topic 2	Price and Quantity updates
Chapter 14	Creating promotions
Topic 1	Promotions types
Topic 2	How to Create Promotions?
Chapter 15	Order Management
Topic 1	Managing Easy Ship Orders
Topic 2	Managing Self Ship Orders
Topic 3	Buyer Cancelled orders
Topic 4	Amazon Branded Packaging Material
Topic 5	Order Management Pointers
Chapter 16	Managing Returns and Refunds
Topic 1	Returns and Refunds Basics
Topic 2	Managing Returns
Topic 3	Refund Orders on Amazon
Topic 4	FAQs
Chapter 17	A to Z Guarantee Claims
Topic 1	Understanding A to Z Guarantee Claims
Topic 2	A to Z Guarantee Claims
Topic 3	FAQs
Chapter 18	Seller Performance Metrics
Topic 1	Seller Performance Parameters
Topic 2	Auto cancelled orders & its impact on performance
Topic 3	Seller cancelled orders & its impact of performance
Topic 4	Selling different/defective products & its impact on performance
Topic 5	Selling counterfeit products & its impact on performance
Topic 6	Brand infringement & its impact on performance
Topic 7	Managing Contact Response Time

<i>Topic 8</i>	Understanding Seller Suspension
<i>Topic 9</i>	Seller Reinstatement
<b><i>Sub topic 1</i></b>	How to handle performance warnings
<b><i>Sub topic 2</i></b>	Seller Reinstatement Basics
<b><i>Sub topic 3</i></b>	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