



Today's Amazon Must-Knows

THE CONSULT | SEPTEMBER 2024

Time to Revive That Old, Suspended Amazon Seller Account?

You know who you are.

You sell on Amazon. But you harbor a secret. Somewhere in your past, there is another seller account lurking. And it's a seller account that was suspended or blocked. What if I told you that you can likely get that old seller account reinstated?

What's more, reactivating that dead account can:

- Reduce your risk of a suspension for linked accounts
- Improve your cash flow
- Open new product categories
- And generally, make life on Amazon better and easier?

It can be reinstated!

Need to get that old account back online? [Read the entire article here.](#)

Old Amazon Pay Suspensions are Taking Down Active Seller and Vendor Accounts

In the last month, we've seen numerous cases where a long-suspended Amazon Pay account has been linked to an active seller or vendor account. The seller or vendor account then is suspended for being related to another blocked account. Amazon requires the seller to appeal the suspension of the Pay account before the selling account can be reactivated. The commonalities so far:

The Pay account closures generally are not recent (a year or more in the past).

There is often little to no data on why the Pay accounts were closed.

Clients have stated they forgot they even had these accounts; when coupled with the length of time since closure, this suggests Amazon investigations have changed, as this has not been something they actively pursued in the past.

Action item: If you or your client has a suspended Amazon Pay account lurking in the past, appeal it now.

Q4 FBA Deadlines are Coming, Be Prepared!

Oct. 10-11: Prime Big Deal Days

October 19: Inventory must arrive to guarantee Prime badge-ready by Black Friday

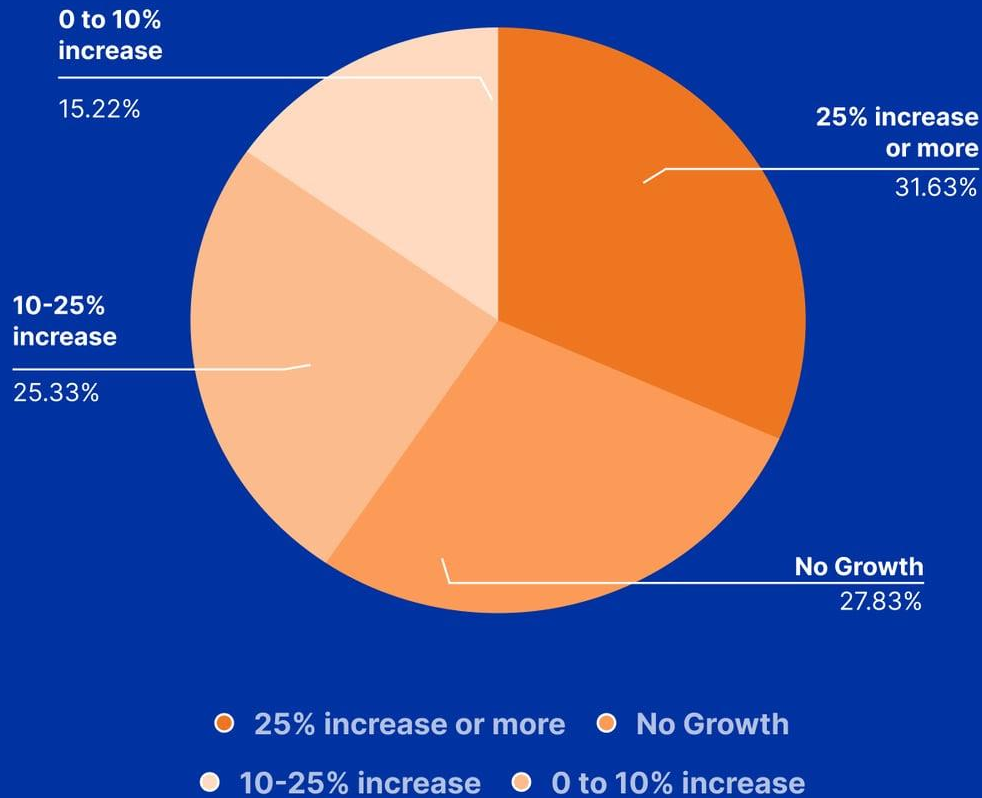
Nov. 1: Last day to send inventory to Amazon FBA for Black Friday, Cyber Monday, and the holiday season

Nov. 11 to Dec. 29: Fulfillment centers focus on processing customer orders

Nov. 21 to Dec. 2: Black Friday and Cyber Monday

SellerSpeak

What are your sales expectations this year compared to 2023?



When a Seller Passes Away, What's Next?

When the unexpected or inevitable occurs and a seller passes away, what happens with the Amazon business? It's a significant challenge for the deceased's family or business partners who wish to continue the business. Amazon doesn't generally allow account transfers, but it isn't impossible. [Read more.](#)

Just One Thing To Do...

This month's task that will make your Amazon seller account healthier.

Delete inactive listings from inventory. Amazon considers any ASIN in Seller Central

inventory to be an item you intend to sell in the future. This applies even if your listing is closed. Delete listings you will not sell again to avoid false-positive warnings and ASIN suspensions for restricted products, IP complaints and more. Maintain this by cleaning up your inventory every month.

Essential Strategies to Avoid Account Suspension

It's a cliché these days, but it's true: "An ounce of prevention is worth a pound of cure." [Listen to exactly what every seller must know to sidestep account suspension.](#) Lesley shares how to sidestep an account suspension, common reasons for suspensions, how to understand Amazon's "escalation culture," and imperative must-dos.

We are excited to announce that we officially launched our affiliate program.

Do you want to earn some extra cash by referring other sellers to Riverbend Consulting? Whether their account or an ASIN are suspended – or they just want to have proactive Account Health support – we are here to help and excited to reward you for the introduction! Simply sign up [HERE](#).

Top 5 Seller Issues, August 2024



Upcoming Events

We will be at these upcoming events. Hope to see you there!

Accelerate: Sept. 17-19, Seattle

Million Dollar Sellers Summit: Sept. 22-25, Denver

UnBoxed: Oct 14-16, Austin, TX

Latest blogs

- [11 Essential Amazon FBA Q4 Strategies to Maximize Your Holiday Season Success](#)
- [Maximizing Profits with an Amazon Wholesale Business](#)
- [Is your product launch strategy now “platform manipulation”?](#)

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Riverbend Consulting specializes in helping Amazon sellers with account reinstatement, appeals, challenges, and account protection. Our team is comprised of sellers, enforcement experts, and brand owners, all armed with crucial industry knowledge.

We serve a diverse range of clients, including major manufacturers, private-label brands, top-10 resellers, and small businesses. Our team has been able to not only achieve success for Amazon sellers of all sizes, but we've even played a direct role in changing Amazon's policies.

Stay up to date with the newest blogs, insider tips, and more with our emails. You can decide what content you receive and how often you want to receive it by [updating your preferences](#).